name your survey!

WHB

has run away with Kansas City's radio day!

10,000 watts—710 kc

All day average Hooper: 47.7%—FIRST PLACE!
All day average AREA Nielsen: 39.2%—FIRST PLACE!

Pulse—every daytime 1/2 hour—FIRST PLACE!
All day average Trendex: 42.8%—FIRST PLACE!

Call the man from Blair or WHB General Manager George W. Armstrong.
the South's FIRST tv station is the ONLY tv station in Richmond, VA.

MAXIMUM POWER
100,000 WATTS

MAXIMUM HEIGHT
1049 FEET

CHANNEL 6
ABC—CBS INTERCONNECTED

RICHMOND VIRGINIA

For over seven years BIG WTVR,

"The Wide Area Station" has DOMINATED ITS AREA with coverage from Virginia's capital city which includes OVER 498,000 TV SET OWNERS . . . Top Coverage plus a top line-up of programs from both ABC and CBS, combined with Virginia's Favorite Local Personalities is the formula which is responsible for our RUN-A-WAY WITH VIEWERS.

It all adds up to ABSOLUTE SUPERIOR VALUE when it comes to DELIVERING CUSTOMERS and MOVING MERCHANDISE. These are the facts. Let us PROVE THEM with RESULTS.

WMBG AM WCOD FM WTVR TV
First Stations of Virginia
a Service of Havens & Martin, Inc.
WMBG REPRESENTED BY THE BOLLING COMPANY
WTVR REPRESENTED BY BLAIR TV, INC.
Area Coverage Means
More Viewers Per Dollar

The Texas Gulf Coast Television Market is nearly twice the size of the Galveston-Houston Metropolitan market alone.

<table>
<thead>
<tr>
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<th>Gulf Coast TV Market*</th>
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<tr>
<td>Galveston-Houston</td>
<td></td>
</tr>
<tr>
<td>Families</td>
<td>333,000</td>
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<tr>
<td>Income</td>
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<td>$2,091,153,000</td>
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</tbody>
</table>

KGUL-TV—the CBS Basic Affiliate for the Gulf Coast Area—completely covers the fastest growing major market in the country.

More audience every day means your advertising dollar buys more...every day on KGUL-TV.

*Measured by Research Department of Television Magazine

YOU GET MORE ON KGUL TV

Represented Nationally by

CBS

CBS Television Spot Sales

Gulf Television Company

Galveston, Texas
"We're spreadin' up and out"

WITH OUR NEW TOWER
1685 FEET ABOVE AVERAGE TERRAIN . . .

42 COUNTIES IN TEXAS AND OKLAHOMA

POPULATION . . . . . . . . . . . . . . . . . . . . . . . 2,272,000
FAMILIES . . . . . . . . . . . . . . . . . . . . . . . 687,600
RETAIL SALES . . . . . . . . . . . . . . . . . . . . 2,582,192,000

552,740 television sets

CITY GRADE COVERAGE IN DALLAS AND FORT WORTH
BASIC CBS STATION

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

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President
AGENCY BILLING SWEEPSTAKES • With returns in annual B&T survey of agency billings entering final stages, Young & Rubicam leads in radio and television expenditures for second straight year—and by widening margin. In surprise development, McCann-Erickson is offering strong competition to BBDO in neck-and-neck race for second place. Complete line-up of major agencies will be featured in Dec. 12 issue of B&T.

WITH SCOPE of FCC's network study set (B&T, Nov. 28) Dean Roscoe L. Barrow, director of special project, will be spending more time in Washington and shortly hopes to complete his full-time and part-time staff, probably to total 20. Originally committed to two days per week in Washington, Dean Barrow has been spending three days at FCC. After first of year, however, he will relinquish his teaching duties at U. of Cincinnati Law School and plans to spend alternate weeks in Washington, confining his school activity to administrative supervision.

CHAIRMENSHIP TENURE • Question over chairmanship tenure of George C. McConnaughey on FCC is cleared up for first time by White House records. He will serve until March 21, 1956, at least. Mr. McConnaughey became chairman Oct. 4, 1954, and President Eisenhower then announced policy of rotation on independent agencies. But Senate didn’t confirm Mr. McConnaughey at special session so nomination went to Senate again last Jan. 10. On March 22, President signed new commission naming Mr. McConnaughey chairman for “one year.”

EXACT language of President Eisenhower’s order naming Mr. McConnaughey chairman: “Pursuant to the provisions of the Communications Act of 1934, I hereby designate George C. McConnaughey as chairman of the Federal Communications Commission for a period of one year.” By March 21, 1956, President will designate new chairman. He could re-name Mr. McConnaughey, since rotation is his own idea and not law, but presumably he’s committed to rotation policy. Who would succeed? Best guesses: John C. Doerter, of Wisconsin, or Robert E. Lee, of Illinois, both Republicans. Remaining Republican, Rosel H. Hyde, of Idaho, started rotation and served from April 18, 1953, until succeeded by Mr. McConnaughey.

UNWANTED ACCOUNT • Democratic chieftains are becoming increasingly irritated over reluctance of big advertising agencies to bid for 1956 presidential campaign account, while GOP is sufficed with top agency connections. Suspicion is that big-time agencies fear wrath of some of their pro-GOP accounts. Chairman Paul Butler may pop off soon over purported “advertiser domination.”

DEFINITELY in running for all or part of Democratic National Committee account are Joseph Katz Co., New York, Baltimore (which handled 1952 campaign); Biow-Bein-Toigo Inc., New York, and Norman, Craig & Kummel Inc. (successor to Wm. H. Weintraub & Co.). Chairman Butler may announce selection shortly after his return to Washington next week.

FULL SPEED AHEAD! That FCC majority intends to proceed with determination of tv hearing cases probably was illustrated yesterday. One hoary case—ch. 12 for Richmond, Va.—saw daylight, with grant to Lurus & Brother Co. Inc. (WRVA) over Richmond Newspapers Inc. (WRNL) by split vote. (Story page 9.)

AMONG other docket cases reportedly in works and hearing announcement: Madison, Wis. (ch. 3), Radio Wisconsin (WISC and Evening Telegram Co.) vs. Badger Broadcasting Co. (WIBA); Fresno, Calif. (ch. 12), KARM vs. KFRE; Corpus Christi, Tex. (ch. 10), grant expected to KRIS by virtue of drop-out and disposition of protests. In Madison and Fresno cases, strenuous effort is being made by present FCC minority to toss them into allocations rule-making proceeding on ground that since no vifs are presently in either place, they are ripe markers for deintermixture consideration.

DOW FOR DAYTIME • Dow Chemical Co., currently co-sponsoring Medic on NBC-TV (Monday, 9:30-9:30 p.m. EST), is understood to be willing to relinquish show to another advertiser in order to put its total tv budget into daytime. MacManus, John & Adams, New York, is agency.

THERE is little likelihood of formation of formal committee to defend interests of established vhf stations during upcoming allocation rule-making proceeding. But individual stations will seek to acquaint FCC and Congress with ohl-line vhf's position and problems. One such organizational effort was made within Viapix through its executive committee at meeting last week, with result that informal approach was decided upon. Another approach, looking toward video counterpart of radio's Clear Channel Broadcasting Service, has been discussed but, according to informed opinion, shows no immediate sign of jelling.

NBC FOR DEINTERMIXTURE? NBC is seriously considering allying itself with deintermixture advocates on ground that overall it’s better to have open potential competitive situations than constricted economy which might lay tv open to monopoly charges, possibly give public utility concept chance to grow in minds of commissioners and Congress.

ANNOUNCEMENT of appointment of new second man of Radio Advertising Bureau, with title of vice president, expected at RAB board session this week. Conversation has centered around either promotion from within or appointment of former executive familiar with operations. In latter connection, name most frequently heard is John L. Hardesty, eastern sales manager of Westinghouse Broadcasting Co. and former RAB director of local promotion.

SOCIAL NOTE • CBS Board Chairman William S. Paley, in Washington last week for White House Conference on Education, paid his first call in years at FCC. He visited all seven commissioners, to pay his respects, and lunched with Chairman McConnaughey Thursday.

MOVIES are riding high these days in free publicity on leading network programs, but Allied Artists’ pitch Nov. 27 on NBC-TV’s Wide, Wide World for upcoming movie “Friendly Persuasion” left NBC holding bag. Normally gratis performance because of promotion, tv scene resulted in 11th hour AFTRA ruling that network must pay each actor $241.50 minimum.

TO THE BARRICADES • Still in early “feeler” stage at NARTB is idea designed to strengthen broadcaster defenses against legislative attacks, nationally and stateside, as well as charges made by pressure groups. It would take form of Washington roundup for state association presidents at which common problems and ways of meeting them would be reviewed. Idea has been fostered by NARTB President Harold E. Fellows, with tentative date in February proposed.

LENTHERIC (perfumes and toiletries) Div. of Ohio-Mathieson Chemical Corp., New York, currently being handled by Cunningham & Walsh, New York, is expected to move to Grant Advt., also New York, first of year. Lenthalric, sponsor of Chance of a Lifetime on ABC-TV for past year, probably will continue that show. Company may also increase tv spot campaign on national, co-op basis with U. S. drug chains.
Channel 8
Multi-City Market
WGAL-TV
LANCASTER, PENNA.
NBC and CBS

Profitable selling is the only translation when you study this unique market. Here is a vast, multi-city region with 3 1/2 million people. Their prosperity is proven by a TV set ownership of 912,950 and an annual spendable income of $5 1/2 billion.

STEINMAN STATION Clair McCollough, Pres.

Representatives:
MEEKER TV, INC.
New York • Chicago • Los Angeles • San Francisco
WRDW-AM-TV Sold Friday
To Newspaper for $1 Million

SALE of WRDW-AM-TV Augusta, Ga., by Radio Augusta Inc. to Southeastern Newspapers Inc. (Augusta Chronicle) for $1 million announced Friday.

WRDW stations owned equally by Grover C. Maxwell Sr., Harry W. Jerrigan Sr., Judge F. Frederick Kennedy, Allen M. Woodall, and W. R. Rington. WRDW is 5 kw on 1480 kc. WRDW-TV began operating on ch. 12 in February 1954. Both are CBS affiliated and represented by Headley-Reed. William S. Morris is publisher of Southeastern Newspapers.

Other sale announcements:
KXOC Chico, Calif., from Harold T. Gibney by Jack O. Gross for $150,000. Mr. Gross is former owner of KFMB-AM-TV San Diego. Transaction handled by Blackburn-Hamilton Co.

KABQ Albuquerque, N. M., from Mrs. Helen Prince, Bert Arnold and associates by Mr. and Mrs. E. M. Sleight for $110,000. New owners is former manager of WTRY Troy, N. Y. Transaction handled by Blackburn-Hamilton Co.

Purchases are subject to FCC approval. Meanwhile, application for FCC approval filed Friday for sale of KULA-AM-TV Hono-lulu from Pacific Frontier Broadcasting Corp. (William B. Dolph, Herbert L. Pettry and others) to Television Corp. of America Ltd. (Richard C. Simonoff, Arthur B. Hogan, Albert Zugsmith and Jack A. Burnett) for $600,825. Buyers own KKRD-AM-FM Los Angeles. Messrs. Hogan and Zugsmith own Albert Zugsmith Co., media broker. Mr. Burnett is present KULA 10% owner.

Also filed Friday for FCC approval was application in sale of ch. 6 KWFT-TV Wichita Falls, Tex., by Rowley-Brown Broadcasting Co. to KSYD Television Co., for $750,000, and of KWFT from Rowley-Brown licensee to Kenyon Brown for $75,000 (CLOSED CIRCUIT, Nov. 7).

New KWFT-TV owners own KSYD Wichita Falls. They are Sidney A. Grayson, 5%; Nat Levine, 20%; Murray and Irving Gold, 12.5% each; Ben, Roy and Leon Aaron, 6.67% each, and Theodore Shanausma, 25%. Messrs. Grayson and Levine are Wichita Falls businessmen; others are Dallas businessmen.

First Touring TV Opera
To Be Initiated by NBC-TV

TELEVISION's first touring opera company, to augment tv presentations of NBC Opera Theatre, was to be announced yesterday (Sun.) by Brig. Gen. David Sarnoff, chairman of board, NBC-RCA, during telecast of "Madame Butterfly" (1:15:30 p.m. EST).

Gen. Sarnoff said NBC Opera Company will make its first tour in fall of 1956, being on road minimum eight weeks, in major cities in U. S. and Eastern Canada.

Four-year contract with Judson, O'Neill & Judd, concert managers, signed jointly by Robert W. Sarnoff, executive vice president, NBC, and William M. Judd, vice president of concert firm. Tv presentations will continue on air (now about once each month) with personnel to be added to NBC Opera Company as part of expansion, Gen. Sarnoff said.

DuMont Loses $2 Million
In First 10 Months of 1955

LOSS of $2,019,000 for its operations in first 10 months of 1955 reported Friday by Allen B. DuMont Labs. Figure compares with net profit of $1,215,000 before taxes and $612,000 after taxes for comparable period of 1954.

Sales during 1955 period were $15,964,000 as compared with $67,593,000 for first 10 months of 1954. Included in 1954 sales totals were those of WDTV (TV) Pittsburgh, whereas 1955 sales include that station for only 10 days. DuMont sold WDTV to Westinghouse Broadcasting Co. early this year. Last year's figures also include sales of then-operating, now-defunct, DuMont TV Network.

DuMont Labs had 2,361,054 shares of common stock outstanding during both 1954 and 1955 periods. Net profit per share, after preferred dividends, was 22 cents in 1954; net loss in 1955, 89 cents.

DuMont Completes Spin-off, Separates Broadcasting, Labs

ISSUE and transfer of stock in DuMont Broadcasting Corp. to common stockholders of Allan B. DuMont Labs now final and completes spin-off of DuMont's broadcasting properties, according to Allen B. DuMont, board chairman. Stockholders two months ago approved plan whereby one share of DuMont broadcasting stock was issued for each 2 1/2 shares held in DuMont Labs, creating new corporation owned at outset by same stockholders as parent company. Its management has signified it will seek additional tv and/or radio stations ([B*T*, Oct. 17]).

Approximately 944,000 shares and scrip of DuMont Broadcasting Corp. were mailed on basis of 1-to-2 1/2 shares common stock in parent company as of record Nov. 14. Spin-off encompasses separation of broadcasting activity from company's electronics research, development and manufacturing operations, to clear way for independent management and capitalization of each. DuMont Broadcasting owns and operates WABD (TV) New York, WFTG (TV) Washington and DuMont Tele-Centre, New York. Dr. DuMont is board chairman of both corporations. Bernard L. Goodwin (Paramount Pictures) is president.

* * *

BOOMING BUSINESS

NU-ENAMEL NAMES K&K • Nu-Enamel Co. (paint products), Chicago, appoints Kutner & Kutner Inc., same city, to handle advertising effective Dec. 1. Radio will be used. Long-range plans call for consideration of color tv.

NAME CHANGE • Following surprise resignation of F. Kenneth Bein as president of Biow-Bein-Toigo Inc. (story page 39), it is expected that agency's corporate name will be changed after Jan. 6, when resignation becomes effective.

GENERAL FOODS BUYING • General Foods Corp. is buying radio-tv spot campaign in six newly created sales districts in Far West and Midwest to introduce Minute Potatoes (new shredded dehydrated potato product). Campaign, scheduled to start early in January, is handled by Young & Rubicam, N. Y.

NEW AGENCY FOR N. Y. COKE • Coca-Cola Bottling Co. of New York appoints Marsh & Pratt Div. of McCann-Erickson, N. Y., to handle its advertising, effective Jan. 1. Account will be serviced by Arthur A. Bailey, Young's executive vice president, with L. E. Usitty & Co. previously handled Coca-Cola Bottling.

J-B NAMES GREY • Jacoby-Bender Inc. (watch attachments), N. Y., appoints Grey Adv., N. Y., to handle expanding advertising and promotion program, effective Jan. 1. J-B will return to sponsorship of Stop the Music on ABC-TV.

PORTABLE CAMPAIGN • Underwood Corp., N. Y., is set to launch extensive, one-week radio-tv spot announcement campaign throughout U. S. and Alaska on Dec. 12, utilizing 55 tv stations and 150 radio stations, to promote sales of its portable typewriters during holiday season. Brooke, Smith, French & Dorrance, N. Y., will supply stations with material for local dealer tie-ins.

TIMEBUYING • Time Inc. buying special, four-day radio promotion campaign for Christmas issue of Life magazine Dec. 21-26, in 25 major markets using minutes of 75 stations, through Young & Rubicam, N. Y.


QUEEN'S CO-SPONSORS • Procter & Gamble and Boyle-Midway Div. of American Home Products reportedly signed as conditional co-sponsors for Queen for a Day, weekday serial which NBC-TV currently plans to place in 4:30-5 p.m. period, moving Millions of Romances to 4:45-5:30 p.m. slot, starting tentatively Jan. 3.

WNBQ (TV), NABET Agree

AGREEMENT between NBC's o&o WNBQ (TV) Chicago and NABET in regard to staffing requirements for color tv operation was reached late Friday afternoon, NBC authorities confirmed. Details were not made known immediately. (See early story page 98.)

December 3, 1955  Page 7
You may recognize the art work in this ad. It is the same we used when Sagebrush Shorty started on WJBK-TV last spring. But things are different! In 8 short months, Sagebrush Shorty, fresh from the plains of Texas, has taken over Detroit youngsters with a bang! In October's ARB, Sage and his Looney Tune cartoons were Number One of ALL DAYTIME SUNDAY SHOWS in Detroit with a whopping 10.6, much to the delight of sponsor Schafer Bread. Now Sage has a new Saturday show, 10 to 11 A.M., ready for participation, plus two one-minutes available Sunday. Need we say more?

Want to round up more sales than you ever dreamed possible in this rich Midwest area? Let Shorty rope and tie 'em for you as he has done so successfully for Kellogg's, Borden's, Dr. Pepper, Keds, Hostess ice cream and many others, with his master handling of commercials on Detroit's CBS station with the 1,057-foot tower and all the far-reaching power of 100,000 watts on Channel 2, serving 1,590,400 TV homes.

WJBK-TV
DETOIT
CHANNEL 2

Represented Nationally by THE KATZ AGENCY
National Sales Director, TOM HARKER
118 E. 57th, New York 22, MURRAY HILL 8-8630
Richmond Tv Corp. Gets Final Grant for Ch. 12

FCC issued final decision Friday granting Richmond, Va., ch. 12 to Richmond Television Corp. (60% owned by WRNL that city and 40% by Morton G. Thalheimer interests). At same time Commission denied applications of WRNL -AM-FM Richmond (Richmond Times-Dispatch and News-Lender).


In discussion of points of preference, Commission awarded only “one minor” preference to WRNL. This was for its more conveniently located studios. FCC also found against WRNL, because of its newspaper-radio-tv interests.

WRNL owners (Bryan family is major stockholder, Norfolk group is minority owner) control Richmond newspapers, Petersburg (Va.) Progress, 1946, Norfolk Virginia-Pilot and Ledger-Dispatch (WTAR-AM-FM-TV and Tampa (Fla) Tribune (WFLA-AM-FM-TV).

Nielsen Sets New System

Nielsen REVISIONS of Nielsen national tv ratings reports, designed to stress “average audience” equally with “total audience,” due for announcement by A. C. Nielsen Co. this week. All tv “top tens” released by Nielsen in future will actually consist of two “top tens”: one in terms of audience during average minute of program involved, and other, as in past, in terms of program’s total audience, commonly known as “six-minute audience.” (Nielsen full reports to subscribers have included “average” as well as “total” audience ratings but average audience figures have not been stressed in past.)

Principal effect of change will be that, under “average audience” concept, lengths of 60 and 90-minute programs will not give them rating advantage over shorter programs—for example, it was said, some hour-long and 90-minute shows have made “top tens” in total audience count but “wouldn’t have come close” in terms of average audience (indicating high tune-in but also substantial tune-out).

FCC Questions Three More About Purported ‘Imbalance’

THREE MORE am stations have been questioned about purported program “imbalance” by FCC’s Broadcast Bureau, it became known Friday. This is in addition to 14 sent inquiries last week [CLOSED CIRCUIT, Nov. 28]. Stations come up for license renewal by regional grouping. They maintain license status quo pending determination.

Stations queried, including three new ones, were:

WAPL Appleton, Wis.; WATK Antigo, Wis.; WBBM Chicago, Ill.; WBBF Beaver Dam, Wis.; WCFI Chicago, Ill.; WEAU Eau Claire, Wis.; WEDG Dubuque, Iowa; WEMP Milwaukee, Wis.; WGEE Chicago, Ill.; WGIZ Elizabethtown, N. J.; WIBF Cicero, Ill.; WJIB Franklin, Wis.; WINS Chicago, Ill.; WRBW Waukegan, Ill.; WMOE Metropolitan, Ill.; WOKW Sturgeon Bay, Wis.; WPEO Peoria,

Broadcasting * Telecasting

UPCOMING

Dec. 6-8: Mutual Affiliates Advisory Committee, Hollywood, Fla.
Dec. 8-9: NBC-TV Affiliates, Chicago.

Omaha Stations Switch

SWITCH of CBS and NBC affiliations in Omaha Jan. 1 officially announced Friday with KMTV (TV) (ch. 3) becoming basic NBC-TV affiliate and WOW-TV (ch. 6) becoming primary basic affiliate of CBS-TV.

Announcement in New York, Robert W. Sarnoff, NBC executive vice president, and KMTV General Manager Owen Saddler said KMTV, which received programs from CBS-TV, ABC-TV and former DuMont Network, will carry full NBC-TV program service and continue some ABC-TV programs. At same time, Edward P. Shurick, CBS-TV national director of station relations, announced that WOW-TV, which formerly received NBC and DuMont programs, will join CBS-TV.

Frank P. Fogarty is vice president and general manager of WOW-TV, which is owned by Meredith Pub. Co.

Detroit Stations Carry News For Struck Papers

DETROIT radio-stv stations increased news coverage Friday as newspaper shutdown entered second day. They jointly agreed to carry items from new reports prepared by Detroit News-paper Publishers Assn. at newsroom in Hotel Fort Shelby. Striking stereotypers picketed WWJ-AM-TV building, across street from affiliated News. Supervisory workers operated stations Thursday but picket lines were described as not affecting WWJ operations Friday.

CIO newspaper guild members decided Friday to authorize union officials to publish their own daily newspaper during shutdown of three dailies.

Bashaw Succeeds Webb

THOMAS P. BASHAW, sales manager of KFH-AM-FM Wichita, Kan., Friday was appointed general manager to succeed late Frank V. Webb, who died last Monday of heart attack. News announcement was made by Manager Marcellus M. Murdock, publisher of Wichita Eagle and executive vice president of KFH-AM-FM.

RCA Declares Dividends

RCA Friday announced extra dividend of 50 cents and regular quarterly dividend of 25 cents per share on common stock, payable Jan. 23 to holders of record at close of business Dec. 16. RCA also reported dividend of 871/2 cents per share was declared on first preferred stock for period Jan. 1-March 31, 1956, payable April 2, 1956, to holders of record March 12, 1956.

People

DAVID HAYES, timebuyer and assistant to radio-tv director, appointed radio-tv director at W. E. Long Co., Chicago agency specializing in bakery accounts. He succeeds E. C. FRITZ JR., resigned [BWT, Nov. 28].

SANTO FRANK PULISE, assistant art director, Scheideler, Beck & Werner Inc., N. Y., to Geyer Inc., same city, in a similar capacity.

TED LAZARUS has resigned as secretary-treasurer of George Blake Enterprises, N. Y., tv film producers.

BERNARD J. WIERNIK, general sales manager, Mogen David Wine Corp., Chicago, promoted to vice president in charge of sales and advertising. Appointed, Mr. WIEPE, vice president and director, Anderson & Cafris, N. Y., elected secretary by agency of board of directors.

Technicians Get to Work

On Channel-Swap Talks

TECHNICAL task force of government engineers met Friday with ODM officials to begin serious consideration of possibility of whittling out extra vhf channels for tv from present military and other government assignments. Technicians took over after ad hoc committee of top drawer interested government officials met day before to agree on policy. Believed favorable climate augurs announcement in week or two that couple of vhf bands have been cut loose for tv. In exclusions, with rer- stood military is seeking other vhf frequencies not now used for tv.


Glover Heads New RCA Unit

NEW RCA UNIT, Semi-Conductor Div., handling transistors and related items, set up effec- tive today (Monday) with Dr. Alan M. Glover as technical manager. Dr. Glover, who RCA since 1936 in industrial tube work, had been manager of semi-conductor operations prior to formation of new division. RCA’s action de- scribed as emphasizing importance transistors attaches to transistor field, according to W. W. Watts, RCA executive vice president, electronic products.

Three V.P.’s for ABC Film

APPOINTMENTS of three new vice presidents announced by ABC Film Syndication Inc., New York Richard P. Morgan, executive assistant to ABC Film Syndication President George T. Shupert, named vice president in charge of business affairs. John Burts, midwest manager in Chicago, promoted to vice president, and director of national sales. William Clark, west- ern manager, appointed vice president and di- rector of western sales division.

James W. Baldwin Retires

JAMES W. BALDWIN, former part owner of WGH Newport News-Norfolk, Va., and former managing director of old NAB (1935-37) last week retired after more than 28 years of govern- ment service. Mr. Baldwin was secretary of former Federal Radio Commission prior to joining NAB as assistant managing director in 1934. He was highest ranking civilian em- ploye in Army Signal Corps at time of his reti- rement. He began government service in 1919.

December 5, 1955 • Page 9
WHEELING AND DEALING
Newhouse pays $18.7 million cash for Birmingham News (WAPI, WAFF), WABT (TV), and Huntsville (Ala.) Times (WHBS-AM-FM). Zeckendorf buys half of KBTV (TV). Other sales 31

RADIO-TV REVENUE TOPS BILLION
FCC financial figures for 1954 show TV getting $393 million, radio $449 million for $1,042,500,000 total 33

BEIN QUTS BLOW-BEIN-TOGO
Curtis as president follows assumption of greater responsibilities for agency’s operations by Board Chairman Milton Biow 39

HOOKER DECISION DELAYED
New York attorney general seeks injunction against film companies headed by West Hooker; he asks for dismissal; judge reserves decision 48

ROACH ON TELEVISION
Hollywood studio head discusses what TV means to movies, and vice versa, in B+T interview 52

NCAA URGES LIMITED TV IN 1956
Restrictions on football telecasts have worked well this year, collegiate association says, proposing continued limitations for next fall 60

TIMEBUYER DECIDES OWN STATUS
Job is whatever each individual makes it, George Polk, BBDO media liaison coordinator, tells RTES Timebuying & Selling Seminar 72

TV REPLACING STUMP?
Strenuous cross-country campaign tours may be scrapped in favor of TV, which lets candidate meet more people more intimately and much more easily 76

MAGNUSON DERIDES FCC
Lack of overall deintermixture policy is ‘shameful situation’, chairman of Senate Commerce Committee declares 78

WWBZ LOSES LICENSE
FCC orders station to leave air within 60 days because of horse racing broadcasts 83

WBC UPS PACK, TOOKO, LUND
National program manager, general managers of WPTZ (TV) Philadelphia and KDKA-TV Pittsburgh named vice presidents of Westinghouse Broadcasting Co. 84

FIVE NEW V.P.’S FOR NBC
Culligan, Dann, Herbeaux, Scott and Werner raised to vice-president status 100

NETWORK AFFILIATES’ SESSIONS
NBC-TV affiliates to meet in Chicago, Mutual Affiliates Advisory Board in Hollywood, Fla., and CBS Radio Affiliate boards in New York, all this week 102

21 SPONSORS FOR PEP
NBC-TV’s Program Extension Plan in eight weeks has brought orders from 21 advertisers for 19 programs to 47 small-market stations 106

SYLVIANA HONORS TOP SHOWS
NBC-TV’s Peter Pan named ‘show of the year’, James C. Hagerty, White House news secretary, lauded for opening Presidential news conferences to TV 109
SLIDE RULE-ETTE?

You’ve heard those fanciful formulas for determining the value of a broadcasting property:

Three and one half times the net.

One times the gross.

Someone even said recently—facetiously, we trust—that a television station should be worth two and one half times its losses.

There is no magic formula for such appraisal. Business conditions vary from community to community. Real estate values differ. These and other factors govern worth.

Blackburn-Hamilton Company offers a low-cost, efficient and confidential appraisal service. It is based upon the Company’s unique experience as the oldest nationwide firm specializing in this area of broadcasting.

You’re worth more to your company if you know what your company’s worth.

Blackburn-Hamilton Company

NEGOTIATIONS • FINANCING • APPRAISALS

RADIO TV NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Clifford B. Marshall
Washington Bldg.
Sterling 3-3413

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-3755-6

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5672-2
NEW BQ-2A 3-SPEED TURNTABLE designed specifically for 331/3, 45 and 78 RPM operation. Low in price, but retaining highest performance characteristics. Simple, sure-fire drive mechanism with self-compensating rim drive. Smooth half-turn starting at any speed for easy cueing.

BQ-70F DELUXE, 3-SPEED TURNTABLE. Newest edition of RCA's famous 70-series transcription turntables. Photo shows installation of Universal Tone Arm for Vertical and Lateral standard groove transcriptions and a lightweight tone arm for 45 and 33 1/3 fine-groove recordings.

BC-4A AUDIO CONTROL. This new unit provides adequate control and switching for one studio, control booth, two turntables, network, 2 remotes, and tape recorder. Addition of a second BC-4A doubles facilities, permits dual-channel operation. Ideal audio sub-control for TV stations.

Pictured on these pages are just a few of the units—from the most complete line of professional audio equipment for AM, FM and Television.

Application-engineered to fit every broadcast audio pick-up and reproduction situation in the station, this comprehensive line includes...microphones and microphone accessories...turntables...tape recorders...amplifiers...loudspeakers...custom-built equipment...plus hundreds of other audio items needed to meet each and every station requirement.

RCA audio equipment is imaginatively designed to exceed present-day station requirements—competitively. It makes possible new techniques in program handling—offers a new basic approach to greater operation economy. Ask your RCA Broadcast Sales Representative for complete technical information. In Canada, write RCA Victor, Ltd., Montreal.

BC-2B STUDIO CONSOLE. "Low-boy" console offers deluxe, operation-proved features usually found in custom-built equipment—but at a standard "package" price. Includes complete high-fidelity speech input provisions for 2 studios, announce booth, 2 turntables, 5 remotes, and network.

BCM-1A AUXILIARY MIXER CONSOLE. For large AM and TV studios. It triples the microphone inputs of the BC-2B—up to 16 microphones can be connected—8 can be used simultaneously. Enables you to "block-build" as required.
T-12B PROFESSIONAL TAPE RECORDER (CONSOLE TYPE). Same as RT-11B and includes all the design features of the rack-mounted unit—but is ideal for use near RCA Console or turntables in control rooms or studios where rack space is not available.

BGS-11A MASTER SWITCHING CONSOLE. For broadcast stations requiring master switching facilities for three channels. Can be used for pre-set master switching—up to 10 program sources.

..for AM or TV!

FREE technical brochures on RCA Broadcast Audio Equipments—from your RCA Broadcast Sales Representative. Ask for the bulletins you desire by the numbers given below:

<table>
<thead>
<tr>
<th>ITEM</th>
<th>NUMBER</th>
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<tr>
<td>BC-4A Audio Control</td>
<td>8 1112</td>
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<tr>
<td>BC-2B Studio Console</td>
<td>8 1100</td>
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<tr>
<td>BCH-1A Auxiliary Mixer Console</td>
<td>8 1108</td>
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<tr>
<td>BGS-11A Master Switching Console</td>
<td>8 1116</td>
</tr>
<tr>
<td>BC-1A Turntable</td>
<td>8 1616</td>
</tr>
<tr>
<td>RC-70F Deluxe, 3-speed Turntable</td>
<td>8 1600</td>
</tr>
<tr>
<td>RT-11B Professional Tape Recorder for Rack Mounting</td>
<td>8 1700</td>
</tr>
<tr>
<td>RT-12B Professional Tape Recorder (Console Type)</td>
<td>8 1700</td>
</tr>
<tr>
<td>BTC-1B Transmitter Control Console</td>
<td>2J 8256</td>
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</tbody>
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PIONEER IN AM BROADCASTING FOR OVER 25 YEARS

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION
CAMDEN, N.J.

BTC-1B TRANSMITTER CONTROL CONSOLE. Handles all audio mixing and transmitter switching for AM station operation. Add-a-unit design does away with obsolescence—enables you to add control turrets and desk sections as your station grows.

RT-11B PROFESSIONAL TAPE RECORDER FOR RACK MOUNTING. Designed for applications where precision timing and reliability are prime factors. RT-11B provides push-button control, automatic tape lifters, quick starts and stops in 1/10 second, and easy cueing.
ASSIGNMENT: INDIA

THEY MIGHT have been the voices of Pilgrims telling the world of their struggles: "You cannot fathom what freedom really means to us" . . . "You are wrong to call us neutrals—we simply cannot afford the luxury of war!" . . . "We want so very much to learn." But the voices came from India, the second largest democracy in the world, torn between tradition, time and power politics.

They were but fragments pointing up the largeness of NBC-TV's Thanksgiving Day project, Assignment: India. And within the short space of 60 minutes, narrator Chester Bowles, writer John Frederick Muehl and producer Ted Mills tried to piece together the jigsaw puzzle of the new India. In the hour allotted to them, these men had to convince U.S. viewers that "as India goes, so goes all of Asia." If the U.S. viewer was not convinced, he should have been, for it was one of the more lucid and admirable network documentaries.

Much of the credit for this must go to Chester Bowles, advertising executive turned state's governor turned diplomat-at-large. Between 1951 and 1953, Mr. Bowles, as U.S. Ambassador to India and Nepal, brought a unique shirtsleeve diplomacy to his job. His candor and friendliness won him the respect and confidence of every Indian, Brahmin or untouchable.

This telecast was, in effect, an ambassador's report to the people. It stated flatly that loss of confidence in India ("trying to jam 100 generations into one while continuing to draw from its past heritage"), would be akin to surrendering 60,000 square miles of real estate to the Soviets.

The program was all the more memorable because it made no predictions, saw no trends, but merely reported facts as seen through the eyes of the Indians themselves. The juxtaposition of old India with the new was accomplished through the motion picture camera, yet the impact remained vocal. To hear one farmer declare in broken English that "since Gandhi, we are no longer afraid but hopeful and free" was perhaps the most potent message to come through our tv screens on a day set aside to honor our own pioneering forefathers.

A color spectacular, Assignment: India was not only a lesson in 20th Century history; it was journalism in the best of television's tradition. Production costs: Approximately $90,000.

Telecast in color and black-and-white, sustaining, Nov. 25, 5-6 p.m. (EST), NBC-TV.

Narrators: Chester Bowles and Frank Blair.

Producer and Director: Ted Mills; field director and asso. producer: Robert Graff; production manager: Don Cash; photographers: W. Suschitzky, Malcolm Gasper, Margaret Bourke-White; writer: John Frederick Muehl; art director: Merle James; musical score: Alan Hew Hans; music: Llyod Ali Akbar Kahn, Pandit Chatter Lal; sound: Ching Mowtenlay.

DEAREST ENEMY

PASSING OVER the scintillating musical comedy scores Richard Rodgers and Lorenz Hart penned during the 1930's and 40's, producer Max Liebman dug up what must be the song writing team's most anemic effort, "Dearest Enemy," for his Nov. 26 NBC-TV color spectacular.

This long-buried item, first presented on the Broadway stage in 1925, hasn't one memorable tune ("Here in My Arms" comes closest to making the grade) and the Herbert Fields book (adapted for tv by William Friedberg and Neil Simon) is obvious and labor.

Based on an incident in early New York history, "Dearest Enemy" tells how Mrs. Margaret Murray, of Murray Hill, and her niece Betsy connived to captivate British General Sir William Howe and his staff during a tea party, thus delaying the Redcoats' departure long enough to allow General Putnam and 3,000 Continental troops to escape from the Battery to Harlem Heights, where they joined General Washington.

Doing their very best with what they had to work with were Anne Jeffreys, as the spirited Betsy; Robert Sterling, as her British boy friend, and Cyril Ritchard as General Howe. Cornelius Otis Skinner, in the role of Mrs. Murphy, was up to her usual fine standard in the acting department but was far from being at ease in the musical portions.

Production costs: Approximately $145,000.

Sponsored by Oldsmobile Div., General Motors Corp., through D. P. Brother on NBC-TV, Sat., Nov. 26, 9-10:30 p.m.


Seem and Heard

TO JUDGE by the telecast of the Army-Navy game Nov. 26, it is easy to believe that football was the reason for the invention of color television. Colorcasting gave the game clarity and drama that monochrome cannot match. But score one inexusable fumble to NBC-TV and a sponsor. At the end of the game the West Point cadets began streaming on the field in a scene of magnificence as the scene began to develop it was blacked out by a monochrome commercial which dully and interminably pitched for White Owl cigars. Sales of rival brands must have been helped.

LIFE, some of our more avant garde intellectuals say, mirrors art. It couldn't have been more true than in Ed Murrow's documentary on education (CBS, Nov. 27, 5-6:30 p.m.). In one segment, the television journalist had three homepun females of the 1930's arguing bitely with the school superintendent on the merits of a bond issue which would have closed down their two-room country schoolhouse in favor of a large, consolidated school building. If these women had been in a play, the critics would have hailed the exquisite characterization; in real life they were superb. P.S.: The bond issue won.

BROADCASTERS watching the Alcoa Hour on NBC-TV Nov. 27 must have been wryly amused at the plot of the drama, which made much of a televised hearing of a House of Representatives committee. For they know, as the author of "Thunder in Washington," obviously did not, that Speaker Sam Rayburn has expressly forbidden the telecasting of any House committee session.

A CHECK-LIST FOR MARKETING MANAGEMENT, by C. J. Courtney, 65 pp. $2.50. DR. COURTNEY, director of the marketing department, College of Commerce, Creighton U. in Omaha, has prepared this mimeographed check-list of the business functions of marketing primarily for use of his classes, but many a business man would find it of value in helping to find a solution to his marketing problems. As the business functions of marketing, Dr. Courtney lists advertising, marketing research, merchandising and sales promotion, using his own logical, if somewhat unorthodox system of assigning the responsibilities of each division.
Thank You

Just one year ago, Channel 5 in San Antonio became KENS-TV, the station of the Express Publishing Company.

The Station's first year under its present management has been a year of progress on all counts—especially for our advertisers. KENS-TV is reaching more homes, at a substantially lower average cost-per-thousand, both day and night, than it was one year ago. We have a greater variety of local programs—higher average ratings—than were available at this time last year.

We now have a comprehensive promotion and merchandising service to back up the programs we carry and the products we sell.

Yes, it has been a year of progress, but more progress is planned ... and we would like to start now to plan our part in your progress in the rich San Antonio area in 1956.

A call to your F & S Colonel, or directly to us, will start your plans rolling.

Meanwhile, we thank all our advertisers for your all-important part in making our first year so successful.
...He Says You Should

FREE & PETERS, INC.

Pioneer Station Representatives Since 1932

NEW YORK
250 Park Avenue
P.Laza 1-2700

CHICAGO
230 N. Michigan Ave.
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Bldg.
Murray 8-5667

FT. WORTH
406 W. Seventh St.
Fortune 3349

HOLLYWOOD
6331 Hollywood Blvd.
Hollywood 9-2151

SAN FRANCISCO
Russ Building
Sutter 1-3798
THE lady who selects cartons and cans and bottles from the shelves of her Favorite Store has an unbelievable number of suitors . . . and every one of them tries every trick in the book to persuade her to pick up his package.

The Colonel has observed that one of the best tricks of all is to practically live with the lady at home . . . to call on her again and again and again at times when she's in the mood to think about soap or soup, or whatever you sell that she buys regularly. Moreover, the Colonel has a carefully worked out selection of Plans designed to turn that trick through daytime television — where rates are low and feminine interest is high.

These Plans are neither difficult to achieve nor expensive to buy, and it costs absolutely nothing to find out how they work. Your Free & Peters Colonel would like to drop his hat in your office and show them to you.

### Representing VHF Television Stations:

#### EAST — SOUTHEAST

<table>
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<tr>
<th>Station</th>
<th>City</th>
<th>Channel</th>
<th>Primary</th>
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<tr>
<td>WBZ-TV</td>
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<td>New York</td>
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<td>5</td>
<td>CBS</td>
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<td>WIS-TV</td>
<td>Columbia, S. C.</td>
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<tr>
<td>WDBJ-TV</td>
<td>Roanoke</td>
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<td>CBS</td>
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<td>WTVJ</td>
<td>Miami</td>
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#### MIDWEST — SOUTHWEST

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<td>WOC-TV</td>
<td>Davenport</td>
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<td>Minneapolis-St. Paul</td>
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<td>ABC</td>
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<td>WBAP-TV</td>
<td>Fort Worth-Dallas</td>
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<td>ABC-NBC</td>
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<td>KFDM-TV</td>
<td>Beaumont</td>
<td>6</td>
<td>CBS</td>
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<tr>
<td>KENS-TV</td>
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<td>CBS</td>
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#### WEST

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<td>Honolulu</td>
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<td>Hawai`i</td>
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<tr>
<td>KRON-TV</td>
<td>San Francisco</td>
<td>4</td>
<td>NBC</td>
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EXecutives

EDITOR:
I think that this is the very first time that I have ever addressed a "letter to the editor." However, I had to write to hand you a great big kudo for the article in the Nov. 28 issue titled, "They Tell Me I'm Too Good To Hire"...

Since leaving ABC, where, as you know, I was a vice president and also general manager of WABC-TV and prior to that general manager of WABC, I've listened to more reasons why I don't get hired and have been given more free advice about how to go about getting hired than the time consumed by all the debates in the Security Council of the U. N. since its inception more than ten years ago... Because the author of this article has had an experience that so closely parallels mine, you might be interested to know that at least a dozen people have called to compliment me on it. Pray, please pass these along to Mr. Anonymous. As a matter of fact, I should like to communicate with him in view to joining up with him, buying a radio station, and then start to make our own excuses.

Ted Oberfelder
New York

Planning Guide
EDITOR:
...I have read your informative magazine over many years and derive much important material that frequently guides me in my planning as to tv distribution.
Charles E. Skinner, Pres.
Charles E. Skinner Productions
New York

More In-Studio Training
EDITOR:
The news item under the educational category [B&T, Nov. 7] concerning WSTV-TV's instruction of television courses is not quite correct.
WTRF-TV has been doing this type of work with three area colleges for more than a year, and this year is presenting Speech 340 class at West Liberty State College, receiving three hours credit, for an on-the-job type course. During the semester each student must observe 15 actual hours in the WTRF studio working with the camera crew...
C. Greg Van Camp, Prog. Dir.
WTRF-TV Wheeling, W. Va.

[EDITOR'S NOTE: B&T's story of the in-studio training course at Tech even states that it was "said to constitute" first such course at commercial station in Tri-State area.]

History Lesson
EDITOR:
Johnny Outler's article "Who Put the Mud on Radio's Shoes?" [B&T, Nov. 21], is so-o-o right...
As he reports, way back before World War II there was a group of "tough-minded" broadcasters who brought forth a code of self-regulation as the only answer to the alternative of regulation by government (there are those who forget so quickly, and who still take this matter lightly).
I know how tough they were, because I worked for them as the first secretary of the original NAB Code Committee.
These gentlemen had the guts to face up to the programming problems of that day and in good order took on the problems of Father Coughlin, Doc Townsend, planned parenthood and contraceptive advertising on radio, and the commentaries of Elliot Roosevelt when his pappy was the resident at 1600 Pennsylvania Ave... They also took quite seriously the problems of "continuity acceptance" and "good taste," PI's and published a weekly list of the would-be chiselers. They met with every "segment" of the listening public—housewives, educators, religious leaders, parents and kids. They were not afraid to report their findings boldly to the agencies and sponsors without the benefit of Univic and all profited from the interchange of this grass roots information.

The boys used to pay a good deal of attention to road hickies and hitchhikes in those days. Now, especially in television, we get a running commercial express that not only has double-whammy cowcatchers and hitch hikes, but the caboose and baggage car thrown in between two or three breathless station breaks that leave the listener and viewer resentful and the ad's identification lost.

To any student of this business, I think it is demonstrable that the continuous [use of the protection] of the NARTB Code of Fair Practices to cover up poor practices is being rejected by listener and viewer alike. And here is the danger point: such rejection inevitably leads to a rejection of all advertising made through the same transmitter—no matter how valid they may be. When this reaches Madison Ave., watch out. When this reaches Washington, it may be too late to see your nearest Congressman.
Edward M. Kirby
Washington, D. C.

Grateful Voice
EDITOR:
During the past year the Voice of America has had many milestones and I want to thank B&T for keeping the radio and television industry of this country informed about the major developments of our government's worldwide broadcasting service.

Good news coverage of the Voice of America activities by B&T and other publications serving the radio and television industry has helped bring about the splendid cooperation we now enjoy with all domestic broadcasters.

Without this cooperation, a program such as our new daily show Panorama—USA (launched Oct. 31) would be virtually impossible. Much of the music and many of the special features of this 60 minutes of information about America, its people, its music and culture, is obtained through the cooperation of all four American radio networks, independent stations, individual artists and the various American unions.

We appreciate B&T's interests in the Voice of America and the good work you have done in our behalf.

Film Fan
EDITOR:
If every day were like yesterday [Thanksgiving], a day for eating, resting and thinking, I think I might be writing you a lot more of these letters.

What prompts me to write this is your issue of Nov. 21. I don't know when I've read a publication with such a variety of news and information of interest to our business and the industry as a whole. I had the opportunity yesterday morning to carefully read this issue and was again very much impressed with the service you are rendering.
R. R. Kaufman, Pres.
Guild Films Inc., New York
Only WOWO covers the "Market Between"

darker and richer than most big-city markets!

The facts about Southern Michigan, Eastern Indiana and Western Ohio—the area blanketed by WOWO and not covered fully by any other single medium—speak for themselves:

- 4 million people
- $6 billion spendable income (51% more than Detroit)
- $903 million spent for food last year
- $1.06 million spent for drug products
- $757 million spent for automotive

By any measurement, "Market Between" is a major market, comparable with the cities of Boston, San Francisco and St. Louis combined. And only WOWO covers it. In the last 27-county Pulse, WOWO scored 476 firsts out of a possible 476!

Get complete market data and availabilities from Tom Longworth, WOWO Sales Manager at Fort Wayne, Anthony 2136, or Eldon Campbell, WBC National Sales Manager, at Murray Hill 7-0808, New York City.

WOWO Fort Wayne
WESTINGHOUSE BROADCASTING COMPANY, INC.

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

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

Michiana

Indiana

Ohio
G.E.'s COLOR FILM CENTER
FOR BOTH COLOR AND

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.

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.

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.
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!

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 2x2 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.

FREE BOOKLET, SPECIFICATIONS! For detailed information about the new General Electric Color Film Center see your local G-E Broadcast Equipment Manager, or, write to: General Electric Company, Broadcast Equipment, Section X2185-5, Electronics Park, Syracuse, New York. In Canada, write to: C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.
JOHN IN Southern California... "Well, San And the spots spots). No KBIG period of cars Willhite California, Automotive Traffic

CASE strict representative

Robert Meeker

Telephone: Watts 3-3203

John Poole Broadcasting Co.

ALL DAY is

Automotive Traffic Time in Southern California

Here's proof ... the K-BIG success story of Avalon Motors, Buick Dealer in Wilmington, California, as told by Jack Frost of Hunter-Willhite & DeSantis Advertising Agency.

"We can show a positive increase in volume of new Buicks sold at Avalon Motors; from 30 cars per month to 60 cars per month, in a period of approximately eight weeks. We and the dealer are very pleased, inasmuch as K-BIG produced this 100% increase with a K-BIG budget of only $1,200 per month, (100 spots). No other radio station was used, and the spots were placed with only small regard for strict automotive hours."

And the buyers came from the mountains, deserts, orange belt as well as Los Angeles and San Diego.

"Well, that's it ... another smash success for K-BIG . . . ."

In Southern California, you are "IN" when you are "ON" K-BIG.

For more proof of K-BIG successes, ask your K-BIG representative or Robert Meeker man.

A MAN could get ulcers, almost, just trying to describe David Adams' job in a few words that are both accurate and adequate.

His line in the NBC executive roster calls David Adams a staff vice president. Examination of the roster reveals only one other such, this being another man of diverse talents and responsibilities, Emanuel Sacks. For Mr. Adams, being staff vice president means handling a variety of NBC special projects and planning assignments that do not fall squarely within the jurisdiction of an operating vice president but may involve several operating fields. What makes it more difficult to define is that his job also takes him frequently into areas over which others have responsibility.

Mr. Adams operates without a staff. No organization reports to him. He himself reports to Executive Vice President Robert W. Saroff, whom he serves as a kind of project and planning officer. Among the projects on which he has worked, for example, are the NBC-TV Program Extension Plan for getting advertisers to add small markets to their NBC lineups (a project which involved three NBC departments primarily: sales, programming, station relations; certain aspects of NBC-TV's color planning; involving programming, production facilities, sales), and NBC Radio's Monitor concept (sales, programming, and station if not industry-wide relations). As another example of the duties that fall his way, he currently is coordinating the presentation for which NBC will make at the semi-annual meeting of its television affiliates in Chicago this week.

Mr. Adams, who has had varying types of assignment for most of his eight years with NBC, might be said to have entered radio through the congeniality of strangers. In 1941, tired of the tedium of practicing law, he left his home in Buffalo and went job-hunting in Washington. After calling on 18 government agencies in three days without success, he was ready to shuffle back to Buffalo. Then, an hour before train time, he received three offers: from FCC, the Labor Dept., and what was then the Office of Price Administration. He elected to accept the FCC offer "mostly because the people I'd met there seemed congenial."

Thus he got into radio. But it was six more years before he got into radio broadcasting. From the time he started at FCC in September 1941 until he left to join NBC in December 1947, he worked exclusively in the common carrier division. He rose to the post of assistant to the FCC general counsel and during this tenure, again, he was a man of diverse duties.

He served as Commission counsel in numerous common carrier cases, as is usual for a Commission lawyer, and he also had key roles in several major proceedings, notably the long-drawn one which merged Postal Telegraph Co. with Western Union. He also was a member of the cable and radio committees of the old Board of War Communications and participated in several postwar international communications conferences. He was a member of the U.S. delegation to the Moscow five-power Telecommunications Conference in 1946 and, the same year, a U.S. observer at the London meeting of the International Telegraph Consultative Committee.

He counts as his most interesting government service, however, that which he put in as a member of the three U.S. delegations to the International Radio, Telecommunications and High Frequency Conferences at Atlantic City in the summer and fall of 1947. Shortly after they were completed he accepted an offer from NBC, where his workdays are still long and filled with enough of the complexities common to network operation to keep him happy.

David Charles Adams was born in Buffalo on March 5, 1913. He was educated in the Buffalo city schools and graduated, summa cum laude, from the U. of Buffalo in 1934.

Having his degree but with no notion of what he wanted to do for a living, he listened willingly when a Buffalo attorney offered to help him through Buffalo U. Law School in exchange for clerking in the attorney's office in his spare time. Mr. Adams figured a law-school education wouldn't hurt, accepted the offer, and graduated first in his class. Whereupon he entered practice with his benefactor and remained until, finding practice "too tedious," he moved on to Washington in 1941.

His FCC service was interrupted in 1943 for two years duty in the Army, and was terminated in 1947 with his acceptance of NBC's offer. He joined NBC eight years ago last Thursday as assistant general counsel under Mr. Denny, then general counsel. In July 1948 he was named vice president and general attorney of RCA Communications. Six months later he was called back to NBC as assistant to the executive vice president, to which post Mr. Denny had acceded. It was then that he first became what might be called, for want of a better phrase, a special assignments man. In this type of role he was named successively to the titles of NBC director of special projects (1952), vice president in charge of network administration (1953), and staff vice president (1954).

Mr. Adams was married Nov. 28, 1940, to May M. Grelick of New York. With their two sons, Donald, aged 10, and Jonathan, 5, they live in suburban Croton, N. Y. What leisure time he has he likes to spend with his family or in the enjoyment of books and music, and, in the summer, gardening.
OVER HALF OF THE SPENDABLE INCOME IN INDIANA

is in the hands of people served by WFBM-TV

Spendable income state-wide: $7,005,872,727
Spendable income WFBM-TV-wide: $3,853,232,000

WFBM-TV INDIANAPOLIS
Represented Nationally by the Katz Agency
Affiliated with WFBM Radio, WOOD AM & TV,
Grand Rapids, WDFT, Flint, WTCH, WTCH-TV,
Minneapolis, St. Paul
THE POINT WE TRIED TO MAKE
Trendex this month shows CBS Television with 9 of the 10 most popular programs. And the latest Nielsen gives CBS Television 6 of the 10 programs which reach the largest number of homes – twice as many as any other network.

We have said before that in the major markets where networks directly compete, CBS Television almost invariably wins out in terms of program popularity. And we have always believed that when CBS Television programs were carried into more and more of America’s markets, these programs would inevitably gain the largest nationwide audiences.

This is exactly what has happened.

The network with the most popular programs – and the largest advertising investment – now delivers the largest television audiences. CBS TELEVISION
the SPOT heard 'round the world!

1866 people responded to one week's announcements on KSL Radio's "Music After Midnight." Letters poured in from 38 of the 48 states, Alaska, Hawaii, Mexico, Canada and as far away as Guadalcanal, over 6200 miles from Salt Lake City.

...and the spot heard 'round the world RESOUNDS in the 1¼ billion dollar Mountain West Market where each day two-thirds of all the radio families hear KSL Radio, and 9 out of 10 listen throughout the week.

KSL radio...Salt Lake City

Represented by CBS Radio Spot Sales
50,000 Watt Voice of the West

*Mail Response maps available upon request.

James Beach

on all accounts

IT'S DOUBTFUL that since 1940, when he started as a page-boy with CBS, James Caleb Beach, 36-year old radio-tv director of Donahue & Coe Inc., New York, has been able to treat himself to a three-hour hiatus.

Between the time he began writing scripts for the old CBS Radio Columbia Workshop 15 years ago and the present, Mr. Beach has been an actor, radio newscaster, nightclub publicity agent, tv packager, freelance magazine writer, agency producer and once Democratic candidate for mayor of Tarrytown, N. Y., where he, his wife and their four children make their home.

Before being drafted in 1942, Mr. Beach worked his way through the CBS music and continuity departments. In the Army, Jim Beach was assigned to the Armed Forces Radio Service's Far Eastern shortwave section in San Francisco.

On duty 24 hours a day (he also added announcing chores at KQW [now KCBS] San Francisco to his regular Army duties), he found the time, nevertheless, to court and marry Jayne McClelland, who was on the Office of War Information's radio staff. Upon discharge from the service, Mr. Beach returned to New York in 1946 as a newscaster on the AP radio desk, but resigned that same year to write a book on football for Random House.

A glutton for extra-curricular activities, Mr. Beach also worked as a radio actor, on publicity campaigns "whenever I could get them," and boxed Ezzard Charles three rounds to gain "first-hand-flavor" for a magazine article.

When BBDO in 1949 asked him to handle production chores of the Brooklyn Dodger televcasts for Schaefer beer, he introduced to baseball tv coverage full utilization of the camera located at ground level. At BBDO, he also produced these tv shows: B. F. Goodrich's "Celebrity Time," American Tobacco's "This Is Show Business," and wrote parts of, as well as directed, "Rocky King, Detective." In 1951, he joined Biow Co. and after two and a half years, left to become director of programming and production for ABC-TV's western division in Los Angeles, where he supervised the creation and development of "Make Room for Daddy," "The Ray Bolger Show," and "Ozzie and Harriet."

Mr. Beach is still fighting the clock, particularly because of his freelance activities (scripts for CBS-TV's "Omnibus" and other Ford Foundation enterprises), his love for tennis and the Great Books discussion course which Mr. and Mrs. Beach conduct every other Monday night at the Hackley School library in Tarrytown.
CBS radio has moved to KCMO
50,000 watts
(10,000 watts night)
Kansas City, Missouri
NOW! TV's Most Colorful

Based on material from the files of one of AMERICA'S FOREMOST INTELLIGENCE EXPERTS!

★ Chief Analyst, O.N.I.
★ Special Consultant to the Joint Chiefs of Staff.
★ The man who penetrated the intelligence services of the World's Great Powers!

★ POWERFUL STORIES revealing the world's Great Powers locked in a titanic War of Wits.
★ ADVENTURE An American intelligence agent's operations on the world's hottest newsfronts!
Man of Mystery!

Starring

BARRY SULLIVAN

As Master of International Intrigue

DANGER is his constant companion!
SECURITY is his way of life!
THE WORLD is his field of operations!

★ INTRIGUE
Action in the centers of secret diplomacy and underground activity!

★ SUSPENSE
Every adventure is a thrilling experience charged with constant danger!

A name known by a gigantic audience built up by 6 years on network radio. Hooper rated in the TOP 10 month after month.

ZIV Television

NEW YORK
CHICAGO
CINCINNATI
HOLLYWOOD
Please! Fellows! Don't bother Inga!
WRC-TV's glamorous hostess is busy with a new kind of afternoon show called (unexpectedly?) "AFTERNOON".

Inga has a half-hour full... Tippy Stringer singing, Ray Haney singing and playing, Gene Archer baritoning, the indescribable Sam and Friends, WRC-TV's famous Muppetta, muppetting. All this in our new-look "AFTERNOON", the show that's changing Washington's concept of viewing pleasure on weekday afternoons (2 to 2:30).

Then Inga gets her viewers settled for a second (and different) half-hour, 2:30 to 3... Ann Sothern's "Susie", "The Star and the Show", June Havoc's "Willy", Ronald Colman's "Halls of Ivy", Stu Erwin's "Trouble with Father"... five different popular shows across the board, Mondays through Fridays. That's "AFTERNOON PLAYHOUSE". All followed by NBC's "Matinee" in color.

A package that makes friends of people who have time in the afternoons (and Washington has many). Could make friends for you, too, if you have the time (2 to 3 p.m., of course).

But don't bother Inga. She's busy. Just ask...

---

WRC-TV
CHANNEL 4
NBC in Washington
A SERVICE OF

---

Inga's busy
"afternoon"
SURGE OF RADIO-TV BUYING SEES MILLIONS CHANGE HANDS

- Newhouse gets Birmingham News Co., stations in newspaper buy
- Zeckendorf purchases half interest in KBTV (TV) Denver
- Newspaper grogs buy Carman-Wrathall-Powers interests
- CBC considers approval of CKLW-TV (Windsor-Detroit) sale

AS PART of the biggest, single newspaper sale ever recorded—$18.7 million cash—the Birmingham News Co. with its stations (WAPI, WAFM [FM] and WABT [TV]), along with the Huntsville (Ala.) Times Co. (WHBS-AM-FM Huntsville), were sold last Thursday. Purchaser is Samuel I. Newhouse, who, in the last few years, has blossomed into one of the nation’s foremost publisher-broadcasters. The sale is contingent upon usual FCC approval, which will be sought before the year end.

In other tv and radio sales areas last week—
- Half ownership in ch. 9 KBTV (TV) Den- ver was sold to New York realtor William Zeckendorf, for $585,000, subject to FCC approval. Move marks 50:50 association with broadcaster John C. Mullis in seeking additional tv and radio properties, it was announced.
- Options on the purchase of radio and tv interests of Frank C. Carman, Grant R. Wrath- all and Edna O. Powers will be exercised by the Standard Examiner Publishing Co. ( Ogden [Utah] Standard-Examiner) and the Kearns- Tribune Corp. (Salt Lake Tribune), also subject to FCC approval.
- Board of Governors of the Canadian Broadcasting Corp. had under advisement sale of control of ch. 9 CKLW-TV Windsor, Ont. (Detroit), to Paramount Windsor Theatres Ltd., subsidiary of Famous Players Canadian Corp.

Mr. Newhouse, who has been one of the most active purchasers of newspapers (plus their station properties) in the past decade, told B&T he will leave both newspaper and station managements intact. Henry P. Johnston, president and managing director of the Alabama Broadcasting System, Mr. Newhouse said, will continue as the operating head of the broadcast properties. Clarence B. Hanson Jr., president of the Birmingham News Co. and Harry B. Bradley, vice president and general manager, likewise are expected to continue in their respective posts.

For the two companies, along with Allen Kander, exclusive buyer in the transaction, last weekend were finalizing the details of the transfer applications. The overall figure is $16,500,000, plus absorption of a $2,200,000 indebtedness which will be paid in cash. In addition there is a leasehold with three Alabama colleges which originally owned WAPI, of $17,000 per year, which runs until 1972.

There were no precise allocations for the station properties, since the transaction involved purchase of all of the capital stock, which included the broadcast subsidiaries. The Alabama properties were acquired by the Birmingham News Co., on July 1, 1953, for $2.4 million from Ed Norton, Alabama industrialist and former member of the Federal Reserve Board, and Thad Holt, then president and general manager of the stations. The Norton-Holt combine owned the television and fm stations outright, but WAPI was under lease from Alabama Polytechnical Institute and the U. of Alabama, each with 39.6%, and Alabama College, 22.9%. This same $17,000 per year leasehold was transferred to the Birmingham News group and now, with FCC approval, would become an obligation of the Newhouse enterprises.

WAPI operates on 1070 kc, with 10 kw day and 5 kw night, and was Alabama’s first station. It is NBC-affiliated, as is its sister tv station, which also carries ABC. Ch. 13 WABT (TV), with operating power of 302 kw visual and 178 kw aural, began operating May 29, 1949. It is equipped for colorcasting. Along with the Huntsville Times Co. (Hunts- ville Times), which is a subsidiary of the Birmingham News Co., goes WHBS, established in 1946, and also under the general management of Mr. Johnston. It operates on 1550 kc, with 5 kw day and 300 w night, and is ABC-affiliated.

Mr. Newhouse had been in intermittent negotiation for acquisition of the Birmingham newspaper for the past three years. Others, it is understood, also had negotiated from time to time. He had visited Birmingham a fortnight ago.

Representing him at last Thursday’s closing was the general counsel of the Newhouse enterprises, Charles Goldman of New York. Other attorneys included Harry Doremus of Birmingham, for the newspaper group, and Benito Gaganine of the Washington law firm representing Alabama Broadcasting System.

The Birmingham News stations are represented by Blair and Blair-TV, while WHBS is represented by Gill-Perna.

The Birmingham News morning and evening editions have a combined daily circulation of 230,000. The Scripps-Howard-owned Birmingham Post-Herald, with 84,000, is published under contract in the Birmingham News plant.

Mr. Newhouse, who was called by Time magazine the “fastest rising newspaper publisher in the United States” in 1948, after the post-World War II years, the short, chubby eldest son of immigrant parents has moved up to the top rank of U. S. publishers—along with Hearst, Scripps-Howard and the Knight newspapers—in combined circulation (more than 184 million daily copies).

The ex-$2 per week law clerk—he lost his first case after being graduated from law school and decided then that newspapering was his business—owns a string of newspapers from coast to coast. They are a group of New York City area dailies, of which the Staten Island Advance was his first purchase, bought for $98,000 from savings and borrowings from family and friends. Other New York area newspapers are the Long Island Press and Star-Journal, Nassau Review-Star, Newark (N. J.) Star-Ledger, and Jersey City (N. J.) Journal.

Mr. Newhouse bought the Syracuse (N. Y.) Herald and Journal right after the war, and followed that with the acquisition of the Su- racuse Post-Standard. In 1948 he bought the Harrisburg (Pa.) Patriot and News.

In 1950, Mr. Newhouse reached across the continent and bought the Portland Oregonian for $5.6 million. He then backed up to mid- America and last March bought the St. Louis Globe-Democrat for $6.25 million.

In Syracuse, Mr. Newhouse owns WSYR-AM-FM-TV. In Harrisburg, the newspaper owns WTOP (TV) on ch. 71. Through WSYR, Mr. Newhouse owns 50% of KONI-AM-FM- Portland, Ore., and through the St. Louis newspaper, 23% of KWK-AM-TV there.

Mr. Newhouse’s newspapers and radio-tv properties operate independently. In each case, local publishers and local broadcast executives are in complete charge of their operations. It is reported that all but the Newark newspaper are in the black.

A sturdy belief in the future of newspapers has been one of Mr. Newhouse’s hallmarks. When he bought the Syracuse newspapers, combining the News and Herald, he offered to...
rebate advertisers if circulation failed to go up. He never had to pay a cent in rebates.

Following graduation from grammar school, Mr. Newhouse went to work as a law clerk. When his employer took over the ailing Bayonne (N.J.) Times, young Newhouse began to run it, made it into a profitable operation.

Mr. Newhouse has two sons, Donald 25 (who applied for and received the law school in Har risburg in his own name, later turned it over to the newspaper) and S. J. Jr., 27.

In the Denver transaction, the nationally-known Mr. Zeckendorf and Mr. Mullins have joined forces to buy and operate five major market television stations and a number of big city radio outlets, a KBTV announcement said. Negotiations for the acquisition of two additional TV properties are now underway, it was stated.

Mr. Zeckendorf, president of Webb & Knapp, New York, has property investments from New York to San Diego. His firm is currently involved in a $50 million real estate operation in Denver.

Early in the post-war years, Mr. Zeckendorf converted an old riding academy near Central Park into a tv studio. This was bought by ABC, and Edward J. Noble, then president of the network, invited Mr. Zeckendorf to become a director of ABC.

Mr. Mullins acquired his first television interests in KPHO-TV Phoenix, Ariz., in 1949. He later acquired majority interest in the KPHO properties and sold them to Meredith Publishing Co. for $1.5 million. He and Nash ville insurance executive Frank R. Leu bought KBTY early this year for $1 million. It is Mr. Leu’s 50% interest that Mr. Zeckendorf has bought. Mr. Mullins has been the owner and manager of various entertainment enterprises for 20 years. He owned and ran amusement parks in Tulsa and Phoenix. He also has extensive real estate holdings.

The option on the Carman-Wranthall-Powers properties, held since last July, involves the purchase of ch. 2 KUTV (TV) Salt Lake City, KLIX-AM TV Twin Falls, KGEM Boise, Id., and KOPK Butte, Mont.

KUTV will be acquired by the Kearns-Tribune Corp., Standard Examiner Publishing Co. and Mr. and Mrs. George C. Hatch. The Kearns-Tribune Corp. is a 50% stockholder at present. KLIX stations will be owned by A. L. Glassman (Ogden Standard-Examiner) and members of his family. KGEM will be owned by KLO Ogden, also a Glassman enterprise (which includes KIMN Denver and 40% of KMGN Great Falls, Mont.). KOPK will be acquired by KALL Salt Lake City, owned by Mr. and Mrs. Hatch. Mrs. Hatch is the daughter of Mr. Glassman.

Other Carman group stations—KWIK Pocatello, Idaho, and KIFI Idaho Falls, both Idaho, are under option to the J. Reb Bradford Trust.

An agreement, since signed by his partners, Mr. Carman became sole owner of KUTA Salt Lake City last September. He paid $150,000 for 66.5% interest to give him 100% ownership.

Decision on the purchase of control of CKLW-TV may be announced by CBC today (Monday). Management control will not change. J. J. Fitzgibbons, president of Famous Players Canadian Corp., Toronto, told the CBC board. Famous Players owns 50% of CFCFM TV Quebec and CKCO-TV Kitchener, Ont.

Of interest in this consideration is that CBC policy has been to deny increases in multiple ownership of radio and TV stations. Earlier this year, the CBC board turned down an application for the purchase of CKNW New West

REAL ESTATE tycoon William Zeckendorf (I) and broadcast entrepreneur John C. Mullins, president of KBTV (TV) Denver, complete agreement for Mr. Zeckendorf’s purchase of a 50% interest in the Denver TV outlet for the sum of $850,000.

Golf

"ADVERTISING expenditures over the years are expected to increase at a rate faster than that of the general economy," says Standard & Poor’s.

“ADVERTISING expenditures over the years are expected to increase at a rate faster than that of the general economy,” says the Nov. 24 issue of Standard & Poor’s "Industry Surveys," devoted to the publishing business.

Noting that “total advertising expenditures in 1954 were 5.3% greater than a year before, sparked by a 33% expansion for television,” the report declares that “the rapid increase in importance of television in recent years has created serious problems for other advertising media, particularly radio and magazines; reading is indicated to fall off following purchase of a tv set.

"Large-scale telecasting in color would lend further attraction to advertising via television," Standard & Poor’s comments, “but this is not expected to begin before late 1957 and pay-to-see tv could result in a diversion of some advertising outlays back to other media.

The report states that tv operating costs, which ‘generally are heavy,’ may rise 10% to 25% in connection with color. “However, widespread acceptance of tv advertising is permitting somewhat higher rates, indicating a sizable profit potential for companies engaged in the telecasting business. . . .

‘Circulation of all magazines will be affected by the growth of television, particularly of color magazines. magazine reading suffers following installation of sets. Should circulation of individual publications drop below guaranteed rates, advertising rates would necessarily be revised to conform to the lower circulation. . . . Greater discrimination in space purchases by large advertisers has and will continue to entail more concerted selling and promotional efforts, and foster higher unit editorial, circulation and production costs than formerly.”

Speaking of newspapers, the report says: “Advertising usually accounts for over 70% of total newspaper revenues, and approximately three-quarters is aimed at local rather than national markets. Thus, the fortunes of an individual paper depend importantly on local business conditions. Fixed expenses are relatively heavy and play an important part in weathering periods of economic stress. In times of prosperity, advertising rates and newstand prices usually lag behind increases in costs of paper, labor and other items.”

As to radio, the S & P judgment is that “radio broadcasting is likely to obtain a declining share of the total advertising dollar, but may remain important for some time.”
BROADCASTING MARKS FIRST OVER-BILLION-DOLLAR YEAR

Radio and television revenues in 1954 were $42 million above that mark, FCC financial figures reveal. Other firsts: TV topped radio in overall revenues, while radio (for the first time in 16 years) failed to set a new peak. (See additional tables pages 34, 35, 36.)

BROADCASTING: A $1 billion industry.

The FCC reported Friday in issuing 1954 radio and TV financial figures that for the first time the grand total revenues of the broadcasting industry passed the $1 billion mark—1,042,500,000 to be exact.

TV accounted for $593 million in revenues; radio for $449 million.

The year 1954 was also the first year in which TV passed radio in total revenues. In 1953, TV's total revenues were $432.7 million vs. radio's $473.5 million. The 1954 radio total the FCC said, was the first time in 16 years that radio failed to reach a new high; it was down 5% compared to its 1953 revenues.

The total $132 million in profits was 7.4% over 1953's income. TV's net was $90 million, or 32.8% above the previous year. Radio's profits were $42 million, down 24% from 1953. These are before payment of federal income tax.

More than half TV's total revenues were attributed to the four TV networks and their 16 owned and operated stations. This amounted to $360.7 million, or 52% of the total. The remaining $286 million, or 48%, was taken in by 394 non-network-owned stations. The 92 pre-freeze, non-network-owned stations accounted for $201 million, or 70%, of this $286 million.

The FCC report also indicated that networks and stations paid $133 million in commissions to advertising agencies and station representatives, and that advertisers paid an estimated $193 million for talent and production to organizations which do not own stations or networks.

Thus, the FCC declared, the total advertising expenditures for radio and TV have been estimated at $1.4 billion.

Eighty per cent of radio's revenues came from 2,577 non-network-owned stations. This amounted to $361 million. Radio's seven networks (including three regions) and their 21 owned and operated stations accounted for only 20% of this revenue—$89 million.

bulk of TV's total sales, $241 million or 45%, came from the sale of network time to national advertisers. There was $177 million, or 33%, from the sale of national spot, and $120 million, or 22%, from the sale of time to local advertisers.

In radio, the reverse was true. Only $84 million, or 19%, came from the sale of network time to national advertisers; $120 million, or 27%, came from national spot, and $247 million, or 55%, from local advertisers.

In 1954, the four TV networks reported profits from before federal taxes of $36.5 million, more than double the net of 1953. The profits of the 92 non-network, pre-freeze stations amounted to $67.6 million, or an average of $734,395 per station. Of the 302 post-freeze stations, 177 WFT outlets reported an overall loss of $3.8 million, and 125 WFT stations an overall loss of $10 million.

Profits of the four national and three regional radio networks (Don Lee, Yankee and Texas networks) including their 21 owned stations totaled $8.2 million, or 22% below the previous year. The other 2,577 radio stations reported aggregate profits of $34 million, or 24.5% below 1953.

The number of radio stations reporting losses has been increasing, the Commission pointed out. In 1954, 780 radio stations, or 31%, reported net losses. In 1953 this figure was 23% and in 1952 it was 20%. Even among pre-war stations, the number of outlets in the red has increased. Of the 856 pre-World War II stations, 27% reported losses in 1954, compared with 18% reporting red ink in 1953.

Among other high spots of the FCC 1954 financial report:
- Average total broadcast revenues of the 92 non-network-owned, pre-freeze TV stations was more than $2 million. Expenses were almost $1.5 million—with technical expenses costing close to $285,000, program expenses more than $610,000, selling expenses almost $137,000 and general and administrative costs amounting to slightly more than $417,000.

This leaves average broadcast income of 5%.

THE RADIO-TV FINANCIAL PICTURE

BROADCAST REVENUES, EXPENSES, AND INCOME OF NETWORKS AND STATIONS OF RADIO1 AND TELEVISION BROADCAST SERVICES

<table>
<thead>
<tr>
<th>Service</th>
<th>1954</th>
<th>1953</th>
<th>Percent Increase or (Decrease) in 1954</th>
</tr>
</thead>
<tbody>
<tr>
<td>($ Millions)</td>
<td></td>
<td></td>
<td>(5.4)</td>
</tr>
<tr>
<td>Total Broadcast Revenues</td>
<td>$449.5</td>
<td>$473.3</td>
<td>(5.4)</td>
</tr>
<tr>
<td>Television Industry Total</td>
<td>$593.0</td>
<td>$432.7</td>
<td>37.0</td>
</tr>
<tr>
<td>Industry Total</td>
<td>$1,042.5</td>
<td>$908.0</td>
<td>14.8</td>
</tr>
<tr>
<td>Radio Total</td>
<td>$407.7</td>
<td>$420.3</td>
<td>(3.0)</td>
</tr>
<tr>
<td>Television Industry Total</td>
<td>$502.7</td>
<td>$364.7</td>
<td>37.8</td>
</tr>
<tr>
<td>Industry Total</td>
<td>$910.4</td>
<td>$785.0</td>
<td>16.0</td>
</tr>
<tr>
<td>Broadcast Income (before Federal Income Tax)</td>
<td>$41.8</td>
<td>$55.0</td>
<td>(24.0)</td>
</tr>
<tr>
<td>Radio Total</td>
<td>$90.3</td>
<td>$123.0</td>
<td>7.4</td>
</tr>
<tr>
<td>Television Industry Total</td>
<td>$132.1</td>
<td>$123.0</td>
<td>7.4</td>
</tr>
<tr>
<td>Radio Total</td>
<td>$132.1</td>
<td>$123.0</td>
<td>7.4</td>
</tr>
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<td>$41.8</td>
<td>$55.0</td>
<td>(24.0)</td>
</tr>
</tbody>
</table>

1 Includes AM and FM broadcasting.

Note: 1954 radio data cover the operations of 4 nationwide networks and 3 regional networks, 2,355 AM and om-fm and 45 independent FM stations. 1953 data are for the same networks and 2,434 AM and om-fm and 45 independent FM stations. 1954 TV data cover the operations of 4 networks and 410 stations; 1953 data are for the same networks and 304 stations.

THE NETWORK PICTURE

COMPARATIVE DATA FOR AM AND TV OPERATIONS OF NETWORKS INCLUDING OWNED AND OPERATED STATIONS—1953-1954

<table>
<thead>
<tr>
<th>($ Millions)</th>
<th>Broadcast Income (Before Federal Income Tax)</th>
<th>Broadcast Revenues</th>
<th>Broadcast Expenses</th>
<th>Income Tax</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>$84.5</td>
<td>$92.6</td>
<td>$77.0</td>
<td>$83.2</td>
</tr>
<tr>
<td>TV</td>
<td>356.3</td>
<td>251.7</td>
<td>270.2</td>
<td>213.7</td>
</tr>
<tr>
<td>Total</td>
<td>$391.2</td>
<td>$524.3</td>
<td>$547.2</td>
<td>$296.9</td>
</tr>
</tbody>
</table>

Note: 1: AM data include the operations of 16 network-owned stations in 1953 and 1954. 2: TV data include the operations of 16 stations in 1953 and 1954.
### HOW ALL RADIO FARED

**BROADCAST REVENUES, EXPENSES, AND INCOME OF RADIO BROADCAST SERVICES 1953-1954**

<table>
<thead>
<tr>
<th>Item</th>
<th>1954</th>
<th>1953</th>
<th>Percent Increase (Decrease)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Broadcast Revenues</td>
<td>$88.6</td>
<td>$97.3</td>
<td>(9.0)</td>
</tr>
<tr>
<td>4 Nationwide networks and 3 regional networks (including owned and operated stations)</td>
<td>$80.4</td>
<td>$86.9</td>
<td>(7.4)</td>
</tr>
<tr>
<td>Total</td>
<td>$449.6</td>
<td>$475.3</td>
<td>(5.4)</td>
</tr>
</tbody>
</table>

**NETWORK AND STATIONS**

**COMPARATIVE FINANCIAL DATA OF AM RADIO NETWORKS AND STATIONS 1953-1954**

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount 1954</th>
<th>Percent of Increase (Decrease)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of networks</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Number of stations</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>A. Revenues from the sale of time:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Network time sales:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Nationwide networks</td>
<td>$78,917</td>
<td>(15.0)</td>
</tr>
<tr>
<td>b. Regional networks</td>
<td>3,883</td>
<td>(8.3)</td>
</tr>
<tr>
<td>c. Miscellaneous networks and stations</td>
<td>884</td>
<td>(7.7)</td>
</tr>
<tr>
<td>Total</td>
<td>82,684</td>
<td>(14.7)</td>
</tr>
<tr>
<td>2. Non-network time sales:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. National and regional advertisers and sponsors</td>
<td>120,168</td>
<td>(7.3)</td>
</tr>
<tr>
<td>b. Local advertisers and sponsors</td>
<td>247,478</td>
<td>(6.8)</td>
</tr>
<tr>
<td>Total revenues from non-network time sales</td>
<td>367,646</td>
<td>(3.0)</td>
</tr>
<tr>
<td>Total revenues from time sales</td>
<td>431,330</td>
<td>(5.4)</td>
</tr>
<tr>
<td>3. Deduct—Commissions to regularly established agencies, representatives, brokers and others</td>
<td>47,213</td>
<td>(7.8)</td>
</tr>
<tr>
<td>Net revenues from time sales</td>
<td>404,117</td>
<td>(5.1)</td>
</tr>
<tr>
<td>B. Revenues from incidental broadcast activities:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Talent</td>
<td>30,528</td>
<td>(9.2)</td>
</tr>
<tr>
<td>Sundry broadcast revenues</td>
<td>14,140</td>
<td>(5.5)</td>
</tr>
<tr>
<td>Total revenues from incidental broadcast activities</td>
<td>44,668</td>
<td>(8.0)</td>
</tr>
<tr>
<td>Total broadcast revenues</td>
<td>448,785</td>
<td>(5.4)</td>
</tr>
<tr>
<td>C. Total broadcast expenses of networks and stations</td>
<td>406,334</td>
<td></td>
</tr>
<tr>
<td>D. Broadcast income (or loss) before federal income tax</td>
<td>$42,451</td>
<td>(23.9)</td>
</tr>
<tr>
<td>1 Includes 3 regional networks, the Yankee Network, Inc., The Don Lee Broadcasting System and the Texas State Network, Inc.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**THE STATIONS THEMSELVES**

**COMPARATIVE FINANCIAL DATA OF AM RADIO STATIONS 1953-1954**

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount 1954</th>
<th>Percent of Increase (Decrease)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of stations</td>
<td>2,534</td>
<td></td>
</tr>
<tr>
<td>A. Revenues from the sale of time:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Network time sales:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Nationwide networks</td>
<td>$20,593</td>
<td>(24.9)</td>
</tr>
<tr>
<td>b. Regional networks</td>
<td>2,553</td>
<td>(4.2)</td>
</tr>
<tr>
<td>c. Miscellaneous networks and stations</td>
<td>884</td>
<td>(6.3)</td>
</tr>
<tr>
<td>Total</td>
<td>24,030</td>
<td>(22.6)</td>
</tr>
<tr>
<td>2. Non-network time sales:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. National and regional advertisers and sponsors</td>
<td>105,204</td>
<td>(6.7)</td>
</tr>
<tr>
<td>b. Local advertisers and sponsors</td>
<td>239,114</td>
<td>(1.0)</td>
</tr>
<tr>
<td>Total revenues from non-network time sales</td>
<td>344,318</td>
<td>(2.8)</td>
</tr>
<tr>
<td>Total revenues from time sales</td>
<td>368,348</td>
<td>(4.4)</td>
</tr>
<tr>
<td>3. Deduct—Commissions to regularly established agencies, representatives, brokers and others</td>
<td>31,359</td>
<td>(4.8)</td>
</tr>
<tr>
<td>Net revenues from time sales</td>
<td>336,989</td>
<td>(4.4)</td>
</tr>
<tr>
<td>B. Revenues from incidental broadcast activities:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Talent</td>
<td>13,031</td>
<td>(8.5)</td>
</tr>
<tr>
<td>Sundry broadcast revenues</td>
<td>10,172</td>
<td>(5.0)</td>
</tr>
<tr>
<td>Total revenues from incidental broadcast activities</td>
<td>23,203</td>
<td>(7.0)</td>
</tr>
<tr>
<td>Total broadcast revenues</td>
<td>367,646</td>
<td>(4.4)</td>
</tr>
<tr>
<td>C. Total broadcast expenses of stations</td>
<td>325,890</td>
<td>(7.0)</td>
</tr>
<tr>
<td>D. Broadcast income (or loss) before federal income tax</td>
<td>$41,756</td>
<td>(21.7)</td>
</tr>
</tbody>
</table>

1. 2,412 stations reported in 1953.

2. Some small amounts of network and national non-network time sales may be included here since stations with less than $25,000 time sales for the year do not report detailed revenue breakdown.

3. Includes the operations of 22 network-owned stations in 1953.

4. Of this amount $11,802,279 is attributable to the total sale of network time.
### HOW ALL TV FARED

**BROADCAST REVENUES, EXPENSES, AND INCOME OF 4 TELEVISION NETWORKS AND 410 TV STATIONS**

1952-1953-1954 ($ Millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>Broadcast Revenues</th>
<th>1953</th>
<th>1954</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Networks (including 16 owned and operated stations)</td>
<td>$306.7</td>
<td>$231.7</td>
<td>$180.2</td>
</tr>
<tr>
<td>92 Pre-Freeze television stations</td>
<td>200.9</td>
<td>174.5</td>
<td>143.4</td>
</tr>
<tr>
<td>Subtotal</td>
<td>507.6</td>
<td>406.2</td>
<td>323.6</td>
</tr>
<tr>
<td>Post-Freeze television stations:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>177 vhf stations</td>
<td>60.0</td>
<td>16.1</td>
<td>0.6</td>
</tr>
<tr>
<td>125 uhf stations</td>
<td>25.4</td>
<td>10.4</td>
<td>0.6</td>
</tr>
<tr>
<td>Industry Total</td>
<td>$393.0</td>
<td>$432.7</td>
<td>$224.2</td>
</tr>
</tbody>
</table>

**Broadcast Expenses**

<table>
<thead>
<tr>
<th>Year</th>
<th>Broadcast Expenses</th>
<th>1953</th>
<th>1954</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Networks (including 16 owned and operated stations)</td>
<td>$270.2</td>
<td>$213.7</td>
<td>$170.3</td>
</tr>
<tr>
<td>92 Pre-Freeze television stations</td>
<td>133.3</td>
<td>114.0</td>
<td>97.6</td>
</tr>
<tr>
<td>Subtotal</td>
<td>403.5</td>
<td>327.7</td>
<td>267.9</td>
</tr>
<tr>
<td>Post-Freeze television stations:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>177 vhf stations</td>
<td>63.8</td>
<td>20.3</td>
<td>0.8</td>
</tr>
<tr>
<td>125 uhf stations</td>
<td>35.4</td>
<td>16.7</td>
<td>0.8</td>
</tr>
<tr>
<td>Industry Total</td>
<td>$302.7</td>
<td>$364.7</td>
<td>$268.7</td>
</tr>
</tbody>
</table>

### MAKING MONEY

**PRE-FREEZE TV STATIONS CLASSIFIED BY INCOME GROUPINGS 1953-1954**

<table>
<thead>
<tr>
<th>Income (Before Federal Income Tax) of:</th>
<th>1954</th>
<th>1953</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,500,000 and over</td>
<td>17</td>
<td>13</td>
</tr>
<tr>
<td>1,000,000-1,500,000</td>
<td>22</td>
<td>13</td>
</tr>
<tr>
<td>600,000-1,000,000</td>
<td>21</td>
<td>26</td>
</tr>
<tr>
<td>400,000-600,000</td>
<td>16</td>
<td>17</td>
</tr>
<tr>
<td>200,000-400,000</td>
<td>8</td>
<td>16</td>
</tr>
<tr>
<td>100,000-200,000</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>Less than 100,000</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>Total Stations</td>
<td>94</td>
<td>97</td>
</tr>
</tbody>
</table>

**Median Income**

- ($ Thousands) $488.3
- $564.5

### AND LOSING IT

**Loss of:**

- Less than $100,000 | 5 | 3 |
- 100,000-200,000 | 4 | 3 |
- 200,000-400,000 | 4 | 1 |
- 400,000-800,000 | 2 | 4 |
- 800,000 and over | 2 | 2 |
- Total Stations | 14 | 11 |
- Median Loss | $248 |

1. Median loss not computed because of small number of stations involved.
2. 1953 data covers 4 networks and 15 owned and operated stations; 93 pre-freeze and 14 post-freeze tv stations.
3. 1952 data covers 4 networks and 16 owned and operated stations; 92 pre-freeze and 25 post-freeze stations (114 vhf and 112 uhf).

### TELEVISION

**WHAT THEY SPENT**

**BROADCAST EXPENSES OF 4 TV NETWORKS AND 393 TV STATIONS WITH $25,000 OR MORE TIME SALES 1 1954**

<table>
<thead>
<tr>
<th>Type of Expense</th>
<th>Networks and Their Owned and Operated Stations</th>
<th>Other Stations</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of networks</td>
<td>16</td>
<td>337</td>
<td>393</td>
</tr>
<tr>
<td>No. of stations</td>
<td>$42,894</td>
<td>$45,798</td>
<td>$88,692</td>
</tr>
<tr>
<td>Technical</td>
<td>Program</td>
<td>Selling</td>
<td>General and Administrative</td>
</tr>
<tr>
<td>$42,894</td>
<td>$180,204</td>
<td>$17,469</td>
<td>$25,992</td>
</tr>
<tr>
<td>$45,798</td>
<td>$93,921</td>
<td>$23,713</td>
<td>$69,046</td>
</tr>
<tr>
<td>$88,692</td>
<td>$274,125</td>
<td>$41,182</td>
<td>$98,038</td>
</tr>
<tr>
<td>Total Broadcast Expenses</td>
<td>$270,159</td>
<td>$322,478</td>
<td>$592,637</td>
</tr>
</tbody>
</table>

### STATUS OF PRE-FREEZE

**NUMBER OF PRE-FREEZE TV STATIONS CLASSIFIED BY SIZE OF METROPOLITAN AREA SHOWING NUMBER REPORTING INCOME OR LOSS WITHIN EACH GROUP AND AVERAGE REVENUES, EXPENSES, AND INCOME 1 1954**

<table>
<thead>
<tr>
<th>Metropolitan Area Size</th>
<th>Number of Stations Reporting Income</th>
<th>Average per Station Broadcast Income ($ Thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 250,000</td>
<td>12</td>
<td>1</td>
</tr>
<tr>
<td>250,000-500,000</td>
<td>23</td>
<td>2</td>
</tr>
<tr>
<td>500,000-1,000,000</td>
<td>22</td>
<td>3</td>
</tr>
<tr>
<td>1,000,000-2,000,000</td>
<td>12</td>
<td>7</td>
</tr>
<tr>
<td>2,000,000 and over</td>
<td>24</td>
<td>6</td>
</tr>
<tr>
<td>Total</td>
<td>94</td>
<td>14</td>
</tr>
</tbody>
</table>

1. Before federal income tax.
2. 1950 Census of Population.

[TV TABLES CONTINUE ON PAGE 36]
almost $735,000 per non-network-owned, pre-freeze station.

- Of the 108 pre-freeze tv stations, 94 reported income in 1954, 14 showed a loss. The red ink operations, classified by total revenues, numbered one in the less than $500,000 bracket, four in the $500,000-$1 million bracket, one in the $1-$114 million class, one in the $114-$119 million bracket, three in the $119-$12 million bracket, one in the $2-$2.5 million bracket, and three in the $3 million and over class.

- The investment in tangible property of the 410 operating tv stations amounted to more than $315 million as original cost, and close to $230 million as depreciated cost. The pre-freeze 108 stations figures were over $192 million as original cost and more than $124 million in depreciated cost, while the post freeze stations totaled more than $122.5 million in original cost and over $105 million in depreciated cost.

- The post-freeze uhf investment was higher, both in original and in depreciated cost, than for uhf stations. The 177 post-freeze uhf stations' figures were more than $82 million original and above $71 million in depreciated costs, while the 125 uhf outlets were listed at close to $40.5 million original and almost $34 million in depreciated costs.

- The total number of employees for tv networks and 410 stations was 25,324 fulltime and 4,088 parttime. The networks and their 16 owned and operated stations accounted for close to 9,500 employees.

- The 43 fm stations not owned by am operators reported a loss of $600,000 for 1954, compared with the similar stations' loss of $800,000 in 1953. These 43 reported total revenues of $1.9 million in 1954, compared with the 45 reporting $2.1 million in 1953. Of these 43 fm outlets, 35 reported losses in 1954, compared to the 41 out of the 45 such licensees in 1954. Other fm figures were not available because most of the 528 fm operations are owned by am licensees and did not segregate fm expenses and income. However, 355 fm stations owned by am broadcasters reported no revenues for 1954, while 130 in the same category reported $1.1 million in revenues.
WHO IS IOWA'S FAVORITE RADIO STATION FOR NEWS!

<table>
<thead>
<tr>
<th>Station</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHO</td>
<td>32.9%</td>
</tr>
<tr>
<td>WMT</td>
<td>14.8%</td>
</tr>
<tr>
<td>KRNT</td>
<td>5.3%</td>
</tr>
<tr>
<td>WOW</td>
<td>3.7%</td>
</tr>
<tr>
<td>KGLO</td>
<td>3.3%</td>
</tr>
<tr>
<td>KMA</td>
<td>3.0%</td>
</tr>
<tr>
<td>KSCJ</td>
<td>2.8%</td>
</tr>
<tr>
<td>WOC</td>
<td>2.5%</td>
</tr>
<tr>
<td>KDTH</td>
<td>2.2%</td>
</tr>
<tr>
<td>KROS</td>
<td>1.8%</td>
</tr>
</tbody>
</table>

The chart above is lifted intact from the authoritative 1955 Iowa Radio-Television Audience Survey — the 18th consecutive study by Dr. Forest L. Whan of Iowa audiences.

The 1955 Survey proves that except for working, listening to the radio is still the principal activity in the average Iowa home — and that WHO still gets the biggest bunk of radio-listening in the State.

Write us or ask Free & Peters for your complimentary copy. Except for rates and availabilities, it tells you ALL you need to know about radio and television in Iowa!

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

FREE & PETERS, INC., National Representatives
In the rich market of Richmond, Petersburg and Central Virginia, WXEX-TV has:

1. Basic NBC-TV Network
2. Maximum power—316 K.W.
3. Maximum tower height—1049 ft. above sea level
   943 ft. above average terrain...more than 100 ft. higher than any station in this market.
4. 415,835 TV families in coverage area
5. Channel 8

Ask your Forjoe man for full details about WXEX-TV.

Tom Tinsley, President
Irvin G. Abeloff, Vice President
BEIRN LEAVES BIOW-BEIRN-TOIGO JAN. 6

Joint statement by resigning president and Milton Biow points out latter has been resuming more responsibility in agency, prompting Mr. Beirn's resignation.

SUDDEN resignation of F. Kenneth Beirn as president of Biow-Beirn-Toigo Inc., New York, effective Jan. 6, was announced Wednesday. Mr. Biow's departure will come almost exactly one year after the agency changed its name from The Biow Co. and established the firm that included Milton H. Biow, board chairman, turn around from having been a 'one-man agency' to an agency functioning on the broad base of organizational operations."

Mr. Beirn joined The Biow Co. in September 1948 as a vice president, in 1949 elevated to executive vice president, and in February 1953 assumed the presidency of the agency. Before his Biow association, Mr. Beirn was a vice president of Dancer-Fitzgerald-Sample, and in earlier years with D-F-S' forerunner, Blackett, Sample & Hummert. He also had been with Grand Adv. Co. and Pedlar & Ryan.

More Participations Set For 'Famous Film Festival'

ADDITIONAL purchases of participations in Famous Film Festival on ABC-TV (Sundays, 7:30-9 p.m. EST) were announced last week by Slocum Chapin, president in charge of sales. Advertiser, number of participations and agency: American Chicole Co. (Dentleye), two participations, Dancer-Fitzgerald-Sample, New York; The Floridas Telegraph Delivery Assn. of Detroit, one participation, Grant Adv., New York; Lewis-Howe Co. (Tums), St Louis, two participations, D-F-S, New York; National Presto Industries Inc. (Presto steam irons and pressure cookers), Eau Claire, Wis.; three participations, Gour- fain-Cobb & Assoc., Chicago; Procter & Gamble Co. (Shasta shampoo), Cincinnati, one participation, Biow-Beirn-Toigo, New York; Toni Co.—division of Gillette Co.—(Bobbi Pin curl permanent), two participations, Thatham-Laird Inc., Chicago; Zenith Radio Corp., Chicago, hearing aid division, two participations, BBDO, Chicago.

Three CBS-TV Advertisers Add More Periods on Network

PURCHASE of additional time periods on CBS-TV by Procter & Gamble Co., Scott Paper Co. and Pharmaceuticals Inc. was announced last week by William H. Hylan, CBS-TV vice president in charge of sales. Each of the advertisers sponsors other shows on CBS-TV.

Procter & Gamble, Cincinnati, through Compton Adv., New York, has added the Monday, 3:45-4 p.m. EST period of Bob Crosby Show (Mon.-Fri., 3:30-4 p.m. EST) starting today (Monday); Scott Paper Co., Chester, Pa., through J. Walter Thompson Co., New York, the Monday segment of Volant Lady (Mon.-Fri., 12 noon-12:15 p.m. EST), starting today (Monday) and Pharmaceuticals Inc., Newark, N. J., through Edward Kletter Assoc., New York, the Sunday News Special (Sun., 11-11:15 p.m. EST), starting Jan. 8, 1956.

Pillsbury Names Burnett

LEO BURNETT Co., Chicago, has been appointed to handle advertising for five Pillsbury products, it was announced last week by Earl A. Clasen, director of marketing for consumer products, Pillsbury Mills Inc., Minneapolis. The products are caramel cake, chocolate angel food mix, kit cakes, brownie mix and cookie mixes. The agency already handles a number of other Pillsbury products, including those represented in network radio-tv sponsorship. Campbell-Mithun Inc. will handle a family flour account.

CONTINENTAL BUYS MORTON


December 5, 1955 • Page 39
TOP POSTS CHANGED AT CHICAGO AGENCY

Henri, Hurst & McDonald announces resignations of W. B. Henri and W. D. McDonald. Charles Pumnpan becomes member of board of directors and two vice presidents leave positions with firm.

SEVERAL CHANGES in executive posts at Henri, Hurst & McDonald Inc. will be effected by the Chicagorating agency Jan. 1, according to Martin Zitz, president.

Under the reshuffle, W. B. Henri, chairman of the executive committee, and W. D. McDonald, board chairman, will step out of active duty but will serve as counselors to the agency.

Charles Pumnpan, vice president and media director, will become a member of the board of directors, serving with Mr. Zitz, Jack Arnold and Thomas Chadwick, the latter two vice presidents and senior partners. Two other vice presidents, R. E. White and D. N. Mainguy, have resigned.

In a letter to the agency's radio-tv production manager, has become acting radio-tv director, replacing James T. Shaw, who resigned to join the Ziv organization in Chicago.

Henri, Hurst & McDonald currently bills between 59-10 million annually and numbers among its radio and tv accounts such firms as Armour & Co., Cooper's Inc., Gibson Refrigerator Co., Holloway House Frozen Foods Inc. and International Shoe Co.

R&R CO-FOUNDER F. B. RYAN DIES

SERVICES were to be held in New York Saturday in St. James Episcopal church for Frederick B. Ryan Sr., 72, co-founder of Ruthrauff & Ryan, who died Tuesday in Ft. Lauderdale, Fla., of a coronary thrombosis. A son, Frederick (Bobby) Ryan is R & R's chairman of the board, and another son, Quincy Ryan, is vice president of R & R.

As partner of a two-man mail advertising consulting service founded in 1912, the older Mr. Ryan, prior to his resignation earlier this year, had seen R & R grow to a 13-office, 650-man agency, Wilbur B. Ruthrauff, his partner, died in 1941.

During his years as an advertising executive, Mr. Ryan worked closely with some of the industry's biggest accounts, including American Tobacco Co., Lever Brothers Co. and the Chrysler Corp. Under his leadership, the agency claimed to have been among the first in radio to develop the full-hour dramatic program, the play-by-play sports broadcast, the daytime serial and movie star and celebrity testimonials.

Active in sports, Mr. Ryan was a member of the Yale Club, University Club, New York Yacht, Larchmont Yacht, Royal Bermuda Yacht, National Golf Links, Cloud, Everglades, and the Chicago Club. He was also a director of the Chicago Charity Aid Foundation.

Besides his sons, he is survived by his wife, Lucy Layfield Laird Ryan.

Cleveland Agency Changes

AFTER nine years as the BT Nationwide Advertising Service, Cleveland, the agency has changed its name to Stephens-Carr Advertising Inc., according to Theodore J. Stephens, president. A separate division bearing the old firm name has been formed to handle the classified placement services.

Norwich Buys Part of 'Ozzie'

NORWICH PHARMACAL Co. (Pepto-Bismol), Norwich, N. Y., will sponsor ABC-TV's "Adventures of Ozzy and Harriet" (Friday, 8:30-9 p.m. EST) every fourth Friday, starting Jan. 6. The agency: Benton & Bowles, New York. Other advertisers are Hotpoint Co., alternate week, and Quaker Oats Co., every fourth week.
You Asked For It

KING-TV's late news show took viewers out of this world recently for a close-up look at the moon...using the KING-size telesens, naturally.

You've probably seen this super lens in action yourself. It was demonstrated Nov. 13 on the popular "You Asked For It" program. Kinescopes of the now famous flip of the hydroplane Slo-Mo-Shun V were shown to illustrate the tremendous power of the lens.

This Fall, both the ABC and NBC networks borrowed the Super KING-size lens to bring the nation's sports fans closer to the action of pro football from Detroit...the Ohio State-Stanford game from Palo Alto...jet speedboat thrills from Lake Mead.

KING-TV's own inventive engineering staff designed and built this exclusive close-up lens, to provide KING-TV viewers with far more dramatic coverage of sports and special events than ever before possible.

Such ingenuity is still another reason why Channel 5's audience is KING-size too, and why KING-TV is beginning its eighth year of dominance in the booming Pacific Northwest.
Cunningham Repeats Commercial Criticism

REMARKS about "commercial evils" in radio and tv—made by Cunningham & Walsh President John P. Cunningham Oct. 26 at an Ohio State U. advertising and sales promotion conference [B&W, Oct. 31]—stung an Ohio broadcaster into indignant reply.

But Robert T. Mason, WMRN Marion, appeared to be somewhat mollified last week after an exchange of letters with Mr. Cunningham in which the latter said his talk "must have sounded more critical than I meant to be." Mr. Cunningham, nevertheless, did not back down from his original charge of over-commercialism in radio and tv.

Here's what Mr. Cunningham said Oct. 26: 
". . . Give radio and tv thinking a little brainwash. I have counted as many as five commercials at station break time, one right after the other. Besides, they don't own the airwaves. NBC and ABC do not own the airwaves. They belong to the people. The networks and the independent stations merely have a franchise."

In a letter to Mr. Cunningham, Mr. Mason, who had heard of the agency president's talk from a business acquaintance, said:
"Your reference to five or six commercials being run consecutively on radio and television is basically a sound criticism. To parlay that into a general castigation of the broadcasting industry by stating that the air waves belong to the people and not to the broadcasters, and that broadcasters had better be careful or they might lose their licenses, I believe was entirely uncalled for."

Mr. Mason admitted that "there are broadcasters" who carry an excess of commercials, but that at WMRN "we do not even double spot. I believe you will find most of the 3,000 radio broadcasters following the same practice."

He said he thought it was "distinctly unfair before many of our advertisers and prospects to condemn the entire broadcasting industry for a practice not generally pursued."

Mr. Mason said such criticism "is just asfallacious as condemning all advertising agencies because some create copy which has been cited by the Federal Trade Commission or who have created advertising offensive to good taste."

Mr. Cunningham in a reply letter said, "I agree with you that the advertisers and agencies are also at fault with the broadcasters except that the broadcasters have the veto power."

The agency president said that a listener can get as many as five commercials in succession if he is listening to a network show through station break time. "As far as I know, this is true in large instance across the country and has been widely decried by leaders in your field [he mentioned NBC President Sylvester L. Weaver] as well as in mine."

Mr. Cunningham cited Zenith Radio Corp.'s device to shut off tv commercials (also see editorial page 126):
"When television set manufacturers are beginning to advertise devices that will enable the viewer to tune out commercials—and when these devices become an important selling argument in national magazines, such as the current Zenith advertising—it shows that the situation is worsening. For instance, a recent Zenith ad says, "You can shut off long, boring commercials."

Mr. Cunningham said he did not believe broadcasters would lose their licenses through excessive commercialism. "They will just get some legislation thrown at them which may affect not only their independence of operation, which is precious, but also their dollar volume and profits. I know this will affect us too."

Mr. Mason, in a further letter, told Mr. Cunningham he was sure that "there was no intent on your part to castigate broadcasting as an industry. I am just as certain that close cooperation between advertisers, agencies and broadcasters is needed to correct the abuses which have crept into our industry."

Onetime Agency Head Vir Den Dies in N. Y.

FUNERAL services were held Wednesday at the All Saints Episcopal Church in Great Neck, Long Island, N. Y., for Ray Vir Den, 59, former president of Lennen & Mitchell (now Lennen & Newell) advertising agency, who died Nov. 27 at North Shore Hospital in Great Neck.

Mr. Vir Den, who purchased a controlling interest in The Rome Daily American, an English-language newspaper published in the Italian capital, in 1951, two years after he had retired as the agency's president, suffered a coronary thrombosis nine weeks ago. Another heart attack and pneumonia followed.

The son of a Methodist minister from Okla-
These inland radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations... and at the lowest cost per thousand!

(SAMS and SR&D)

In this mountain-isolated market, the Beeline serves an area with over 2 million people and more retail sales than Colorado, Kansas or Kentucky! (1955 Consumer Markets)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative
$1,171,715 in Frozen Foods!!

Just one package of your frozen foods sold to the radio homes in WGN's area at 25¢ a package would mean $1,171,715 in sales!*

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

*Nielsen Coverage Service

A Clear Channel Station Serving the Middle West MBS

Chicago Officest 441 N. Michigan Ave., Chicago 1
Eastern Advertising Solicitation Offices: 225 E. 42nd Street, New York 17, N. Y., for New York City, Philadelphia and Boston
Representatives: Geo. P. Hollingsby Co.
Los Angeles—411 W. 5th Street • New York—400 5th Avenue • Atlanta—255 Peachtree Street Chicago—547 N. Michigan Avenue • San Francisco—455 Market Street

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NEW BUSINESS

Sleep-Eze Co. (sleeping pills), L. A., is sponsoring CBS Radio's Surprise Theatre (Sat., 12:55-1 p.m.), effective Dec. 3. Program written, directed and narrated by actor-announcer Marvin Miller, was placed through Barton A. Stebbins Adv., L. A.

Denton Sleeping Garment Mills (Dr. Denton children's sleepers), N. Y., which recently named Mumm, Mullay & Nichols, N. Y., to handle advertising and is currently using radio and tv spots in New York and New Jersey, next year expects to sponsor network radio and/or tv show appealing to children.

RENEWALS

Lehn & Fink Products Corp. (cosmetics, disinfectants), N. Y., crediting CBS-TV's The Lucy Show (re-runs of original I Love Lucy series) with "a large part in building our sales to an all-time high," has renewed program for another season, effective Jan. 1. L&F initiated its sponsorship of Desilu Inc. program last April.

Contract, which calls for sponsorship of Lucy on behalf of L&F's Hinds Honey-Almond Fragrance cream, Etiquet deodorant and Lysol disinfectant, places show on 76 stations Saturday nights, with delayed telecasts scheduled for Sunday in midwest and far west. McCann-Erickson, N. Y., is agency.

Goodyear Tire & Rubber Co., Akron, through Kudner Agency, N. Y., has renewed The Greatest Story Ever Told (ABC Radio, Sun., 5:30-6:30 p.m. EST). Program, which has been sponsored as public service since 1947, omits commercials, with Goodyear restricting itself to sponsor identification required by FCC regulations.

AGENCY APPOINTMENTS

B. F. Goodrich Chemical Co., Cleveland, appoints McCann-Erickson for flooring division products (asphalt, rubber, koroseal floor tiles) effective Jan. 1. Account currently is handled by Henry A. Loudon Adv. Co., Boston. B. F. Goodrich footwear divisions, and Hood Rubber Co., Goodrich subsidiary, have been included since 1928.

Keenon & Eckhardt Ltd., Toronto, appointed to service all RCA Victor Co. Ltd., Montreal, advertising in Canada.

Shaler Co. (Risole oil alloy, automotive products), Waupun, Wis., appoints Walker B. Sheriff Inc., Chicago, for its advertising. Radio-tv will be used.


Comfort Mfg. Co. (Anti-Terge protective hand cream), Chicago, appoints Ollan & Bronner Inc., same city, to handle its advertising. Radio and tv will be used in selected markets.

Firestone Tire & Rubber Co., N. Y., appoints Foote, Cone & Belding there to handle announcement campaign on new, unrevealed product.

Broadcasting • Telecasting
Faster Than 
Growing Like a Beanstalk

El Paso among nation's top 30 in Rate of growth

5th Metropolitan Area in Size in America's Biggest State... and growing faster and sounder all the time.
23rd in Population Growth in the U.S.A.
16th in Effective Buying Income Growth in the U.S.A.
22nd in Total Retail Sales Growth in the U.S.A.
19th in Food Sales Growth in the U.S.A.
21st in General Merchandise Sales Growth in the U.S.A.
17th in Automotive Sales Growth in the U.S.A.
23rd in Drug Sales Growth in the U.S.A.

KROD-TVland... an American "Bright Spot" Market
A MUST in Selling the Southwest.

And, as a bonus, KROD-TV delivers an additional 105,400 customers in the rich, growing Southern portion of New Mexico... 150,000 in Juarez, Mexico, just across the Rio Grande and over 25,000 in Military Personnel, which are not included in Sales Management population figures, but are in KROD-TV's coverage area.

Only KROD-TV effectively covers all of El Paso's Market!
**SUNDAYS-MONDAYS and ALL DAYS**

**WOLF**

has a lion's share of audience

<table>
<thead>
<tr>
<th>Sundays (daytime)</th>
<th>32.6%</th>
<th>1st Place</th>
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<tbody>
<tr>
<td>Monday thru Saturday:</td>
<td></td>
<td>WOLF</td>
</tr>
<tr>
<td>Mornings—8 A.M.-12 noon</td>
<td>16.9%</td>
<td>2nd Place</td>
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<tr>
<td>Afternoons—12 noon-6 P. M.</td>
<td>33.3%</td>
<td>1st Place</td>
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<tr>
<td>Evenings—6 P. M.-10:30 P. M.</td>
<td>29.7%</td>
<td>1st Place</td>
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**RATING for RATING RATE for RATE**

in **CENTRAL NEW YORK** it's **WOLF**

FREE . . . Get the whole story (Spring 1955) covering home-auto-store listening, 4 and 8 year trends, TV operating hours. Included is the basic market facts on population, labor force, industrial work hours, automobiles, telephones, and monthly sales comparisons. Ask for your copy of the The Syracuse Inside Story.

Van Borschtber and Kirkpatrick Streets
Syracuse, N. Y.
Phone 2-1211
1400 K. C.  250 Watts
ON THE AIR 6:00 am to 2:00 am
National Sales Representatives
THE WALKER COMPANY

**ADVERTISERS & AGENCIES**

**A&A PEOPLE**

Fred Flanagan, copy supervisor and copy writer, Kenyon & Eckhardt, N. Y., elected vice president of agency. With K & E for past six years, he formerly was with copy department of Calkins & Holden, N. Y. and McCann-Erickson.

Julian Field, named senior vice president and creative director of Lennen & Newell, N. Y. He held top creative post in William Esty Co. and Ted Bates Co. before joining L&N.


Arthur E. Duram, vice president and head of radio-tv, Fuller & Smith & Ross, N. Y., appointed to board of directors of the agency.

Kenneth H. Boehmer, merchandising-promotion manager, WJBK-TV Detroit, to Ralph Sharp Adv. Inc., that city, as vice president in charge of public relations. He will supervise Easter Seal campaign which agency coordinates.


Donald B. Kraft, president of Kraft Advertising before its merger with Honig-Cooper, Seattle, in 1954, appointed vice president and assistant manager of Honig-Cooper Seattle Office.

Hal Stein appointed vice president in charge of creative writing, Radio Productions, Chicago agency.

John Crawford and David Wylie, formerly with Leo Burnett Co., Chicago, to Kenyon & Eckhardt Inc., same city, as creative and art directors, respectively.

C. E. Ballard and Mitch Lewis to head new Dallas-Fort Worth operation of Ray Cormier Advertising, Los Angeles.

Herman L. Anderson, Benham Advertising Inc., to contact department of Gray & Rogers, Philadelphia.

Edward B. Ingman, formerly assistant director, CBS-TV, to N. W. Ayer, N. Y., on radio-tv traffic staff.

Pulse* Proves Dominance In 26 Counties

... with nearly TWICE the AUDIENCE of ALL other TV stations combined...

1st

In SHARE of AUDIENCE morning, afternoon and night for the entire area.

In EVERY SINGLE PROGRAM PERIOD day and night, seven days a week (7:00 a.m. to 12 midnight).

In TOTAL AUDIENCE in 19 of the 26 counties. Second in five counties; third in two counties.

Here Are the Facts that Make KCMC-TV the Powerhouse of the Southwest

<table>
<thead>
<tr>
<th></th>
<th>MONDAY thru FRIDAY</th>
<th>SATURDAY</th>
<th>SUNDAY</th>
<th>TOTAL AUDIENCE</th>
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<tr>
<td></td>
<td>MORN.</td>
<td>AFTN.</td>
<td>NITE</td>
<td>MORN.</td>
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<tr>
<td>KCMP-TV</td>
<td>68</td>
<td>69</td>
<td>61</td>
<td>66</td>
</tr>
<tr>
<td>Station &quot;B&quot;</td>
<td>6</td>
<td>11</td>
<td>12</td>
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<tr>
<td>All Others Combined</td>
<td>25</td>
<td>21</td>
<td>27</td>
<td>23</td>
</tr>
</tbody>
</table>

These counties form the primary core of the full KCMC-TV service territory. Your order buys complete dominance of this area — PLUS — substantial audience in 17 additional counties in 4 states.

KCMC-TV

100,000 Watts

Now Telecasting
Network Color

REPRESENTED BY
Venard, Rintoul & McConnell, Inc.

WALTER M. WINDSOR
General Manager

December 5, 1955 • Page 47
DAY AND NIGHT
WIBW-TV IS "MOST-WATCHED!"

Throughout the small towns and farms that make up the vast Kansas Farm Market, WIBW-TV is the station most people watch most!

This was proved by Dr. Forest Wham's TV Study of the Topeka AREA.

Write us or call your Capper man for a free copy. It will give you hundreds of facts to help you squeeze more sales out of your TV dollars.

TOPEKA, KANS.
CBS-ABC
WIBW & WIBW-TV in Topeka,
KCKH in Kansas City
Rep: Capper Publications, Inc.

N. Y. Justice Holds Up Hooker Case Decision

State attorney general's office argues for permanent injunction against film companies headed by West Hooker, charging latter made unauthorized use of prominent names and misrepresented finances. Hooker asks dismissal of motion.

NEW YORK Supreme Court Justice Joseph A. Gavagan reserved decision last week on a show-cause procedure involving Film Network Inc. and Master Television Inc., both headed by West Hooker [B*T, Nov. 14].

Several weeks ago the New York state attorney general's office obtained a temporary injunction against the two companies on charges they had made "fraudulent statements" and used "unauthorized names" of individuals in the sale of stock.

Arguing for a permanent injunction against the two companies, Special Deputy Attorney General David Clurman said a prospectus sent by Mr. Hooker to prospective stockholders was "replete with misrepresentation." He charged that Mr. Hooker falsely had claimed to have raised more than $300,000 to be used for producing tv films; had used the names of Gen. Douglas MacArthur and actor Sterling Hayden in such a way as to lend the impression they were associated with the project, and had indicated that various tv stations were "ready to go" with films to be supplied by Mr. Hooker's companies.

Mr. Clurman said Mr. Hooker actually had raised about $50,000, and some individuals whom he had specified as contributors insisted they had made no investment in the tv film project. He said both Gen. MacArthur and Mr. Hayden had written the attorney general that they had no knowledge of Mr. Hooker's companies, and Mr. Hayden threatened to begin a law suit against Mr. Hooker unless the actor-producer stopped making "unauthorized" use of his name. The attorney general counsel said Mr. Hooker had received a letter from Frank P. Schreiber, general manager of WGN-TV Chicago, one of the stations Mr. Hooker said was "ready to go" with his filmed shows. According to Mr. Clurman, Mr. Schreiber wrote that the station had talked with a representative of Mr. Hooker, but that "no commitment at all was made."

Mr. Clurman also told the court that his office had sworn statements from individuals that they had received a prospectus from stock salesmen employed by Mr. Hooker.

L. Ray Glass, counsel for Mr. Hooker, pressed for a dismissal of the motion for a permanent injunction against the two companies, basing much of his argument on the contention that what the attorney general's office kept referring to as "a prospectus" actually was a "preliminary draft" of a prospectus, and therefore not binding upon the public and the defendant. He contended that Mr. Hooker had not raised any money from the general public from this "preliminary draft" and that some $50,000 raised for Film Network Inc., envisaged as a tv film distributing company, resulted from private sales negotiated personally by Mr. Hooker. Mr. Glass said Master Television Corp., organized as a tv film production company, never has sold stock to the general public, the only sale being 1,000 shares at $1 per share to the parent company, Film Network Inc.

Use of Well-Known Names

Mr. Glass said the names of Gen. MacArthur and Mr. Hayden were used in the "preliminary draft" to indicate the types of individuals who would take part in programs to be produced by Mr. Hooker and did not refer to them specifically.

Mr. Glass requested that Mr. Hooker be given an opportunity to submit a revised final prospectus and to adopt any change in procedure the attorney general suggested.

In an affidavit submitted to the court, Mr. Hooker replied to certain questions raised by the attorney general's office. He said the $300,000 mentioned in the "preliminary draft" did not refer to stock sales but to "commitments" for participation in film production. He also charged in the affidavit that the action against him was inspired by the Anti-Defamation League of B'nai B'rith.

Introduced as evidence by the attorney general's office at the time the temporary injunction was granted was a newsletter allegedly sent by Mr. Hooker to prospective stock purchasers. The newsletter asserted the tv and motion picture industries are controlled by "Eastern European Jews" and there is "no program outlet for those who are "our kind of people."

Mr. Hooker charged in his affidavit last week that the ADL had wanted him to "play ball" with that organization, with ADL building him (Mr. Hooker) into a "scare personality." He claimed ADL wanted him to "go violently anti-Semitic" so that ADL could raise funds from

Broadcasting * Televesting
The
SILVER DOLLAR
NETWORK

KCSJ-TV Channel 5 Pueblo, Colo.
KRDO-TV Channel 13 Colorado Springs
KCSJ-AM — KRDO-AM

Announce

The Appointment effective December 1, 1955

of

JOHN E. PEARSON TELEVISION INC.
as National Representatives

TELERAD, Inc., Ray J. Williams, Pres.
General Manager, KCSJ & KCSJ-TV

Harry Hath
President & Gen. Manager
KRDO & KRDO-TV

Walter L. Dennis
National Sales Director
Silver Dollar Network

JEPCO knows how the wind blows

John E. Pearson Company
radio and television station representatives

New York Chicago Minneapolis Dallas
Atlanta Los Angeles San Francisco
MCA-TV Names Brill Eastern Sales Manager

FRANK BRILL last week was named eastern sales manager for MCA-TV Ltd., Film Syndication Div., it was announced by Wynn Nathan, vice president in charge of sales. He succeeds Tom McManus, who becomes international sales manager.

Mr. Brill, who has been with MCA-TV four years, will headquarter in New York and be in charge of the Boston, Philadelphia, Washington and Roanoke, Va., district offices of the organization.

Sharpe Relinquishes Duties In Four Star Expansion

DON SHARPE has resigned as president and exclusive sales representative of Four Star Productions but will continue with the company as sales and agency contact, it was announced last week.

Mr. Sharpe’s resignation is the result of Four Star’s current expansion plans, according to William Cruikshank, attorney for the company, who has been named acting president.

“Our plans, which include at least three new shows for the 1956-57 season and at least two feature-length motion pictures, would place an impossible burden on Mr. Sharpe because of his outside activities,” said Mr. Cruikshank.

Four Star simultaneously announced that the William Morris Agency has been retained as exclusive sales representative for the Four Star Playhouse and for future properties to be produced by the company.

Carnation Buys Series For 16 Western Markets

CARNATION Co. (Albers Cereal Div., Los Angeles) has signed for MCA-TV’s Waterfront, a filmed series in 16 western cities, starting early in 1956, It was announced last week by Bob Greenberg, vice president in charge of the West Coast for MCA-TV Film Syndication Div., and Bob Redd, vice president of Erwin Wasey Co., Los Angeles.

The transaction includes eight California markets—San Francisco, San Diego, Sacramento, Fresno, Stockton, Salinas, Bakersfield and San Luis Obispo—plus Seattle, Spokane and Yakima, all Washington; Portland and Eugene, both Oregon; Salt Lake City; Boise, Idaho; and Phoenix. Preston Foster, star of Waterfront, will make commercials for Albers and participate in a promotional campaign.

Firestone to Ziv Tv Post

PROMOTION of Len Firestone to New York City sales manager of Ziv Television Programs was announced last week by M. J. Rifkin, vice president in charge of sales. Mr. Firestone has been a Ziv Tv executive since last July, and previously was national sales manager of Unity Tv Corp., New York.
FIGURES BIG IN THE FLORIDA MARKET

from Gulf To Ocean • Gainesville To Okeechobee

Here’s why the scales are tipped so heavily in favor of the W•GTO advertiser. 95% of Florida’s golden citrus belt lies well within the 0.5 m/v contour of W•GTO. That’s a lot of vitamin C.

Florida has come into its own as a cattle producing state—800,000 graze in the lush pastures from Gulf to Ocean—Gainsville to Okeechobee! High in protein!

And in minerals, well, nobody anywhere produces more phosphate than the state of Florida and 79% of that lies almost at the feet of the W•GTO tower.

This and other diversified industry brings in an effective buying income of $1,869,606,000 annually. On top of this W•GTO is heard by hundreds of thousands of tourists who each year spend $650 million in the W•GTO area.

When these thousands of buyers return to their home states, they remember your message heard on W•GTO.

How can an advertiser reach so many people from so many different states at one low cost? Use W•GTO, of course.

10,000 WATTS
540 KILOCYCLES
IS THE syndication market glutted? What about time clearances for film shows? Color? Magnetic tape? Film vs. live? New York or Hollywood? Mr. Roach, of the studios of the same name, gives his answers to these and other questions in this exclusive, recorded interview with B&T.

Q: There has been considerable discussion that the television film syndication market is flooded at the present time. Do you find that true?

A: That will be true in any business if you take a week-by-week survey. Television is so new a business that many of the long term implications are just now coming to be felt.

Q: What are some of these implications?

A: For instance, we've had a kind of a market in syndication where the producer could almost look to making a 100% profit.

Q: On the first run, or . . . ?

A: Let's assume he broke even on the first run. He could almost look toward making the cost of the show again as a profit. Now that probably won't go on too long because of the competition. What you find is that an abnormal situation exists today which will shake itself down, in my opinion. In many areas the syndication market is influenced by a number of factors, such as the newness of television. In a one or two-station market there are a lot of people looking at television just to look at television. A sponsor just can't get more audience for a good show.

What's happened to the movies hasn't come up in television yet. You can make millions with a fine motion picture, lose your shirt with a bad one. As television settles down, you're going to have to have something very good.

Q: What are the other significant trends in syndication today?

A: Let me say this. There are two factors that are most interesting in developments. Television today is living off the national sponsor. Radio did that only partially. A great deal of radio income, and I'm talking of total radio income, came from the smaller sponsor, from the regional sponsor, from the local sponsor, from all kinds of different combinations of those people. Now if television is actually as potent a medium as it's developed to be, these people have a tremendous problem . . .

Q: What is the problem?

A: I know of a soap company which had an original territory. They must compete with a national soap company and they have done very well in the market up to this time. But they are suffering now sales-wise because they haven't gotten their sales message across in the most vigorous advertising medium—television.

Q: There are good syndicated packages which they can afford and with which they can compete with the big shows, but they can't find station time or enough stations in a market to get their message on the air. Is that right?

A: I think what you're going to say is that at some point they're practically going to throw away the rule book as we know it now. There will be a natural evolution, not revolution, but you will see a lot more thinking clear up. This business, to me, is changing more and more from the radio thinking that went on for years. It's changing multiple sponsorship, it's changing the idea of the length of the shows, it's changing in so many different ways. Most of these are things we predicted a long time ago and they just used to throw me out of the window. The one big problem today, of course, is time on the air. Now, somebody will have to solve that.

Q: Will there be more stations built to provide that time?

A: That and all kinds of other answers. I don't know what they are.

Q: What about color?

A: We have done black-and-white and color. Of course, I haven't answered the question what our conversion problems are for color—the answer would take about 20 minutes. We can handle color, and do. We shot a great deal in color, commercial pictures, big features. We shot TV shows in color.

Q: Do you get a better effect making black-and-white films?

A: No. Actually you don't. You get a better effect by running a color print and it comes out black-and-white. However, the cost is more than the producer would like to absorb and it isn't practical
for the sponsor to absorb except under certain circumstances. Color is going to be an interesting kind of problem. I don’t personally feel that the whole industry at some given time is going to switch over to color, which seems to be lurking in everybody’s mind. Not every show need be in color.

Q: What is your reason?

A: We know this from the motion picture business. As a matter of fact, look over your Academy Award winners in the last few years and you’ll find very few of them in color. Color is good for musicals, top westerns. We also found out in the picture business that you don’t get another dime’s revenue out of other kinds of pictures in color. But what is going to happen is that for a period there is going to be a great disturbance about color and then it will settle down this way—that a good show will be a good show whether it’s in black-and-white or color. Then you’ll be selective about what will be in color.

Q: Isn’t there some re-run value?

A: Well, I put it this way. Take the sponsor. What he’s really interested in from an advertising standpoint is his commercials in color. There is nothing that says you can’t do a commercial in color. The audience is conditioned to that. You will go to a motion picture theatre and you’ll see a cartoon in color and a newsreel and feature in black-and-white. This doesn’t stop anybody. I think after the first one second you’re in the mood for the story. Nothing will ever transcend a good story, good production and good direction. These are the important factors. The others are assists.

Q: I saw magnetic tape at Crosby Enterprises last week. They expect it to be commercially practical within the next year or 18 months. Where does that put syndication?

A: I think the battle of the unions will take place first. And then, after that, if it comes about—wonderful. Anything that helps production values is good, because if it’s a question of electronic cameras, or tape recorders or anything, it’s only a matter of . . .

Q: . . . You’re still producing a show. It does not matter how you make it?

A: That’s right. The studios will raise and follow it. The valuable equipment we have in here and the valuable articles are the creators and the know-how that goes into a show. Whether it’s going to be recorded all at one time . . . actually, strangely enough, that’s almost not my problem. That’s a problem which our engineering department will come in with one day, as it did when we decided to change from film recording to tape recording of our sound. They set down a presentation which proved that it was more efficient and economical to do it a certain way and we ok’d it and it was done.

If it’s a question of whether to do this on tape, we watch constantly all kinds of developments and as it becomes feasible, we’ll do it.

Q: Magnetic tape could give you extreme flexibility. You could immediately erase and re-film what you just did and do it better. Or in making duplicates of the tape, it could be done much more quickly.

A: That’s right. But again the key is what goes on it. The finest recording, or the finest technical development in the world won’t mean a thing if the story stinks.

Q: What about the dispute over “live” technique, using multiple cameras and continuous action, versus the single-camera stop-and-go “film” technique in producing television shows?

A: As far as our organization is concerned, we consider whatever process we use to be secondary. When we went into television, we discussed whether we couldn’t have electronic cameras and shoot the shows like a live show. The idea of multiple cameras is not a new one in the picture industry.

Q: It’s been tried before?

A: That’s right. The whole industry went through a phase at one time of multiple cameras. But the system waned and I think for some of the same reasons that we have certain objections to the so-called “live” technique of operation.

Q: What are they?

A: The problem is that when you have three or four cameras you cannot light properly and all the cameras must stay out of range of each other. Your close-up camera is farther back than it normally would be . . .

Q: Requiring a long-range lens?

A: That’s right, and that would shorten your background behind your star. In other words, it wouldn’t be motion picture quality. You move your field lights and all your shading lights and all your various lights as close to your star as the shot will permit in order to get the most perfect lighting on the star and the whole scene to create moods, to create effect, particularly in a dramatic show. Obviously in a live show you must light the whole stage pretty much for the half-hour operation. You can make certain changes, but they’re not what we would call “finished” changes. Now it goes much deeper than that. It goes into economics and it goes into the dramatic presentation itself.

Q: Isn’t it actually more expensive using the single camera system, stop-and-go filming, making repeated takes, stretching it out?

A: No. It’s the other way. Because actually when you use three cameras you must rehearse for a longer period of time and you must rehearse everybody.

Q: Because the action has to be continuous through the half hour?

A: That’s right. If you do a half-hour show and you have a part that isn’t the biggest part in the show, but it’s a very meaty part and you need an excellent actor for it, that actor must report for rehearsals just as many days as everybody else. In our situation, because we don’t shoot in continuity, he may come in and do this part in one day. Therefore you can afford to get an excellent actor and pay him for that one day for that particular part.

Q: The producers using multiple cameras and live technique make a lot out of the spontaneity factor.

A: All right. Take a live show. I don’t think spontaneity helps a dramatic scene on top of a lighthouse when you can see the head of a prop man in a window. In the early days of television it might have provided a little bit of amusement for the audience. I think when you’re trying to present a dramatic tale that calls for a certain type of mood or background, mistakes may injure it a
Television commercials represent creative energy expended during countless man-hours of hard work. To let the slightest element in their presentation go wrong is a waste of talent, time and advertising dollars.

That is why WBEN-TV “guides your commercials” from copy checking to control-room shading... from film room to studio floor.

And no television station in Western New York is better equipped for this important job. Pioneer since 1948, WBEN-TV has developed skills and techniques to the point of perfection that counts most when “you’re on the air.”

You buy “QUALITY” when you buy WBEN-TV—and it costs you no more. In considering your next TV move in the Buffalo market, consider — first — WBEN-TV.

Your TV dollars count for more on CHANNEL 4.

WBEN-TV DELIVERS
Western New York is the second richest market in America's richest State. And — WBEN-TV delivers this market as does no other television station.
great deal. They talk about fresh performances. Well, it's always occurred to me: what is a fresher performance, an actor who has been rehearsing something for five days and getting it down as letter perfect as possible, or an actor who has rehearsed a scene two or three times before a camera and then does it, a segment at a time? I think we get more freshness of performance this way on film.

Q: Are there other drawbacks in live technique?
A: Obviously you must restrict your sets. It goes through the whole economy of the business. You've got to restrict your whole operation a great deal.

Q: Albert McClery, producer of NBC Mainee Theatre, believes in the cameo technique in which sets aren't too important. You use symbols, he says, and he made a strong pitch for the live play the other day in a script conference. He refuses to use any film on his series.

NEW, FRESH—but MODERATE

A: Let me say this. Any kind of entertainment medium which is going to use a tremendous amount of entertainment can use all kinds of new and fresh ideas. But you couldn't recommend the cameo theatre type operation for a whole evening's entertainment.

Q: There will always be live television shows?
A: I think so. Don't misunderstand me. I think there are a lot of things that should be live. The Ed Sullivan Show obviously is a live show. Certainly any contest show is . . .

Q: Do you see a greater need for film in the trend to 90-minute shows?
A: The argument about film and live—to me, the battle ended some time ago. I think the whole cue was when sponsors decided that they must go on film for their commercials because of better quality, more flexibility and so forth. Well, the same thing is true of entertainment. In the 90-minute show you need all the elements that you need for a motion picture. Yes, much more. They are going to run out of parlor, bedroom and bath dramas pretty soon. They have to start moving around . . .

Q: What about the trend of program origination moving from New York to Hollywood?
A: Of course, to me, that's the obvious development. When we first started with this studio—and this was the first major studio to convert to television . . .

Q: . . . When was that?
A: We started in 1947 to set our television plans and we started making programs, I believe, the latter part of 1948. I believe we did the first series that was done out here.

Q: What was that?
A: It was a show for Lucky Strike. Followed closely by the Lone Ranger. The business end of entertainment just doesn't register with people. It's a highly complex kind of an operation. We find it out making pictures in New York or in Paris or in Rome or anywhere. You have concentrated here in Hollywood the largest number of people with unusual and different skills and services that you'll find anywhere else in the world. The problems you have when you move away from here are just tremendous, time consuming and expensive. For instance, I sit here today and have 100 Revolutionary soldiers in full uniform and all their equipment ready to march tomorrow morning. You can call a place and say, "I want a 1918 car," and the fellow says, "Foreign or American?" That you can't do anywhere else.

Q: What about New York?
A: The problem of dressing sets in New York is enormous. Take wardrobe. Stage wardrobe is normally unsuitable for closeup operations. A uniform that has been designed for the stage—and this is particularly true of secondary characters in the show which, we have to admit, there are lots of—you will find that the design is built on the basis that the front row seats are a long way from the stage by comparison.

Q: Another subject. I've heard many complaints about the "canned" laughs in comedy film shows.
A: This is an argument that goes on and on and I can't give you the answer to it, except that there is no successful comedy show that I know of that doesn't have laugh reactions. However, what we do here, I think, is the honest way to get laugh reaction. We complete the film and then we take it into a theatre and show it to an audience with microphones focused toward the audience. Now, whatever sounds they make go right on the film. We don't tamper with them.

I think its been picked on much more by critics than it deserves to be. I don't think of myself as a man who laughs out loud, but I know I've found myself in a theatre full of people laughing and I'm laughing right along with them. I don't think people sit there and analyze it. But I'll tell you where it has had a great influence and that's on the sponsors, because unfortunately a sponsor is going to look at his show with an analytical mind. Well, you can't look at comedy with an analytical mind. You can't sit and say, "I wonder if this is worth 30,000 bucks a week" and get the jokes.

Q: The Roach Studios were in the movie production business for many years before you got into tv, were you not?
A: That's right. This studio was started in 1914 and moved out here in 1922.

Q: Have you continued movie production since entering tv?
A: We've made about six. We're going to do a "Racket Squad" feature in the next two months. We do them only when we have the proper story and the proper stars. One of the things that's been apparent to me from the beginning of television is that I believe the motion picture business and the television industry have a great deal more in common than they're willing to admit, and will eventually do a great deal more together than they do today.

Q: After so many years of successful theatre film production, why did you get so deep into television?
A: Well, that's a kind of an interesting question. It's got a multitude of answers to it. We have always been a large independent while we were one of the major producing firms. One of the ways you stay alive as a large independent—without theatres and without distribution organization, where you have purely made your money out of production—was to be fast on your feet and to move quickly with new ideas and new types of thinking. It seemed to us early in 1946 and 1947 that the "B" picture was doomed. We made "A" pictures, "B" pictures, shorts; we made everything on this lot. We made everything from $6 million pictures to eight-second tv commercials. The "B" picture, of course, was our filler, as it was for everybody else.

Q: That was the bread and butter picture?
A: That's right. But when we looked at television, we had to ask ourselves a question which at that time was considered rather revolutionary but today is obvious. If people can get good entertainment at home without paying for it they'll stay home, and the entertainment normally will get better and better. When there is a demand somebody will supply it and, therefore, there are requirements for better productions all the time.

We have what we like to consider sort of an entertainment factory. Way beyond the use of equipment, it's made up of people who spend their lives in the production and creation of entertainment.

Q: Do you mean that it's not the facilities or medium, necessarily, but the show that counts?
A: That's right. Nobody ever went to the theatre to see the theatre. They went to see the show. You can have a turkey in a beautiful theatre and a terrific show in a tent next door, and you'll fill the tent every time. Therefore, your whole concentration is on what you are going to produce and we felt that anywhere that exhibits what we produce is our market. So being flexible and not worrying about theatre seats or distribution organizations, television seemed like a perfect spot for us to move toward. We had to take quite a gamble at it, but the gamble, so far, has paid off. I think the development has been sound.
**Pick Your Package of Power Prudently!**

**Compare S-E’s New**

**10 KW VHF TV Transmitter**

on ECONOMY and ADVANCED DESIGN FEATURES

"It would be the point of prudence to defer forming one’s ultimate irrevocable decision so long as new data might be offered."

—George Washington

**ECONOMY PRICED AT $55,000**

(F.O.B. Newark)

**OUTSTANDING TUBE LIFE . . . MORE THAN 7,000 HOURS!**

Field-proven Amperex AX9904B tubes have demonstrated lives in excess of 7,000 hours in the final amplifier stages of S-E high power transmitters. This domestically produced, air-cooled tube has a silver plated radiator for better electrical contact: It costs only $210 (about 34¢ an hour to operate). Also, with similar tube types used throughout the transmitter, investment in spare tubes to meet FCC requirements is considerably reduced!

**33% LESS FLOOR SPACE**

You save on construction and modernization costs as a result of the diminished floor space requirements and lower floor strength demands. The new model uses an area of only 53 square feet; its overall length is 15.6 feet. Practical design resulted in a new low weight of 7,000 pounds for the transmitter. Installation is simplified because smaller S-E frames can be moved easily through normal 3 foot doorways, passageways and elevators.

**ADVANCED DESIGN FEATURES**

Modern cabinet design by Dreyfuss utilizes full length tempered glass doors, thereby making all tubes easily accessible and visible from the front at all times. Impressive in appearance, the equipment has built-in safety interlocks to insure electrical neutrality when not operating. And safety control circuitry to protect the transmitter from overloads and power transients. Simplicity of operation is provided by gated tuning. The RF input to the amplifier is designed as a two quarter wave tuned coaxis lines operating in a grounded grid, cathode-input circuit, resulting in excellent isolation of the input and output circuits. Complete metering equipment and visual control system provides a continuous check on every major circuit during operation.

**INSTANT PATCHOVER PLUS “ADD-A-UNIT” FLEXIBILITY!**

Patchover is an S-E exclusive development which is used to route a TV signal in order to bypass an amplifier. Should an emergency arise, in 20 seconds (without loss of air time) the 500 watt driver can be patched over to the antenna and used for transmission at reduced power. This is possible because the reactive input impedance is the same for the final amplifier and the antenna.

The "ADD-A-UNIT" feature provides easy boosting of power output to 25, 40, or 50 KW. This is accomplished simply by adding an S-E amplifier—without obsoleting or replacing existing equipment.

**ADDED S-E FEATURES**

Completes the package: Single ended coaxial circuits provide exceptional freedom from spurious oscillations and parasites. Both in sync stretcher permits adjustments of sync-to-picture ratio of the signal. Peak output power 14 KW. Meets and exceeds all applicable FCC requirements for monochrome and color transmission. 208/270 V three phase operation requires no special wiring or transformers. Low power consumption of 30.2 KW at 90% P.F. at black level.

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**standard electronics corporation**

A SUBSIDIARY OF DYNAMICS CORP. OF AMERICA

255-289 EMMETT STREET • NEWARK 5, NEW JERSEY

Engineering Branch Offices: WASHINGTON, D.C. • ATLANTA, GEORGIA • CHICAGO, ILLINOIS • LOS ANGELES, CALIFORNIA
**$2,360,000 Assured Roach on Tv Films**

HAL ROACH Studios has been guaranteed $2,360,000 from syndication companies on three of its tv film series that went into local market operation this year, it was reported last week by E. H. Goldstein, studio's vice president in charge of syndication. (See B&T interview with Mr. Roach on page 52.)

Official Films has guaranteed Roach $1,260,000 for distribution rights to 126 My Little Margie films, and $450,000 for 130 Trouble With Father (The Stu Erwin Show) films. Interstate Television Corp. took over distribution of the Public Defender series and guaranteed Roach $650,000 for 69 films.

These three deals brought to 462 the number of half-hour Roach-produced films currently in syndication, according to Mr. Goldstein. The producer turned out 39 Passport to Danger films exclusively for ABC Film Syndication, and previously, a deal was concluded with ABC for the syndication of 98 Racket Squad episodes for a guarantee of $950,000. Mr. Goldstein said that the Racket Squad deal already has gone beyond its guarantee.

**NTA Establishes Sales Div., Appoints Tabakin, Kaplan**

ESTABLISHMENT by National Telefilm Assoc. of a national sales division to be headed by Bernard Tabakin was announced last week by Oliver A. Unger, executive vice president.

Mr. Tabakin, who will be responsible for sales to advertisers on a national basis, joined NTA's West Coast sales division two years ago. Previously he had headed the Hollywood division of MCA-TV. He will make his headquarters at NTA's Hollywood office.

Cy Kaplan, formerly an account executive with Television Programs of America, New York, has joined NTA's national sales division as eastern director. Mr. Kaplan also has served as midwest sales manager of World Broadcasting System and general sales manager of WGTV-TV Hartford, Conn.

**film maker**

A LIEUTENANT colonel in the U. S. Army at 29, Erwin H. Ezzes, vice president in charge of sales for Guild Films Co., New York, gives full credit to his "seven-year hitch" in the Army for his subsequent career in television.

It was during his tenure in London as secretary to the general staff of SHAEF that Mr. Ezzes became acquainted with Matthew Fox, then a warrant officer in public relations and later the guiding force of several tv film distribution and production companies. Mr. Fox, who already had won prominence in the motion picture field, recognized Mr. Ezzes' administrative skills and invited him to become an associate in various post-war tv film projects.

Mr. Ezzes' decision to embark upon a military career in 1938 (some years before Pearl Harbor and the military draft) was dictated by the economic conditions of the time. Born in New York in 1916 and educated at the New York Military Academy and the College of the City of New York, from which he was graduated in 1938, Mr. Ezzes elected to become a second lieutenant in the Army, rather than accept a $25-a-week job. That his military career was a distinguished one can be corroborated by the 13 decorations he earned, including the Croix de Guerre, the Legion of Merit and the Order of the British Empire.

Following his discharge from the Army in 1945, Mr. Ezzes joined Mr. Fox in the establishment of United World Films, which distributed 16 mm film to schools, churches and other groups, as well as tv. He served as vice president and sales manager of this company until 1950, when Mr. Fox extracted from United World the films suitable for tv and established Motion Pictures for Television. In the move, Flamingo Films and Associated Artists Productions became part of MPTV. Mr. Ezzes re-
Outstanding...

say the time buyers* who know us best!

*FOURTH IN A SERIES

WNHC

Channel 8 • Television

COVERS CONNECTICUT COMPLETELY
316,000 WATTS MAXIMUM POWER
Pop. Served 3,564,150 - TV Homes 948,702
represented by the katz agency, inc.

Bill Kennedy
TED BATES, INC.
says . . .
“Good things happen when the spot or
program campaign begins on WNHC-TV.”

Howard Spokes
CUNNINGHAM & WALSH
says . . .
“WNHC-TV’s cost-per-thousand viewers
is one of the lowest in the country.”

Dorothy Hanley
MacMANUS, JOHN
& ADAMS
says . . .
“WNHC-TV is dominant
by every method of
audience measurement.”

Pete Bardach
FOOT, CONE & BELDING
says . . .
“WNHC-TV is an
outstanding station in
sales & management.”
NCAA AGAIN PLANS LIMITED TV GRID FARE

Association's outgoing television committee votes for 'national television program' for 1956 in resolution to be offered at national convention in January.

THE NATIONAL Collegiate Athletic Assn. is seeking continued limitation of the nation's football television fare in 1956—for the fifth consecutive year.

The association has declared that the 1955 program "in general worked well and was satisfactory" in its various districts and that no adverse action by the U.S. Dept. of Justice is anticipated.

Work toward some form of national limitation of live grid telecasts was begun in Chicago last week by NCAA's present tv committee. It voted for a "national television program" for 1956 in a resolution to be submitted to the association's national convention in Los Angeles Jan. 9-11, at which time a new tv committee will be named.

If the resolution is adopted on the convention floor, a new tv committee will be appointed by the NCAA council to draft a plan subject to approval in a mail referendum of council members (by two-thirds majority of those voting.)

Under the resolution the new committee could prepare a national-regional plan similar to the one brought forth this year or one along different lines. The association will vote in January for the ninth consecutive time on whether "to retain the principle of controlled telecasting of collegiate football games." As in the past, the new tv committee will be urged to study possibilities of "delayed, subscription and closed tv."

Nine of the NCAA tv group's 12 members, headed by E. L. (Dick) Romney, Mountain States Athletic Conference, and including Walter Byers, executive secretary, attended the Chicago meetings Monday and Tuesday. The committee sifted reports from eight NCAA districts and worked on its report and recommendations for the 1956 convention.

Mr. Byers stressed that the committee's appraisal of the 1955 program is based on "preliminary information" and any final analysis would have to hinge on attendance figures and other reports. Thus far, however, the 1955 program seems to have been a "successful one," he said.

Mr. Byers denied that NCAA was beset with any "disputes" in the closing weeks of the football season, or that there were any evidences of widespread dissatisfaction with NCAA policy.

Antitrust aspects emerged during the news conference in reference to WITM-TV Lansing's dispute with the NCAA. The station charged restraint of trade under the Sherman Act in a report of the Michigan State-U. Illinois game and submitted an exchange of correspondence to the Justice Dept. [BT, Nov. 21]

Asa Bushnell, Eastern College Athletic Conference and NCAA tv program director for 1955, claimed "all our plans have always been submitted to the Justice Dept. for study and the department hasn't taken any action." Mr. Byers said he felt NCAA's program was "less restrictive" than practices of the National Professional Football League (blackout home telecasts) in the past.

Suggestions To Be Made

NCAA's outgoing television committee will pass along suggestions to the new group with respect to unauthorized pickups of NCAA games next year. Mr. Byers said. He alluded to the instance in which KRNT-TV Des Moines carried CBS-TV's Big 10 regional coverage of the Iowa-Minnesota game Nov. 5. NCAA's TV committee heard a report on the incident.

NCAA has referred the matter to legal counsel as a means of developing future "safeguards" against "pirating" rather than for the purpose of filing any lawsuit, Mr. Byers said, adding "we are not interested in suing anybody."

The same holds true for CBS-TV's refusal to black out KVTV (TV) Sioux City on the Illinois-Wisconsin game Nov. 12 because of sponsor commitments, he added. Mr. Byers said the existing agreement with CBS-TV had been breached by the KRNT-TV incident and was no longer binding.

Permission was extended by NCAA under its "sellout game" and 90-mile radius rule provisions for nine contests this past season, Mr. Bushnell reported. Other requests were rejected, he added, under NCAA's "appreciable damage" rule. Mr. Bushnell said most athletic directors and coaches felt the 1955 national plan was "pretty successful." He added that arrangements calling for network coverage (NBC and CBS) also were "successful."

In response to a question, Mr. Byers denied claims that NCAA favors some form of subscription television as a solution to controlled football tv problems. He said the association has taken no official stand, one way or another, on toll tv.

Attending the meetings in Chicago were:

Dist. 2—Robert J. Kane, Cornell U.


SATELLITE LAUNCHED

...in Nebraska

KHOL TV'S New Satellite Station, Built by Viewers' Funds, Gives You Bonus Coverage at No Extra Cost in Nebraska's 2nd Big Market

KHOL-TV and Satellite Station cover rich Central Nebraska—the State's 2nd Big Market. KHOL-TV picks up where Omaha leaves off—you buy no duplicate coverage. One buy on KHOL-TV gives you bonus Satellite coverage at no extra cost. Investigate Nebraska's 2nd Big Market today—contact KHOL-TV or your Meeker representative.

KHOL-TV Outed and Operated By BI-STATES CO.

CBS • ABC

CHANNEL 13 • KEARNEY, NEBRASKA
Channel 6 Satellite Station, Hayes Center, Neb.
Represented nationally by Meeker TV, Inc.
The men who fill these boots... REACH 88% OF OKLAHOMA'S FARM INCOME!

Oklahoma farmers know these mud-caked boots and the men who wear them... and they know them personally. WKY and WKY-TV Farm Reporters wear these boots and with them they wear the honor of being "personal friends" with the most important share of Oklahoma's rural population. These friendships were won by our Farmer Reporters, not only through their radio and TV Farm Programs, but from meeting and talking to the farmer on his "home ground."

WKY and WKY-TV Farm Reporters travel more than 60,000 miles each year... make over 300 personal appearances... and spend countless hours "just visitin' with farmers."

These "circuit riding" trips pay dividends with a devoted and ever-growing audience for WKY and WKY-TV's Farm Programs. Programs that reach the people who make 88% of Oklahoma's farm income. A vast, fertile audience that is "sold" on WKY and WKY-TV. These Oklahoma farmers can be "sold" on your product, too... if you take advantage of the "personal" friendliness that they have for WKY, WKY-TV and their farm reporters.

AGRICULTURE IS OKLAHOMA'S NO. 1 INDUSTRY!
New NARTB Units Begin Meeting Series

SERIES of meetings will be held during December and January by newly appointed NARTB committees. Starting off the series was the Insurance Committee which met last Tuesday in Washington.

Plans for a group life insurance covering employees of radio and TV stations belonging to NARTB will be submitted to the association's board at its February meeting, according to Gilmore N. Nunn, WLAP Lexington, Ky., Insurance Committee chairman.

Attending the meeting besides Chairman Nunn were Carl J. Burkland, WAVY Portsmouth, Va.; Roger W. Clipp, WFIL Philadelphia; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; C. T. Lucy, WRVA Richmond, Va., and Robert T. Mason, WMRN Marion, Ohio. Taking part for NARTB were President Harold E. Fellowes; John F. Meagher, radio vice president; Thad H. Brown Jr., iv vice president; Richard M. Allerton, research manager; Robert L. Heald, chief attorney; Joseph M. Sitrick, publicity-information manager, and Howard H. Bell, assistant to the president.

NARTB meetings scheduled during the next two months follow:

Dec. 6—Am Committee, Washington; Grover C. Cobb, KQV Great Bend, Kan., chairman.
Dec. 16—TV Viewer Reaction Committee, Washington; Ward Quaal, WLWT (TV) Cincinnati, chairman.
Jan. 5—Television Information Committee, Washington; Jack Harris, KPRC-TV Houston, chairman.
Jan. 12—Film Committee, Washington; Harold P. See, KRON-TV San Francisco, chairman.
Feb. 1-3—NARTB combined boards, San Marcos Hotel, Chandler, Ariz.

Frank Corbett Elected Head Of Tenn. Broadcasters Assn.

FRANK CORBETT, WGAP Maryville, was elected president of Tennessee Assn. of Broadcasters at its meeting last week in Memphis. He succeeds Henry W. Slavick, WMC Memphis.

Other officers elected were Carter Parham, WDRE-AM-TV Chattanooga, vice president and Jim Dick, WIVK Knoxville, secretary-treasurer. Elected directors were Mr. Slavick; Arthur Smith, WMTRS Murfreesboro, and Irving Waugh, WSM Nashville.

Radio management is cashing in on the medium's forte—immediacy, economy and community service—and concentrating on local business, Ray V. Hamilton, partner in the Blackburn-Hamilton Co. brokerage firm, told the meeting. He traced radio's present economic health to this type of alert management.

"It is interesting to note that radio's re-emphasis on local markets in the last couple of years is beginning to again attract the attention of national and spot advertisers," he said, adding his belief that fragmented radio values of the early '50s era have passed.

Mr. Hamilton said that in every community there is "a vast resource of goodwill which may be obtained by any radio or TV station willing to work for it."

Colorado Broadcasters Name Stepp First Exec. Secretary

T. ELLSWORTH STEPP, U. of Colorado radio-TV director, has been named as the first executive secretary of the Colorado Broadcasters & Telecasters Assn., according to Elwood Meyer, K Y O U Greeley, CBTA president. Mr. Stepp had been with KOA Denver for 10 years in production, sales and promotion. He set up the university's radio production department in 1947. In announcing the appointment, Mr. Meyer said, "We feel that Mr. Stepp's close personal contacts and his knowledge of broadcasting activities make him the ideal selection for the position."

RETMA Head Asks Relief For Acute Nickel Shortage

RELIEF measures for the critical nickel shortage that threatens to cut out output of receiving tubes was asked Thursday by H. Leslie Hoffman, president of Radio-Electronics-TV Mfrs. Assn. in a letter to Sinclair Weeks, Secretary of Commerce.

Unless more nickel becomes available, Mr. Hoffman declared, "a severe cutback" can be expected in production of electronic equipment using receiving tubes. He submitted a report outlining the electronic industry's nickel requirements and describing techniques devised to save the metal through use of substitutes. He listed 1956 nickel requirements of the tube industry at 262,000 pounds a month and observed that the figure would be 600,000 pounds had it not been for the conservation techniques. Demand for electronics equipment continues to expand, he said, particularly in the military field.

WTAM Host to RAB Clinic

WTAM Cleveland was host Wednesday to a northern Ohio sales clinic of the Radio Advertising Bureau Inc., attended by 60 persons. The clinic was conducted by RAB President Kevin B. Sweeney, who was introduced to the group attending the clinic by WTAM Sales Manager Harold W. Waddell.
Increase in Sales for HANOVER CANNED FOODS with the SATURATED USE of WCAE, WJAS and KQV RADIO PITTSBURGH!

November 11, 1955

Mr. Ed Walpert, Chaplin, Lamb & Keen, Inc.
Arnold, Preston, Middletown, Pennsylvania
Philadelphia, Pennsylvania

Dear Ed:

In response to your inquiry about one of our test markets, I have just completed tabulating sales on saturated use of radio. I have a list of figures for Pittsburgh, Pennsylvania.

We have shown an outstanding increase in shipments of September, 1955, over the same period in 1954. We show a 150% increase in sales.

The use of KQV, WJAS and WCAE radio was a wise choice. We have never seen such all-out cooperation on the part of any stations in my years in this business.

When you write these stations, give them my sincere thanks for an outstanding job.

Sincerely,

George Lawrence, Sales Manager

* September, 1955 Over September, 1954 in the "test" Pittsburgh Market

WHAT WE DID FOR HANOVER, RADIO CAN DO FOR YOU—at moderate cost!
A show for every product . . .
every market . . .
every budget!
SCORE AGAIN!

GUY LOMBARDO AND HIS ROYAL CANADIANS

30.8
Birmingham (Pulse)
Pittsburgh, 40.9 (Videodex)
Shreveport, 29.4 (ARB)

JOHN HOWARD DR. HUDSON'S SECRET JOURNAL

34.4
Pittsburgh (ARB)
St. Louis, 28.7 (Videodex)
Buffalo, 26.4 (Videodex)

WESTERN FEATURES STARRING GENE AUTRY

21.9
Phoenix (ARB)
Columbus, Sat. AM, 12.9 (ARB)
Indianapolis, Sat. AM, 11.6 (ARB)

WESTERN FEATURES STARRING ROY ROGERS

22.2
Phoenix (ARB)
Boston, Sat. aft., 12.9 (ARB)
Houston, Sat. Noon, 14.0 (ARB)

For both Western features: 27.1 weekly cumulative rating in L. A. Lowest cost per 1000 homes per comm’t minute in TV film programming — 42 cents!

PRESTON FOSTER WATERFRONT

40.5
Charlotte (Pulse)
San Francisco, 21.4 (ARB)
Toledo, 36.4 (Videodex)

FAMOUS PLAYHOUSE

45.8
New Orleans (Pulse)
Dallas-Ft.Worth, 26.0 (Videodex)
Atlanta, 16.6 (ARB)

PAUL HARTMAN PRIDE OF THE FAMILY

44.2
Norfolk (ARB)
Kalamazoo-Grand Rapids, 26.0 (Videodex)
Toledo, 18.8 (Videodex)

ROD CAMERON CITY DETECTIVE

36.2
Buffalo (Pulse)
Columbus, 22.7 (ARB)
New Orleans, 39.0 (Pulse)

First Choice for All America!

Choose your rating service — ARB, Pulse, Videodex. One thing you’ll find they all have in common: Film shows syndicated by MCA TV are top-rated* everywhere.

Big audiences that spell big sales for you!

*September-October, 1955, ratings are shown.

Phone, wire or write your MCA TV office for your audition print today!
Sales Methods Studied At NATRFD Convention

Farm directors' Chicago meeting surveys methods to keep sponsors happy, gain new ones and sets up visual promotion designed to tell farm radio's story. Clay tells delegates to limit sales promotion to develop of aids for use in farm broadcasting.

AWARE of the need for better means of presenting the farm broadcasting story in terms of results for advertising dollars, the National Assn. of Television & Radio Farm Directors canvassed sales techniques for winning new sponsors and keeping the old ones happy at the 12th annual NATRFD convention in Chicago's Conrad Hilton Hotel, Nov. 26-27.

Retiring President Frank Atwood, WTCI Hartford, Conn., in his keynote address noted that some advertisers have left radio-tv for printed media while others have jumped on the broadcasting bandwagon (re-elected), and Wes Seyer, WIBW Topeka, Kan., editor of Chats, NATRFD organ.

Presentations Initiated

Decision to initiate presentations to boost the farm story followed discussions by NATRFD's executive committee over whether television should be included with the usual medium [Art Deadline, Nov. 28]. The action recognized that, in some instances involving major advertisers, there was a shortage of data at the disposal of agencies. Executive and other committee meetings dominated opening day sessions Nov. 25, along with general panel discussions for new NATRFD members.

After business sessions Nov. 26, Hollis Seavey, Clear Channel Broadcasting Service, Washington, D. C., explained mechanics of recording and filming. Henry B. Clay, executive vice president and general manager, KWKH Shreveport, La., addressed the luncheon meeting (the convention's only outside speaker) on "Management Looks Us Over." Mr. Clay, also chairman of the NARTB Radio Board, noted that agriculture is within the coverage range of nearly all radio-tv stations. He explored sales promotion, competing accounts, service to advertisers and NARTB relations.

Mr. Clay felt the practice of radio farm directors handling commercials, while limiting the station's ability to properly supervise them, "pays off for all concerned through a higher product sales level and likewise in renewals" in the long run. In general, he believes, farm directors and salesmen should handle their own sales promotion responsibilities.

NATRFD probably "should confine its sales promotion programs to the development of vital aids to be used by others in selling farm broadcasting," he asserted. Beyond that stage would require additional funds and duplication of station support on such projects, he said.

He also told delegates that NATRFD representatives at NARTB regional meetings did more to "cement" good relations with the national organization "than any other single act." A panel discussion of NARTB relations also took place in closing-day sessions. Earlier, Mr. Atwood described NATRFD participation in NARTB regional meets as 1955's "most significant event" for NATRFD.

Presentation of farm safety awards by the National Safety Council at a luncheon (see separate story) and talks on market reporting, commercials and U. S. Dept. of Agriculture services closed the formal meetings Nov. 27, followed by the annual banquet. Phil Alampi, WRCA New York, won the American Farm Bureau award, with Maynard Bertsch, WLS Chicago, and Bob Miller, WLYC Cincinnati, receiving honorable mentions.

New officers elected at the Chicago convention, held concurrently with the International Livestock Exposition and 4-H Congress, were John McDonald, WSM Nashville, Tenn., president, succeeding Mr. Atwood; Jack Timmons, KWKH Shreveport, La., vice president; Dix Harper, WLS Chicago, secretary-treasurer; Herb Plambeck, WHO Des Moines, Iowa, historian (re-elected), and Wes Seyer, WIBW Topeka, Kan., editor of Chats, NATRFD organ.

REMTA Suggests Changes In Trade Commission Rules

SUGGESTED AMENDMENTS to two trade practice rules for the radio and television industry, which are to become effective Dec. 28, have been filed with the Federal Trade Commission by the Radio-Electronics-Television Mfrs. Assn.

REMTA's petition dealt with rules relating to measurement of tv screen sizes and to the "universal industry practice of re-using the outside container or envelope" in the manufacture of picture tubes.

The association said "that as promulgated by the FTC the rule offers "perhaps 20 different methods of measurement" as opposed to one standard system of screen size designation now used by the industry."

In regard to the FTC contention that tubes containing repossessed glass should be marked "used" REMTA contends "there is no difference in the quality of picture tubes in re-used containers if both have all new functional parts and if both have been subjected to the same manufacturing processes and standards." Customer reluctance to purchase tubes so marked, REMTA said, would lead to higher tube prices.

Edward Thomas New Head Of NAM Public Relations

EDWARD F. THOMAS, vice president and public relations supervisor at J. Walter Thompson Co., New York, has been appointed vice president in charge of public relations of the National Assn. of Manufacturers, NAM Managing Director Kenneth R. Miller announced Thursday. Mr. Thomas succeeds John T. Thacher, who resigned last August.

Before he joined J. Walter Thompson in June 1954, Mr. Thomas held a similar position with Geyer Inc. and was associated for some time with Carl Byoir Assoc. In 1951-52, Mr. Thomas was public relations consultant in the office of the Defense Secretary in Washington and also was assigned to the U. S. foreign military aid program.
What more appropriate gift than the gift of business knowledge, of latest news and events in radio-tv-spotnews 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

name  title
company
street
city  zone  state

Sign gift card
## SUNDAY NETWORK SHOWS

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
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<tbody>
<tr>
<td>9:15</td>
<td>Great Moments</td>
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<td>Pilgrim's Path</td>
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<td>9:45</td>
<td>Sunday Night</td>
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<td>Dr. D.</td>
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<td>10:00</td>
<td>Message of the Day</td>
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<td>Dr. W.</td>
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<td>Great News</td>
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<td>Dr. W.</td>
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<td>10:45</td>
<td>Sunday Stories</td>
<td>Sunday Stories</td>
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<td>3:15</td>
<td>Dr. W.</td>
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<td>11:00</td>
<td>Good Morning America</td>
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<td>3:30</td>
<td>Dr. W.</td>
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<td>11:15</td>
<td>Sunday Service</td>
<td>Sunday Service</td>
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<td>3:45</td>
<td>Dr. W.</td>
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<td>11:30</td>
<td>The World in Action</td>
<td>The World in Action</td>
<td>The World in Action</td>
<td>The World in Action</td>
<td>4:00</td>
<td>Dr. W.</td>
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<td>11:45</td>
<td>The Adventurer</td>
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<td>4:15</td>
<td>Dr. W.</td>
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<td>12:00</td>
<td>News of the World</td>
<td>News of the World</td>
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<td>News of the World</td>
<td>4:30</td>
<td>Dr. W.</td>
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<td>12:30</td>
<td>The World of Today</td>
<td>The World of Today</td>
<td>The World of Today</td>
<td>The World of Today</td>
<td>5:00</td>
<td>Disaster</td>
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<td>12:45</td>
<td>The World Tomorrow</td>
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<td>Church of Christ, Scientist</td>
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<td>Church in Action</td>
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<td>Church of God</td>
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**FOR DECEMBER 1955**

**STUDS 1**

- **Monday, December 5, 1955**
  - CBC, 8:30 p.m., Les Griffith & The News. (CBS)
  - Weekend news now sponsored by Texas Instruments. (CBS)
  - Part of this time slot is used for this show. (CBS)
  - This show is being transmitted by the **7.5 A.M.** time slot.

- **Monday, December 5, 1955**
  - ABC, 8:30 p.m., Les Griffith & The News. (CBS)
  - Weekend news now sponsored by Texas Instruments. (CBS)
  - Part of this time slot is used for this show. (CBS)
  - This show is being transmitted by the **7.5 A.M.** time slot.

- **Monday, December 5, 1955**
  - NBC, 8:30 p.m., Les Griffith & The News. (CBS)
  - Weekend news now sponsored by Texas Instruments. (CBS)
  - Part of this time slot is used for this show. (CBS)
  - This show is being transmitted by the **7.5 A.M.** time slot.

**FOR DECEMBER 1955**

**STUDS 2**

- **Monday, December 5, 1955**
  - CBC, 8:30 p.m., Les Griffith & The News. (CBS)
  - Weekend news now sponsored by Texas Instruments. (CBS)
  - Part of this time slot is used for this show. (CBS)
  - This show is being transmitted by the **7.5 A.M.** time slot.

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  - ABC, 8:30 p.m., Les Griffith & The News. (CBS)
  - Weekend news now sponsored by Texas Instruments. (CBS)
  - Part of this time slot is used for this show. (CBS)
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  - Part of this time slot is used for this show. (CBS)
  - This show is being transmitted by the **7.5 A.M.** time slot.

**FOR DECEMBER 1955**

**STUDS 3**

- **Monday, December 5, 1955**
  - CBC, 8:30 p.m., Les Griffith & The News. (CBS)
  - Weekend news now sponsored by Texas Instruments. (CBS)
  - Part of this time slot is used for this show. (CBS)
  - This show is being transmitted by the **7.5 A.M.** time slot.

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  - ABC, 8:30 p.m., Les Griffith & The News. (CBS)
  - Weekend news now sponsored by Texas Instruments. (CBS)
  - Part of this time slot is used for this show. (CBS)
  - This show is being transmitted by the **7.5 A.M.** time slot.

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  - NBC, 8:30 p.m., Les Griffith & The News. (CBS)
  - Weekend news now sponsored by Texas Instruments. (CBS)
  - Part of this time slot is used for this show. (CBS)
  - This show is being transmitted by the **7.5 A.M.** time slot.

**FOR DECEMBER 1955**

**STUDS 4**

- **Monday, December 5, 1955**
  - CBC, 8:30 p.m., Les Griffith & The News. (CBS)
  - Weekend news now sponsored by Texas Instruments. (CBS)
  - Part of this time slot is used for this show. (CBS)
  - This show is being transmitted by the **7.5 A.M.** time slot.

- **Monday, December 5, 1955**
  - ABC, 8:30 p.m., Les Griffith & The News. (CBS)
  - Weekend news now sponsored by Texas Instruments. (CBS)
  - Part of this time slot is used for this show. (CBS)
  - This show is being transmitted by the **7.5 A.M.** time slot.

- **Monday, December 5, 1955**
  - NBC, 8:30 p.m., Les Griffith & The News. (CBS)
  - Weekend news now sponsored by Texas Instruments. (CBS)
  - Part of this time slot is used for this show. (CBS)
  - This show is being transmitted by the **7.5 A.M.** time slot.

**FOR DECEMBER 1955**

**STUDS 5**

- **Monday, December 5, 1955**
  - CBC, 8:30 p.m., Les Griffith & The News. (CBS)
  - Weekend news now sponsored by Texas Instruments. (CBS)
  - Part of this time slot is used for this show. (CBS)
  - This show is being transmitted by the **7.5 A.M.** time slot.

- **Monday, December 5, 1955**
  - ABC, 8:30 p.m., Les Griffith & The News. (CBS)
  - Weekend news now sponsored by Texas Instruments. (CBS)
  - Part of this time slot is used for this show. (CBS)
  - This show is being transmitted by the **7.5 A.M.** time slot.

- **Monday, December 5, 1955**
  - NBC, 8:30 p.m., Les Griffith & The News. (CBS)
  - Weekend news now sponsored by Texas Instruments. (CBS)
  - Part of this time slot is used for this show. (CBS)
  - This show is being transmitted by the **7.5 A.M.** time slot.

**FOR DECEMBER 1955**

**STUDS 6**

- **Monday, December 5, 1955**
  - CBC, 8:30 p.m., Les Griffith & The News. (CBS)
  - Weekend news now sponsored by Texas Instruments. (CBS)
  - Part of this time slot is used for this show. (CBS)
  - This show is being transmitted by the **7.5 A.M.** time slot.

- **Monday, December 5, 1955**
  - ABC, 8:30 p.m., Les Griffith & The News. (CBS)
  - Weekend news now sponsored by Texas Instruments. (CBS)
  - Part of this time slot is used for this show. (CBS)
  - This show is being transmitted by the **7.5 A.M.** time slot.

- **Monday, December 5, 1955**
  - NBC, 8:30 p.m., Les Griffith & The News. (CBS)
  - Weekend news now sponsored by Texas Instruments. (CBS)
  - Part of this time slot is used for this show. (CBS)
  - This show is being transmitted by the **7.5 A.M.** time slot.

**FOR DECEMBER 1955**

**STUDS 7**

- **Monday, December 5, 1955**
  - CBC, 8:30 p.m., Les Griffith & The News. (CBS)
  - Weekend news now sponsored by Texas Instruments. (CBS)
  - Part of this time slot is used for this show. (CBS)
  - This show is being transmitted by the **7.5 A.M.** time slot.

- **Monday, December 5, 1955**
  - ABC, 8:30 p.m., Les Griffith & The News. (CBS)
  - Weekend news now sponsored by Texas Instruments. (CBS)
  - Part of this time slot is used for this show. (CBS)
  - This show is being transmitted by the **7.5 A.M.** time slot.

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  - NBC, 8:30 p.m., Les Griffith & The News. (CBS)
  - Weekend news now sponsored by Texas Instruments. (CBS)
  - Part of this time slot is used for this show. (CBS)
  - This show is being transmitted by the **7.5 A.M.** time slot.
Increased Radio Billings
Up for Review by RAB Board

RADIO ADVERTISING BUREAU'S board of directors meets Tuesday at New York's Waldorf-Astoria Hotel to review plans for increased radio billings next year, Joseph E. Baudino, Westinghouse Broadcasting Co. and RAB board chairman, announced last week.

Among matters to be discussed are the election of officers for next year; a report from RAB President Kevin Sweeney on expanded efforts in sales and services for the coming year, and an expected board action on Mr. Sweeney's recommendation for creation of a new vice president of the corporation, who if elected would assume office Jan. 1. Annual meeting of the membership will be conducted that morning with the election of officers held after consideration of a report by the nominating committee, headed by Charles C. Caley, WMBD Peoria, Ill., former RAB board chairman.

According to RAB, it is expected that the budget will take a "sizable upward jump" in 1956 because of an increase in membership fees effective the first of the year. Mr. Sweeney is scheduled to outline a plan for using these added funds for sales tools serving the industry, RAB said.

Sherwood Goes to RAB

ALEX SHERWOOD, former vice president of Standard Radio Transmission Services Inc., last week was named to the station relations staff of Radio Advertising Bureau, replacing Richard Allen, resigned. Mr. Sherwood will report to Arch Madsen, RAB director of station relations.

Walter Brown Promoted
To New Position at RAB

WALTER BROWN was promoted last week to the newly-created Radio Advertising Bureau post of sales development manager.

Mr. Brown, with RAB for the past three and one-half years, has been serving as a sales executive in charge of developing appliance, radio and tv manufacturer business.

In announcing the new post, Kevin Sweeney, RAB president, said Mr. Brown will work toward accelerating development of new sales tools for use of RAB's six sales executives who call on national advertisers.

RAB Promotes McKenna

ADVANCEMENT of Carroll R. McKenna from assistant director of national promotion to sales executive at Radio Advertising Bureau was announced last week by Kevin Sweeney, RAB president. In his new position, Mr. McKenna will be in charge of developing business from several categories of advertisers, with emphasis on the wearing apparel and amusement fields. Before joining RAB, he was director of sales promotion and research for ABC in Hollywood.

RAB Members Boosted to 820

RADIO ADVERTISING BUREAU last week announced the addition of 19 members bringing the total to 820.

Included in the list of new members are:


T.v Seen 'Unobtrusive'
At Bar Assn. Meeting

TELEVISION, radio and news photographers can operate unobtrusively in courtrooms, judging by the consensus of attorneys following a court coverage panel held during the nine-state regional meeting of the American Bar Assn. last week in New Orleans. Part of the meeting was covered by WDSU-TV New Orleans, with two cameras operated by one cameraman using remote gear and by two Times-Picayune photographers using 35 mm cameras without lighting equipment.

Taking part in the panel discussion of the photo coverage problem were Robert D. Swezey, WDSU-TV executive vice president and general manager, and chairman of the NARTB Freedom of Information Committee; George W. Healy Jr., editor of the Times-Picayune, and Associate Justice James D. Simon of the Louisiana Supreme Court. Moderator was Edwin M. Otterbourg, New York, past president of the New York County Lawyers Assn.

Mr. Swezey, an attorney, contended radio, tv and press should always be admitted to the courtroom unless there is sound reason to believe that their presence might prevent an orderly trial. He said the trial judge has the right to turn out a disorderly public and conceded that, in some circumstances, obtrusive camera equipment and bright lights might disturb court operations.

Commenting on modern cameras that modern cameras can cover almost any court proceeding without disturbance, he observed, "I don't know whether you've noticed it, but this meeting is being covered by television film cameras." Canon 35, an ABA policy barring cameramen from courtrooms, is outmoded, he said.

Mr. Otterbourg said presence of cameras might increase the normal nervousness of witnesses. Justice Simon said anything that might deprive the defendant of a fair trial "is dangerous and deadly," with the trial judge obligated to protect the rights of the accused.

Mr. Healy said courts belong to the people, adding, "It is the duty of the media of public expression to watch over them. Public knowledge of what goes on at a trial, or free access to insure that knowledge, is in my opinion a check on the accuracy of witnesses."

WDSU-TV plans to show actual courtroom scenes in the future, having been allowed to operate in some city and state courts.

Ad Federation Plans Meets

ADVERTISING Federation of America announced last week that arrangements have been made to hold its 1957 national convention at the Hotel Fontainebleau, Miami Beach, from June 9-13, and the 1958 convention at the Hilton-Statler Hotel in Dallas from June 8-11. The 1956 convention is set for June 10-13 at the Bellevue-Stratford Hotel, Philadelphia.
ARE YOU HALF-COVERED IN NEBRASKA'S OTHER BIG MARKET?

42-COUNTY LINCOLN-LAND AREA TELEPULSE
Share of Audience — September, 1955

<table>
<thead>
<tr>
<th></th>
<th>KOLN-TV</th>
<th>&quot;B&quot;</th>
<th>&quot;C&quot;</th>
<th>&quot;D&quot;</th>
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</thead>
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<tr>
<td><strong>MONDAY THRU FRIDAY:</strong></td>
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<td>1:00 — 6:00 p.m.</td>
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<td>21</td>
<td>13</td>
<td>13*</td>
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<td>6:00 — 11:00 p.m.</td>
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<td>18</td>
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<td><strong>SATURDAY:</strong></td>
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<td>1:00 — 6:00 p.m.</td>
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<td>6:00 — 11:00 p.m.</td>
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<td><strong>SUNDAY:</strong></td>
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<td>1:00 — 6:00 p.m.</td>
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<td>6:00 — 11:00 p.m.</td>
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<td>14</td>
<td>23</td>
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*KDoes not broadcast for complete period and the share of audience is unadjusted for this situation.*

KOLN-TV delivers Lincoln-Land—42 counties with 200,000 families, 125,000 of them unduplicated by any other TV station.

95.5% OF LINCOLN-LAND IS OUTSIDE THE GRADE "B" AREA OF OMAHA! This important market is as independent of Omaha as South Bend is of Fort Wayne... Syracuse of Rochester... or Hartford of Providence.

New Pulse figures prove that KOLN-TV gets 194.4% more night-time Lincoln-Land viewers than the next station—138.1% more afternoon viewers.

Avery-Knodel has all the facts on KOLN-TV—the official CBS-ABC outlet for South Central Nebraska and Northern Kansas.

**CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER**

KOLN-TV COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives
SHACKLED TIMEBUYER CAN BLAME HIMSELF

THE REMARKS reproduced in condensed text on this page were made by George Polk, media liaison coordinator of BBDO, at last Tuesday's Timebuying & Selling Seminar of the Radio-Television Executives Society in New York. They obviously were inspired in part by a speech made by Roger C. Burnstead, media director of David J. Mahoney Inc., at the Radio Advertising Bureau's first annual advertising clinic Oct. 14 [See "Let's Unshackle the Timebuyer," B&T, Oct. 24].

OCCASIONALLY, I see a crusade to elevate the unappreciated, underpaid and, only recently, the shackled timebuyer, a Class AA chainbreak selector or an automation for collecting minutes between 7 and 8 a.m., it is nobody's fault but your own! Timebuying is different from any other business or profession in that its success is directly related to the individual's initiative. The level at which you stand as a timebuyer on your accounts is the level that you have created for yourself and is solely dependent upon the contributions you make toward decisions in purchasing time.

Besides the daily routine of actual buying, the timebuyer should be involved in all phases of media planning and certainly in all broadcast buys, whether it is sponsorship of a Max Liebman spectacular on NBC or a participation in a local cooking show in Sioux City, Iowa. If this is not the case, don't throw up your hands and write off your agency as being impossible. It's not up to the agency or the industry to change your job level, I'm afraid I'm getting repetitious—but, it is strictly up to you!

Just like a good rep, a good timebuyer is a good salesman. Convinced that an idea or plan is sound, he won't let up until it is adopted, or at least given serious consideration. Now it isn't always easy to sell an account man or client, and understandably so. Most of them are not as familiar with broadcast media as you, and many of them have been buying print media for 20, 30 and even 40 years and have seen it pay off. What's more, they understand it thoroughly. So it's understandable that they should be reluctant to enter a realm of uncertainty, putting large budgets into media they are not so familiar with. They're not stupid, they just haven't been exposed to your wares—broadcast media.

That's where you fit in as an expert in these relatively new media that use air instead of paper. Present your ideas simply and factually, leaving no questions unanswered.

In this respect the rep can usually help tremendously, donating both time and material to your cause. He can supply readily available data or even have special projects done to support your proposal. For example, he might have a special radio tabulation made to show how much unduplicated audience is reached in a given period of time; or perhaps he can supply success stories; or in the case of programs and personalities, it might be desirable for him to supply a kine to help get over the emotional aspect of an emotional medium.

While on the subject of reps, you can broaden your own reach within your agency by putting salesmen to work for you. You can't be everywhere at once, selling all the time. But the various reps can. Encourage a rep with a sound idea to follow it through. After having come to you with his idea initially, you can guide him as to which account might possibly be able to use what he has, and the best way to present it. Perhaps the best way might be to have him go directly to the account man or client. The salesman invariably knows more of the details than you; he can probably present it more enthusiastically, and he usually has more time to do so.

On the other hand, if you feel that the account personalities involved might object to this approach or not give the proposal the serious attention it deserves, then it's your responsibility to suggest an alternative way—perhaps accompanying the rep, or leaving him out completely and presenting it yourself. Certainly if the proposal is sensational, you should play a certain part in its presentation, if for no other reason than to add credence. Procedure is a delicate subject and should always be handled with the utmost care.

Another problem in selling TV within the agency is the unfortunate connotation of spot TV as being for the client who cannot afford the luxury of network. Again, it's up to the timebuyer to point out that agencies get the chainbreak business, not show business. Often dollar for dollar, spot announcements are a more logical buy, especially where emphasis on frequency is an important part of the effort. Don't half on generalities or assume that anything is known about timebuying.

In the case of the evening television announcements, perhaps the money will go farther (that is, more frequency) if only ID's are used rather than chainbreaks. (ID's) as you know, generally cost only half as much. Or maybe you anticipate trouble in a chainbreak availability. Try getting together with the copywriter. Perhaps the story can be told in 10 seconds, and if you explain the cost ratio and availability situation to him, he may come up with something that he never even tried before.

Incidentally, copywriters are often a terrible help in creating interest in radio and television. Most of them, if it is at all possible to generalize, have strong beliefs and convictions and are usually not shy about expressing themselves. It is very possible that a clever copy theme—an impressive story-board or jingle—can initiate an entire campaign. Work with these creative people, and in turn they too will be selling broadcast media with you. This is a very sound way to stimulate interest in radio and television and may help you get many a former print advertiser into broadcast media.

What do you do when you run into clients or account men who insist on reviewing all availabilities themselves, making their own selection? This circumstance in generally directly traceable to a delinquent timebuyer somewhere along the line, whose ability and judgment did not warrant complete confidence. If you inherit such a situation, it behooves you to pass along the mass of availabilities, but not without your own recommendation with clearly outlined reasons for your selection. By merely passing along availabilities without careful screening and selection, you automatically put yourself in the class of a clerk, or the rep who mails in availabilities instead of submitting in person.

Very briefly I've tried to point out how important a timebuyer's position is can be. Whether it is or not is up to the timebuyer. There are no limitations that cannot be overcome by ability, imagination, and ambition. Laziness or simple inertia will surely reduce the job to mere mechanics. But if you want to be an important factor in the radio and television decisions on your accounts, you must first be respected by the account people and clients you work with, most of whom will learn to be guided by your knowledge and good judgment.
When NTA acquired the "Fabulous 40" package... we billed it as the greatest package of feature films for television in the industry. It has exceeded our greatest expectations!

in 90 major markets... "Fabulous 40" has been breaking viewership records for feature films.

in 90 major markets... "Fabulous 40" has been breaking audience-rating records for feature films.

in 90 major markets... "Fabulous 40" has been breaking selling records for major sponsors.

For buying participations in "Fabulous 40," contact these television stations.

For obtaining these fine films for your market, call—write—wire today for audition prints, details, availabilities and prices.

There's no risk—they're already successful!

**National Telefilm Associates, Inc.**

60 West 55th Street, New York, N. Y. • Plaza 7-2100
Follow Through Buy, RTES Seminar Told

THE SAME TEAMWORK between timebuyer and station salesman that went into the original buy of a schedule should continue in the follow up of the purchase, Jack Schneider, eastern sales manager of CBS Spot Sales said last week.

Mr. Schneider and George Polk, media liaison coordinator, BBDO, New York, spoke on "Follow-through on the Buy" at a weekly luncheon session of the Radio & Television Executives Society timebuying and selling seminar in New York. (For condensed text of Mr. Polk's talk, see page 72.)

The advertiser receives the service coming to him when buyer and seller work constantly to improve existing schedules, Mr. Schneider said. He was critical of the buyer who, in failing to check on the creative people at the agency, discovers belatedly that copy is not ready for the campaign's start and then has to hold the schedule. Many details such as number of stations, types of buys, number of prints and how they should be sent to stations should be provided the agency's traffic department, he said.

Noting peaks and valleys in the July to July broadcast year, Mr. Schneider suggested that in a given campaign time be taken throughout the year to check on what is happening in the industry and that attention be given to the valleys when existing schedules can be improved.

It probably will be time to think of getting "your chips in" by July, he said, noting that the trend has been toward earlier campaign starts.

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Broadcasters Designate Embry

R. C. EMBRY, WITH Baltimore, has been named chairman of the Legislative Committee of Maryland-D. C. Radio & TV Broadcasters Assn. by Ben Strouse, WWDC Washington, association president. Mr. Schneider has been of the buyer who, in failing to check on the creative people at the agency, discovers belatedly that copy is not ready for the campaign's start and then has to hold the schedule. Many details such as number of stations, types of buys, number of prints and how they should be sent to stations should be provided the agency's traffic department, he said.

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Jewish Drive Holds Dinner


PROGRAM SERVICES

Proposed TelePrompTer Network Demonstrated

TELEPROMPTER Corp., New York, last Monday demonstrated its TelePrompTer Network at a luncheon session workshop held in New York.

Irving B. Kahn, president of TelePrompTer, told the audience of executives from tv stations, networks, advertising agencies and allied fields that the system would "save thousands of dollars in time and money" for persons engaged in tv broadcasting. Mr. Kahn said that the specific cost of the service to clients probably would be announced after the beginning of the year and added that it would be "substantially less than for present twx service."

The system, using leased Western Union lines, would interconnect tv stations, networks, program sources, station representatives, agencies and advertisers. The FCC has told TelePrompTer that its proposed network would constitute a communication common carrier operation.

In the demonstration, an actual sample message was sent from a "station representative's office" to a "television station" and a television commercial was sent from an "advertising agency" to a "station." In both cases acknowledgments were returned over the system by the mock station with the total exchange achieved in a matter of seconds.

Included on the workshop program was a demonstration of the company's TeleMation System, in which cues and effects are created automatically as the "reading copy" of the performer is read. Douglas Edwards, CBS newscaster, delivered a five-minute program in the demonstration to illustrate TeleMation's application.

Mr. Kahn predicted that a nationwide system could be in actual operation within six months of the time that the first equipment is installed. Subsequent demonstrations of the equipment, he said, are planned in other areas of the country.

Concurrent with the demonstration, Herbert W. Hobler, TelePrompTer vice president for sales, announced the introduction by the company of a new plan for "packaged national spot advertising." The company, using its basic unit, the TelePrompTer, will distribute "full copy and cueing packages of national spot advertising to stations for broadcast by local personalities," according to Mr. Hobler.

Pay Television Will Break Network Control—Leitzell

NETWORK "control" of television poses a situation that "could not possibly exist among newspapers" today and subscription tv would break that control by aiding independent stations, Ted Leitzell, public relations director of Zenith Radio Corp., told the Poor Richard Club in Philadelphia Tuesday.

"The healthy competition that has always existed between newspapers has almost no counterpart in television," he insisted. Mr. Leitzell said stations have become "subservient" to the major networks and claimed tv would free them from "network domination" and "will free you advertisers from the burden of supporting the entire cost of advertising."

Mr. Leitzell said a comparable situation in the newspaper business "would be regarded as utterly fantastic." He asserted Zenith's charge that television is dominated by NBC and CBS and asserted it places "too much power" in the hands of those network presidents.

SESAC Performance Licenses provide clearance for the use of SESAC music via Radio, Television, Hotels, Films, Concert Halls and Theatres.

The ever growing SESAC repertory now consists of 283 Music Publishers' Catalogs — hundreds of thousands of selections.

SESAC INC.

Serving The Entertainment Industry Since 1931

475 FIFTH AVENUE NEW YORK 17
"DIAL 970" is growing fast...

WAVE is its Mother!
MONITOR is its Father!
WEEKDAY is its Kissin' Cousin!

ALTHOUGH only a few weeks old, WAVE's exciting new radio service — DIAL 970 — has already made a BIG name for itself in the Louisville Area!

Listeners love its Monitor-like format . . . its informality . . . its immediacy. Advertisers love DIAL 970's "new look in radio" — its freshness and vitality — and the way it stirs people to action!

DIAL 970 is a coordinated group of programs that's skillfully blended with Weekday to provide a continuous flow of music, news, weather and traffic reports, interviews, sports and household features. It's heard eleven sparkling hours each weekday, with participations and spots available as early as 6 a.m., or as late as midnight.

Better hurry! Ask NBC Spot Sales for full details.

DIAL 970 —
WAVE'S DYNAMIC NEW RADIO SERVICE FOR A DYNAMIC NEW LOUISVILLE!
GOVERNMENT

TV MAY REPLACE POLITICAL WHISTLESTOPS IN 1956 CAMPAIGNS, GOP LEADER SAYS

Republican Chairman Hall raises possibility that President Eisenhower might be able to campaign for re-election if he went to the people via tv rather than in person. He says tv has revolutionized politics.

THE FEASIBILITY and practicality of curtailing "whistlestop" excursions, with Presidential candidates meeting the electorate "face to face" via television instead of at train platforms, may well be put to the first significant political-tv test during the 1956 national campaign.

And it may have a major impact on the political fortunes of President Dwight D. Eisenhower—because of health considerations—should he decide to run for a second term.

These implications may be read into the views enunciated by Leonard W. Hall, Republican National Committee chairman, during the GOP's two-day political rally in Chicago last week. A host of subcommittees of the national committee met at the Conrad Hilton Hotel, along with the major parent group.

Mr. Hall told newsmen that "never again" will there be another national convention like that held in midsummer in 1952. Television has "revolutionized" not only conventions, but campaigning, and obviated the need for extensive and debilitating campaign travel.

"The major part of campaigning will be done by radio and television." Chairman Hall told a news conference Wednesday. Thus, in effect, he substantiated conjectures of key Republicans and Democrats alike in 1952 that political whistlestops of the future would be geared to broadcast media: particularly television.

"Tv in Every Nook"

"Television penetrates every nook and cranny and when a candidate comes into the living rooms of people, he meets the people face to face and can judge his sincerity for themselves," Mr. Hall asserted.

Asked by a syndicated columnist whether he felt this would prove out as a replacement or substitute for meeting the voters person to person, Mr. Hall revealed the implications of discussion he had with President Eisenhower at Gettysburg, Pa., a fortnight ago.

The GOP National Committee chairman, recalling the 32,000 miles he traveled four years ago, said he had informed him of the desire at Gettysburg that he was currently negotiating for some $2 million worth of tv time for the 1956 drive (BWT, Oct. 31). He indicated he had advised the President that with television, the forthcoming campaign would not be nearly as strenuous as in 1952. Recounting his discussion with Mr. Eisenhower, Mr. Hall told reporters:

"You had to come away with this thought—that you had talked to a man who was informed about the campaign, concerned about it and had a real continuing interest in it."

Mr. Hall said he figures that while the cost of television time has mounted, the $2 million that will be spent should "buy more time than in 1952." Of that sum, he added, "some will be absorbed by other committees." The figure represents a sharp increase for tv alone, not to mention any radio expenditures the Republicans may incur.

Mr. Hall had indicated at a previous Chicago GOP parade that, in any event, the Democrats will be enabled to call on more sources through various additional organizations.

A relatively short convention—three or four days with shorter floor hours—is anticipated by the GOP chairman. A radio-tv-motion pictures subcommittee of the GOP National Committee arrangements units—one of many meeting in Chicago—received a "progress report" on conventions planning for the San Francisco conclave next August. It approved recommendations for a suggested code for network sponsorship, camera placements, streamlined roll call procedures and other topics.

Conventions will be set up at four extreme corners of the Cow Palace (forming a square) and on a three-level scaffold down front of stage about a third back on the floor, according to Alvin Cast (Iadana), subcommittee chairman. A sponsorship code substantially the same as that used in 1952 has been approved and dispatched to network executives for their approval, it was reported by L. Richard Guayla, GOP National Committee public relations chief.

The political standards of practice are designed to maintain the "high level" of the proceedings and raise the standards of the convention as a "tv show." It would, in effect, permit commercial sponsorship by advertisers subject to approval by both parties: limit use of commercials to lulls or recesses during proceedings; require good taste, brevity and standards of dignity in the presentation of those commercials; and provide for certain disclaimers with respect to the endorsement of the "product" by either party.

WGTH-AM-TV Purchase May See FCC Hearing

THE FCC told CBS and General Times Tv Corp. last week that the application for FCC approval of the $650,000 purchase by the network of General Times' WGTH-TV Hartford indicated the necessity of a hearing.

In its McFarland letter to the applicants, the Commission referred to the purchase agreement's terms permitting WGTH-TV to make changes in its contracts with networks or others without 28-day cancellation clauses pending the outcome of the sale approval application.

But, the Commission raised the possibility that the agencies conflict with rules forbidding contracts preventing stations from making arrangements to broadcast programs of other networks.

The Commission also raised the question of "undue concentration"—CBS owns tv stations in five cities serving "30 million people," the FCC said—and of overlap between CBS-owned WCBS-Tv New York and the Hartford ch. 18 outlet. It also raised the issue of a restraint of competition since Hartford has only one operating station at present.

General Times is owned by General Tele-Radio Inc.

Ironwood Ch. 12 Granted

ITS FIRST tv grant was acquired by Upper Michigan-Wisconsin Broadcasting Co. last week as the FCC approved the company's application for ch. 12 in Ironwood, Mich. Upper Michigan-Wisconsin is 51% owned of WKB-iron River, Mich., and licensee of WATW Ashland, Wis., and WJMS Ironwood. The new station is to have an effective radiated power of 794 w visual and 397 w audio with an antenna 540 ft. above average terrain. William L. Johnson and associates own Upper Michigan-Wisconsin.
PASS DANGER

The Mennen Company has just ordered "Passport to Danger" for 30 key markets—adding to the 100-plus already sold.

Still available—first run of these exciting half-hour adventures in over 150 markets.

Other prestige sponsors include—
- Amos O. Busch, Inc.
- Sears-Roebuck Co.
- Wise Potato Chip Co.
- Topaz Men's Shirts
- Dietmann Biscuits Co.
- Donovan Coffee Co.
- Blitz Brewing Corp.
- Welch Grape Juice Co.
- Socony Mobil Oil Co.
- Pearl Brewing Co.

NOVEMBER 19, 1955

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

- Pulse Top 25 Non-Net Shows

September Rating of Leading Film Shows

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show &amp; Distributor</th>
<th>Rating</th>
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<tr>
<td>1.</td>
<td>Passport to Danger (ABC)</td>
<td>15.0</td>
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<tr>
<td>2.</td>
<td>Douglas Fairbanks Presents (ABC)</td>
<td>14.1</td>
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ABC FILM SYNDICATION, INC.

NEW YORK
10 E. 44 St.
SU 7-5000

CHICAGO
20 N. Wacker Dr.
AN 3-0000

HOLLYWOOD
1539 N. Vine St.
MO 2-3111

DALLAS
3123 McKinney Ave.
RA 6302

ATLANTA
267 Colonial Homes
Dr. N.W. EM 4621

SAN FRANCISCO
277 Golden Gate Ave.
UN 3-0577

NEW ENGLAND
Reed St.
Western Circle
Westfield, Mass.
LO 2-3437

Broadcasting • Telecasting
December 5, 1955 • Page 77
WASHINGTON Senator says that an overall deintermixture policy is necessary so everyone will know where and what type of channels are assigned. Sen. Pastore asks the Commission to explain its deintermixture action.

SENATE Commerce Committee Chairman Warren G. Magnuson (D-Wash.) last week criticized the FCC for failing to establish "an overall policy which would assure a realistic nationwide competitive tv service." He called it a "shameful situation."

Sen. Magnuson made the statement in a news release Wednesday in which he also released the contents of a Nov. 17 letter from the FCC to the Senate committee explaining the FCC's reasons for denying all pending uhf-vhf deintermixture petitions (BRT, Nov. 14).

The Washington Democrat said an overall FCC policy on deintermixture is desirable "so that all segments of the public, the licensee, the applicant and the viewers would know, once and for all, where and what type of channels are assigned." He added: "This critical situation must be solved and our committee proposes to see that it is done as quickly as possible."

The FCC, in the letter released last week, reiterated that in the Commission's view, "the problem of deintermixture could not be approached on the piecemeal basis of scattered communities but, along with all other remedies, must be considered in the general proceeding which will explore the matter from a national standpoint." The FCC document was in answer to inquiries from Sen. Magnuson on the deintermixture question, which Sen. Magnuson said last week he had first asked about 10 months ago.

Other replies have been forwarded by the FCC to Sen. John O. Pastore (D-R.I.), chairman of the Communications Subcommittee of the Senate Commerce Committee. Sen. Pastore, after the FCC action on the deintermixture petition, had asked the Commission for an explanation of its actions on the deintermixture cases.

Sen. Pastore did not confine his questions to the FCC to the deintermixture denial actions, but the Rhode Island Democrat declined to reveal the nature of his other queries or the FCC answers.

The FCC, in its Nov. 10 decision on deintermixture, instituted a rule-making proceeding to consider all possible overall solutions to intermixture problems on a nationwide basis. Deadline for comments is Dec. 15, with counter comments due Jan. 6, 1956.

The Senate Commerce Committee is scheduled to open hearings Jan. 17, 1956, in its investigation of networks and uhf-vhf troubles. A full report will be expected from the FCC at that time, Sen. Magnuson said last week.

In its decision on deintermixture, the FCC denied five bellwether deintermixture petitions and 30 others. The five argued cases were for selective deintermixture of uhf and vhf channels at Peoria, Ill.; Evansville, Ind.; Madison, Wis.; Hartford, Conn.; and Albany, N. Y.

At the same time the FCC authorized the "drop-in" of ch. 10 at Vail Mills, N. Y., on grounds this assignment meets all the criteria of the present standards.

In its letter to the Senate Commerce Committee, the FCC said it had concluded that the public interest would be served by the Vail Mills assignment, which "differs from the request for deintermixture, or for the assignment of additional channels at sub-standard spacings, in that the latter proposals involve basic departures from the present television structure."

The FCC concluded by expressing its "firm belief that its [FCC's] recent action represents a significant step toward the realization of a truly nationwide competitive television service."


### Joint U-V Operation Sought in Rochester

BOLD plan which applicants believe may get uhf on the road was suggested to the FCC Friday by shareholders ch. 10 WHEC-TV and WVET-TV Rochester, N. Y.

The two uhf stations filed an application asking for ch. 27 in Rochester, to be used jointly with ch. 10. They propose to share time on the uhf facility, just as they do on the vhf channel.

Basic idea, according to the applicants, is that the move would bring three full-time tv operations to the upstate New York city. When WHEC-TV is operating on ch. 10, WVET-TV would operate on ch. 27. When WVET-TV is operating on ch. 10, WHEC-TV would operate on ch. 27.

Both stations are affiliated with CBS and ABC. They have been the target of litigation by Gordon Brown (WSAY Rochester), who has been seeking to force the FCC to accept a protest against the 1952 grant of ch. 10 to the present occupants. The uhf stations, facing an order taking them off the air, have appealed a lower court ruling that Mr. Brown should have had a hearing, and have asked the Supreme Court of the U. S. to review the case.

The applications seek 20 kw, estimate $74,350 for construction and $60,000 for first year's operations. All costs are to be shared. Antenna will be mounted on the present shared tower (with ch. 5 WHAM-TV Rochester), 405 ft. above average terrain. Grade B service will extend 17-24 miles, applicants said.

The WHEC Inc. balance sheet for Oct. 31 showed total assets of $750,217, of which $301,108 were current assets. Current liabilities were listed at $199,617, and earned surplus at $559,727.

The WVET balance sheet as of Sept. 30 showed total assets of $659,846, of which $326,562 were current assets. Current liabilities amounted to $215,834, long-term liabilities to $59,500, and earned surplus was listed at $114,791 and net worth put at $384,512.

WHEC reported its net earnings in 1953 were $43,486, and in 1954 were $137,286. WVET reported net earnings in 1954 of $65,203, and in the first nine months of 1955 of $105,247.

Ervin F. Lyke, president of Veteran Broadcasting Co. Inc., which owns and operates WVET-AM-TV, said in a statement Friday: "The proposal made by stations WVET-TV and WHEC-TV for reversed share-time operations on an available uhf channel in conjunction with their current share-time operations on ch.
May we be serious a moment?

This is the big gold traveling trophy which has just been awarded to WMT by the Radio-Television News Directors Association.

Named "The Outstanding Radio News Operation in 1955," WMT salutes the newsmen who earned this award.

The WMT Radio news staff consists of 7 newsmen with a combined total of 100 years in news reporting. The operation also includes 50 news-gathering correspondents throughout Eastern Iowa, and 6 major leased-wire news services.

All the news that's fit to hear—including much heard nowhere else—thanks to complete local, regional, national and international coverage. That's WMT's objective. We believe that our staff comes pretty close to achieving it.

Bob Johnson
News Editor

Bob Bruner

Jim Shirek

Henry Lippold

Bill Roberts

Dick Cheverton
News Director

Cole McMartin
10, if extended nationwide, could substantially ameliorate the problem the industry faces in developing television in mixed uhf and vhf markets."

In addition to the two uhf channels, Rochester has three uhf channels assigned. In 1953 WRNY Rochester received a grant for ch. 27 but surrendered the permit last summer. WBBF Rochester holds a grant for ch. 15, and the State of New York holds a permit for educational ch. 21. Neither is on the air.

**Pittsburgh Ch. 11 Case Ordered for Rehearing**

REHEARING in the Pittsburgh ch. 11 case was ordered by the FCC last week. This involves the July 20 grant of the Pittsburgh uhf channel to WWSW Inc., the result of a merger agreement between the Pittsburgh Post-Gazette and WJAS that city.

Basis of the rehearing, according to the FCC order, is whether ownership changes have taken place in the granting (WIIC (TVI) in violation of Commission rules. Also in issue are financial qualifications and overlap considerations.

The Commission’s action was taken on a plea for reconsideration by ch. 16 WENS (TV) Pittsburgh. The uhf station’s request for a stay of the grant was denied by the Commission. WENS has waged a successful attempt to file an application in competition to WWSW Inc. for the uhf facilities.

In October, WENS secured an appellate court order staying the effectiveness of the Pittsburgh grant until five days after the Commission disposed of the then pending petition for rehearing. There is disagreement among attorneys whether last week’s FCC action constitutes an “disposition.” It is believed one of the adversaries will ask the court to clarify its intent.

The Appeals Court, on Thursday, refused to modify its stay order to permit construction to continue.

Under the merger agreement, WWSW Inc. received the grant. After WJAS-AM-FM is disposed of, stockholders will become 50% owners of the ch. 11 station. WWSW radio properties have already been transferred to the parent Post-Gazette Co.

The FCC questioned whether some of the provisions of the agreement have not already gone into effect. Simultaneous was made to employment contracts with WJAS executives and veto power of WJAS stockholders over WWSW Inc. corporate affairs.

Although the provisions have been eliminated, the Commission said it was not satisfied that the problems have been resolved.

The Commission also raised the question of overlap between WWSW and WHIB Greensburg, Pa. WHIB is owned by WJAS principals.

WENS was made a party to the rehearing. Its request that its application for ch. 11 be accepted was again denied.

**Bible Won’t Run Again**

SEN. ALAN BIBLE (D-Nev.), who joined the Senate Interstate & Foreign Commerce Committee last January (B&T, Jan. 17), said last week he will not seek re-election next fall. The Nevada Democrat was elected Nov. 2, 1954, to fill the unexpired term of the late S.M. Pat McCarran (D-Nev.) which ends Jan. 3, 1957.

Friends of Sen. Bible said he feels he is unsuited for the rough-and-tumble of politics and that his family doesn’t like Washington. They say he has been particularly annoyed at the often unthinking and frequently bitter criticisms leveled at those in politics.
They talk of Pigeons and Glitch

"Pigeons" are not birds to a Bell System technician. They are impulse noises causing spots which seem to fly across the TV picture. And when he talks of "glitch" with a fellow technician, he means a low frequency interference which appears as a narrow horizontal bar moving vertically through the picture.

It is important that our technicians can describe the quality of their signals in terms which mean the same to Bell System technicians in television operating centers along the line.

They continually check their monitors and oscilloscopes to guard the quality of the signal as it wings across the nation. If one of them notes any defect in the picture, he may want to compare the signal he is receiving with those received by monitors back along the line. It is important that they talk a uniform language with precise definitions. That way they quickly isolate the point of interference and correct it.

This teamwork along Bell System lines is another item which assures the network that the signals represent the best possible service that Bell System ingenuity can provide.
facilities. It also indicated that if ch. 10 were permitted to be moved into Vail Mills, it (WMGT) would apply for it.

The appeal also said: "The Report and Order, in allocating ch. 10 to Vail Mills, aggravates the present interim-mix problem in the Pittsfield-Capital (Albany) area at a time when the Commission has ordered a general rule-making proceeding properly designed to study de-intermix on a nationwide basis and if need be to shift existing vhf operations to uhf. Unless the Report and Order is construed as only "tentatively" allocating ch. 10 to Vail Mills, the Commission would stand accused of prejudging the general rule-making proceeding now in progress and the weight it intends to give to city-by-city allocation data."

The Broadcast Bureau’s oppositions to the uhf petitions to intervene in pending vhf cases claimed the filings were "much too late" and the intervention if granted would be "fruitless."

The uhf petitions [B&T, Nov. 28] not only asked for intervention, but also asked that final decisions in the pending vhf hearing cases be stayed.

The Broadcast Bureau charged that the petitioners were not interested in the outcome of the hearings, but only "in preventing a grant to either applicant."

The Bureau chided the petitioners for suggesting that the Commission might be influenced in considering de-intermix between a situation where there was no vhf operating and where there was one in existence.

"This argument," the Bureau said, "implies that the Commission will be less than diligent in considering the overall uhf-vhf problem in pursuing the true public interest ... (furthermore) the Commission in adopting its Notice of Proposed Rule-Making made it clear that de-intermix is only one of a number of possible solutions. ..."

In situations where oral argument has not yet been held, the Bureau said that a stay would result in jeopardizing the losing applicant’s right of appeal. It would also be unfair to the winner, the Bureau said.

TV MUST RAISE PUBLIC TASTE—McCONNAUGHEY

It’s not enough just to serve public taste, FCC chairman says in addressing Sylvania Awards dinner. He blasts ‘bar-room’ material and over-commercialism.

AMERICAN telecasters must judge the "good taste" of what goes out to the air from their stations, FCC Chairman George C. McConnaughey said last week.

"With unforgivable frequency the American living room is being fed material more appropriately reserved for the bar-room or midway," the FCC chairman told an audience assembled at the Sylvania Television Awards dinner in New York (see separate story on page 109).

Mr. McConnaughey, who also referred to bait-and-switch advertising as offensive, told broadcasters that "the job is not only to serve the public taste, but to raise it a little."

"The best guidance and discipline is self-guidance and self-discipline," Mr. McConnaughey said. He declared that he hoped the industry would solve its own program problems and maintain high standards.

"Do not for a minute relax vigilance," he added. "The heritage is so vital to our continued existence as a free people that there ought to be screams any time your government gets close to the prize."

The Commission is forbidden to exercise censorship over program content, Mr. McConnaughey recalled.

"... Not one of us, I am sure, would put any other commissioner or combination of commissioners, past, present, or future, with the power to control what comes out of a radio or television receiver," Mr. McConnaughey said. "This has got to be in the hands of the public."

Lengthy commercials also came in for admonishment by Mr. McConnaughey. "I do not believe that the long commercial carries greater selling impact than the short, punchy message," the FCC chairman said. "Nor do I believe that piling up commercials is a significant accomplishment. Listeners who have heard one program and are waiting for another have to expect a plug to intervene. But when they have one or more announcements, they have a reasonable right to expect a program to intervene."

Expressing his "bullish" attitude toward color TV, Mr. McConnaughey said:

"I am a color enthusiast. It makes a picture look sharper and more life-like and will open up to television whole new areas in programming and in attracting business."

Color production should really get going next year, Mr. McConnaughey declared, "and usher in an era where the color set will be as commonplace in the home as black-and-white is now."

BASEBALL MEN TOLD PAY TV NOT AT HAND

PAY TV is not around the corner. That is what FCC Chairman George C. McConnaughey—a college varsity pitcher (Denison U., 1920)—told the National Assn. of Professional Baseball Leagues last week in Columbus, Ohio.

"Whatever course pay-as-you-see or free television might take," Mr. McConnaughey told the baseball delegates, "there is at least a strong possibility, if not probability, that it will not be included in tomorrow’s headlines."

After reviewing the unprecedented volume of comments and correspondence on subscription TV received by the FCC (25,000 filling nearly 70 reference volumes), he referred to "a great deal of opinion" that the matter of pay TV cannot be authorized by the Commission without legislation by Congress. "If that develops," he added, "I am sure you know the added difficulties that would be presented to any speedy action."

The FCC chairman spoke out on the "confusion and misinformation" regarding the ability of a TV station to broadcast free and fee programs on the same channel. "At the present stage of the television art," he said, "this simply is not possible. Any given channel or television station at any particular time must be utilized wholly either for toll TV or free TV programs."

The convention also heard minor leagues President George M. Trautman call for additional curbs to be placed on the broadcasting and telecasting of major league games into minor league territory.

He told big league baseball "to quit broadcasting us to death or some day you may be out of business yourselves."

"I have a memory of a basic economic principle," learned, Mr. Trautman said. "It is simply that you can’t put a superior product out for free in competition with an-
other product which isn't quite as good and charge money for it. "Well, that's the way it is in minor league baseball. The fans in many cities get their superior product, which is major league baseball, right in their living rooms by switching a dial on their radio or changing the channel on their tv.

**WWBZ REVOKED FOR RACING NEWS**

FCC withdraws license of Vine-land, N. J., station for horse racing broadcasts; orders WWBZ off air within 60 days.

**THE LICENSE OF WWBZ Vineland, N. J., was revoked by the FCC last week on grounds the station broadcast horse racing information. The station was given 60 days in which to cease operation. Comr. Robert E. Lee dissented and Comr. Richard A. Mack abstained.**

The Commission found that the horse racing broadcasts were used by gamblers. WWBZ discontinued broadcasting race results last March following an initial decision by FCC Chief Hearing Examiner James D. Cunningham recommending that the station's application for renewal of license be denied [BT, March 14].

The proceedings date back to February 1952 when the FCC set for hearing WWBZ's application for renewal of license. Subsequent changes in WWBZ's programming policy with respect to horse racing broadcasts came too late and paralleled "too closely the movement of the adjudicatory proceeding," the Commission said.

Although the FCC has initiated actions against other stations because of overemphasis in horse racing broadcasts, in only one of those cases has the FCC issued a revocation order (WTUX Wilmington, Del.). Renewal was granted, however, following a review of the case.

The FCC said the reputations of the WWBZ owners were excellent and that there was no evidence of a tie-in with the gambling interests. Likewise, the Commission declared that sponsors of the programs featuring race results were reputable businesses and in no way identifiable with the illegal activities.

WWBZ, whose final recourse to the FCC decision is an appeal to the courts, received some encouragement in the lone dissent to the revocation order. Comr. Lee said he was convinced that "this precedent-making decision will not stand up in court. . . ." Comr. Lee said that while there was a certain "inbalance" in WWBZ's programming, he did not consider it "inordinate."

**Council of Churches Opposes Cutting Educational Channels**

NOTICE was given to the FCC last week that any moves to delete educational tv reservations will meet with opposition from the National Council of Churches of Christ in the U.S.A.

The National Council, through its Broadcasting & Film Commission, filed with the FCC objections to petitions which called for the deletion of educational chs. 5 at Weston, W. Va., and 3 at College Station, Tex. The former was asked by WIPB-TV Inc., Fairmont, W. Va., the latter by John M. Lawrence II.

The Council, which through its groups represents about 36 million people, called tv "the most effective medium of mass communication yet devised by man." As democracy depends on communication, the Council said, upon the ability to use tv successfully "... may depend our survival as a democratic community."

**Army Names Maj. Clagett Chief of Radio-Tv Branch**

MAJ. THOMAS B. CLAGETT was announced as the new chief of the Army public information division's radio-tv branch last week upon the reassignment of Lt. Col. Tom O. Mathews, in that position for the past 3 1/2 years, to Brooke Army Medical Center at Ft. Sam Houston, Tex.

Lt. Col. Mathews, known in the agency and network fields as Army contact for national radio and tv network shows requiring Army assistance or cooperation, will leave soon for his new assignment, the Dept. of the Army announced. Lt. Col. Mathews acted as executive supervisor for The Big Picture, weekly Army tv film series distributed by the Signal Corps Pictorial Center and currently seen on more than 360 U. S. tv stations.

Maj. Clagett, who has been acting as assistant to Lt. Col. Mathews at the Pentagon in Washington since 1953, has been assigned to Army radio and tv for a number of years. During the Korean conflict he headed the radio-tv division of the Far East and United Nations Command.

**Commissioners Given Pilots' View of Towers**

Quick air trip to Dayton gives FCC first hand report of pilot's problem in avoiding tall towers when flying without visual contact with ground.

FIVE FCC commissioners got a "pilot's eye view" of tall tv towers last week when the Air Force flew them and half-dozen tv personnel from Washington to Wright Field, Dayton, Ohio, and back again in one day.

The trip, by Convair, took place last Tuesday. The flight was in sunny weather at the start, but hit clouds and snow in its second half. Among the half-dozen towers viewed were the 1,000-ft. above ground radiator of WASZ-TV Huntington, W. Va., and the WHIO-TV Dayton, Ohio, tower. The pilot made several approaches to these towers, cataloging one commissioner to state, "Now I can appreciate what a pilot feels when he's flying in soupy weather and cannot find a tall tower." He added, "Now I can understand the tall tower problem; much better than from the ground."

Aboard the flight were FCC Comrs. Rosel H. Hyde, Edward M. Webster, Robert E. Lee, John C. Doerfer and Richard A. Mack. Among the staff members were WIPB's first two tv engineers, aviation division chief; Curtis B. Plummer, Safety & Special Service Bureau chief, and James E. Barr, Broadcast Bureau assistant chief. Comr. Robert T. Bartley remained on duty at the FCC; Chairman George A. McConnaughay was out of town.

Pending before the FCC are two tall tower cases where the Dept. of Defense has objected to over-1,000 ft. towers. They are KGBO-TV Enid, Okla., and WSLA-TV Selma, Ala. Earlier in the year, the FCC, over Defense Dept. objections, authorized KSW5-TV Roswell, N. M., to erect an over-1,000 ft. tower.

The military has been objecting to towers more than 1,000 ft. above ground. This led to the formation of a joint industry-government committee which drew up a set of recommendations seeking more stringent criteria for FCC approval of tv towers more than 1,000 ft. above ground. The FCC has not yet acted on these recommendations.

Also in existence is another joint industry-government committee which is working on a set of recommendations which would make towers more visible to pilots. Various tests on marking and lighting are being carried out by this committee at the present time.

**Newburyport Favorred For First Local Am**

GRANT of a first station to Newburyport, Mass., would be in the public interest even though the new service would cause interference to existing stations in the area, FCC Hearing Examiner Annie Neil Hunting found last week.

In an initial decision recommending Theodore Feinstein for 1470 kc, 500 w day at Newburyport, Examiner Hunting declared that the need for a first service in that city outweighed the loss of service which will be experienced by WHAV Haverhill, Mass., and WLAM Lewiston, Me.

Examiner Hunting noted that the interference which would be caused to WHAV (1490 kc, 250 w unlimited) by the proposed station would be insignificant. In the case of WLAM (1470 kc, 5 kw directional unlimited),
however, co-channel interference involved would deprive 11,219 persons of service within WLAM's normally protected contour, the examiner pointed out. Against these losses, the examiner said, a first station for Newburyport would bring locally originated programs to 14,111 people and a new service to 58,629 people.

Sarnoff Sees Selling Job In Youth Reserve Program
BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA-NBC and new chairman of the National Security Training Commission [NSC], Nov. 21, said in Washington last week that a job of selling the new reserve program—to both the youth of the country and the public—must be accomplished before the program will be successful. He blames the public's lack of understanding for the slow reception the program has received.

Gen. Sarnoff said there are no definite plans to use radio and/or TV in promoting the program, but there is a possibility one or both may be used in the future.

The NSTC is charged with administering the new reserve program, which provides that a youth may spend six months on active duty and complete his military obligations by serving 7½ years in the ready reserve. The reserve law became effective Aug. 9 but at the present time there are only 4,093 taking the six-month training.

**WBC NAMES THREE VICE PRESIDENTS**

Richard M. Pack, Rolland V. Tooke and Harold C. Lund promoted to new positions by broadcasting company.

THREE key executives of Westinghouse Broadcasting Co. were elected to vice presidencies last week.

President Donald H. McGannon announced Thursday that Richard M. Pack, national program manager, had been named vice president in charge of programming; Rolland V. Tooke, general manager of WBC's WPTZ (TV) Philadelphia, had been named WBC vice president-Philadelphia, and Harold C. Lund, general manager of KDKA-TV Pittsburgh, had been named WBC vice president-Pittsburgh.

Mr. Tooke will supervise all WBC activities in the Philadelphia area and the managers of WPTZ and KYW in that city will report to him. Mr. Lund will have a similar position in the Pittsburgh area, with managers of KDKA-AM-TV reporting to him. W. C. Swartley was elected vice president-Boston some time ago, his duties including supervision of WBBZ-WBZA and WBBZ-AM.

"The growth of television and radio daily imposes upon the broadcaster increasing responsibility," President McGannon said. "With WBC we are meeting this responsibility by expanding our top management staff to include these new capacities of regional vice presidents. For the present, this expansion is now completed in the three cities where we have both radio and television stations."

WBC also operates WOWO Fort Wayne, Ind.; KEX Portland, Ore., and KPIX (TV) San Francisco.

Mr. Pack's election, Mr. McGannon explained, reflects WBC's continuing emphasis on improvement of local programs on the company's owned stations.

Announcement of the new vice presidencies followed a board meeting which coincided with a three-day session of general managers of WBC stations and headquarters executives and staff in New York. In a dinner meeting, meanwhile, Mr. McGannon's predecessor, Chris J. Witting, now vice president in charge of consumer products for the parent Westinghouse Electric Corp., was awarded the Westinghouse Order of Merit for his work as WBC president (story, page 110).

In the management meeting Monday morning, presiding as president for the first time, Mr. McGannon told the general managers that the impact of both tv and radio "is so far-reaching that we professional broadcasters are unable to estimate the long-range effect on Americans, and more specifically, on the youth of our nation." It is necessary, he said, to "come to certain common understandings and sharpened focus on what are our true objectives."

He summarized radio and tv in this manner: "Radio today is a vastly different art than that which existed seven to ten years ago. In 1955, radio is a medium that is predominantly local and relies almost entirely on the creative abilities of local staffs and a minimum on network feeds. This it in sharp contrast to the opposite condition which existed prior to the arrival of television. Radio lives on revenue received from local and national clients participating in station-produced shows. The radio operation is today streamlined by necessity and the format is largely service, news and music revolving about strong local personalities."

The penetration of this new radio is impressive and effective and listeners numbering millions, during broad periods of the day, have been attracted to these local personalities. Profits are to be realized, but in limited amounts and only by able, alert and aggressive management.

"Television, despite its amazing advance, is
The "GATESWAY" is Broadcasting's newest... most modern console

This is new:
- Inbuilt cue/intercom, with front panel speaker for both talking and listening on all major circuits without disrupting house monitoring system.
- Inbuilt variable Hi-gate equalizer with front panel control to instantly correct or improve untested for program deficiencies.
- 4 tape/projector/turntable channels with individual cue position on each attenuator.
- New era in serviceability. Reach every port in as much time as it takes to move a hinged panel or chassis.
- Printed wiring for greater reliability—lower cost.
- More of everything—circuit facilities, mixing channels, amplifiers and performance. At least 20 exclusively new or greatly improved upon features.

In the continuing parade of new, modern and up-to-date broadcast equipment, comes the new "Gatesway"—a speech input console that is new all the way. New functional design, new features never before incorporated in standard designs, new performance standards and new manufacturing methods. Manufacturing engineering is the correct wording, that provides far more equipment for each dollar invested. — A brochure on this wonderful new product is ready for you now. Better yet—you can have a new Gatesway now!

GATES RADIO COMPANY - QUINCY, ILLINOIS, U.S.A.
Manufacturing Engineers Since 1922
OFFICES IN... NEW YORK, WASHINGTON, ATLANTA, HOUSTON, and LOS ANGELES
still to mature finally and be stabilized. Our technical staffs have yet to evolve the full potential of this medium, but we can be confident that its future success and public effectiveness relies on the automation that must come. The people of our nation have taken to television with a zest never previously encountered. The appetite of this medium is, in turn, insatiable, and legions of writers, scripts and talent are being regularly absorbed. This is creating no small concern among the industry program producers.

"Broadcasting is a highly 'stiffed' business. If our product, intangible though it may be, fits the tastes and needs and desires of our audience, we achieve acceptance. If it does not, we are unacceptable. Such tastes are generally more similar than dissimilar, but sure to be.

Our industry must anticipate these changes and constantly afford variations to our public that will be of interest to them. This requires investment and research without which the public and tolerant public we serve will soon become intolerant of our complacency. This is our responsibility if the true stature of both of these media is to be preserved and not dissipated."

In another session of the management conference, held Monday through Wednesday, National Sales Manager Eldon Campbell reported that gross time sales of WBC's five radio stations will be 5% higher this year than in 1954 while those of its four TV stations will be up 13.5% (BWT, Nov. 28).

Mr. Campbell and his sales staff were praised for "phenomenal" performance by President McGannon, who also commended Engineering Vice President Ralph N. Harmon, Mr. Pack and Assistant National Program Manager Bill Kaland, and Advertising-Sales Promotion Manager David Partridge and their respective staffs, and the heads of these departments at the various stations.

**Baskerville Appointed WALT General Manager**

CHARLES G. BASKERVILLE, former general manager of WNAO-AM-TV Raleigh, N. C., and WFLA Tampa, Fla., has been appointed general manager of WALT Tampa, Harold Kaye, president, announced last week. Mr. Baskerville, a native North Carolinian, has lived in Tampa for over 20 years and only recently returned from a three-year tour of duty with WNAO.

Approval for the sale of WALT to Mr. Kaye and Emil J. Arnold was given by the FCC in October (BWT, Oct. 10).

**Crosley Stations Name Three**

THREE APPOINTMENTS involving promotion duties were announced by Crosley Broadcasting Corp. last week for WLW and WLWT (TV) Cincinnati. Ray Shannon joined Crosley as director of promotion for WLWT; Robert H. Kimball was appointed promotion director for WLW, and Jack P. Reeder was promoted to director of promotional media for the Crosley stations.

**WOR-FM Returns to Air After Two Year Absence**

WOR-FM New York was set to return to the air last Friday after a two-year absence, duplicating WOR-AM's programming from 11 a.m. to 1 a.m. EST. WOR-FM will broadcast on 98.7 mc (ch. 254) with 1.7 kw. In announcing the move, Gordon Gray, general manager of WOR-AM-FM-TV, said the fm operation went off the air in December 1953 because fm equipment in use at WOR-TV's transmitter in New Jersey was dismantled when the transmitter was re-

located atop the Empire State Bldg. WOR-FM broadcasts, Mr. Gray said, will now emanate from the Empire State Bldg. with a signal receivable by fm listeners located within a 65 mile radius of the skyscraper.

Mr. Gray said the WOR management had received "numerous requests" from listeners that it reinstate fm broadcasts. He said "the renewed interest in fm stems partially, at least, from the highly stimulated interest in high fidelity equipment." He observed that fm broadcasts will be in the form of "a bonus" to WOR-AM advertisers as no additional charge will be made for fm coverage.

**FRANK WEBB DIES OF HEART ATTACK**

FRANK V. WEBB, 48, vice president-general manager of KFHM-AM-FM Wichita, Kan., died unexpectedly last Monday following a heart attack. Mr. Webb worked a full day at the station Monday and KFHM staffers said he appeared to be in good health. He was stricken at his home about 6:30 p.m. and was taken to Wesley Hospital where he was pronounced dead at 6:45.

Mr. Webb entered radio in 1938 at KTSM Santa Barbara, Calif. (Santa Barbara News-Press), following 10 years in advertising and newspaper work. He moved to KTSF from the News-Press advertising department. He ran KTSF almost single-handedly, performing as newsman, salesman, writer and broadcaster.

In 1940, he joined Westinghouse as assistant sales manager in charge of advertising and promotion for its then six stations. He was promoted to sales manager of KDKA Pittsburgh, and later was named manager of WGL Fort Wayne, Ind., then a Westinghouse outlet. In 1944, Mr. Webb was elected to the sales managers executive committee of the National Assn. of Broadcasters (NAB), predecessor to the NARTB.

From 1946 to 1948, Mr. Webb served as vice president-general manager of KULA Honolulu. In September of 1948, he moved to Wichita to assume operation of KFH.

Mr. Webb is survived by his wife Isabella, and a daughter, Barbara.

**Quick Sale**

A TWO-HOUR sales episode last week at WXIX (TV) Milwaukee underscores at least one sponsor's hunger for good sports tv in the Midwest—whether on vhf or uhf. At 9:30 a.m., the CBS-owned ch. 19 station was advised it would have Saturday Big Ten regional basketball telecasts from Dec. 10 on. At 10:30 a.m., word was passed to CBS Spot Sales that the pickups were available for sponsorship. At 11:30 a.m., WXIX flashed Spot Sales to cease selling. First Wisconsin National Bank, Milwaukee, had snapped up the whole series through Cramer-Krasselt in that city.
The Loving Arms of Miss KRON-TV Embrace Over 4 Million People in Northern California

SEPTEMBER PULSE
SHOWS KRON-TV WITH
7 OF THE TOP 10
MULTI-WEEKLY SHOWS IN
THE BAY AREA MARKET

San Francisco
KRON TV
AFFILIATED WITH THE S. F. CHRONICLE
AND THE NBC-TV NETWORK ON CHANNEL 4

Represented Nationally
by Free & Peters, Inc.

No. 7 in the series, "What Every Time Buyer Should Know About KRON-TV"
### TELECASTING

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#### AFTERNOON

- **CBS**: Winkie Dink and You, Mom, 12:15 p.m. (12/10 & 12/17 only)
- **12:30 p.m.**
- **12:45 p.m.**
- **1:00 p.m.**
- **1:15 p.m.**
- **1:30 p.m.**
- **1:45 p.m.**

#### SATURDAY

- **CBS**: Lamp Up My Feet, 10:00 a.m.; Look Up and Live, 10:30-11:15 a.m.; Carnival Contest, 11:15-12 noon.

#### MONDAY-FRIDAY

- **CBS**: The Morning Show, 7:30 a.m., participating sponsors; Gayle Moore and Arthur Godfrey Time, 10:11 a.m. (see footnotes); Strike It Rich, 11:15-12 noon.
- **NBC**: Today, 9:30-10:30 a.m., (see footnotes); Search For Beauty (Antelli), 10:30-11:15 a.m.; Home, 11:15-12 noon, participating sponsors.

#### FOOTNOTES:

- **Explanation Programs in Italian sustaining: Times, EST. Live 9:45 p.m., K. kinescope recording E. Western network: M. Midwestern.

- **ABC**: Gayle Moore - Tuesday, 8:00-9:00 p.m.; Tony Randall, 9:30-10:00 p.m.; Lorne Greene, 10:30-11:00 p.m.; Bill Dana, 11:00-12:00 a.m.; Ralph Bellamy, 12:00-1:00 a.m.; (see footnotes).
- **CBS**: Gayle Moore, 10:15-11:15 a.m.; Scott Boras, 11:15-12:00 noon; (See footnotes).

### SUNDAY

- **CBS**: Lamp Unto My Feet, 10:00 a.m.; Look Up and Live, 10:30-11:15 a.m.; Carnival Contest, 11:15-12 noon.

**BROADCASTING TELECASTING**

December 5, 1955.
**Toledo**
- WSPD-TV (12) CBS, ABC, NBC; Katz; 358.740; $350
- WNWO-TV (7) 10/20/54-Unknown

**Youngstown**
- WFMJ-TV (11) NBC; Headley-Reed; 180.076; N; $350
- WKYU-TV (32) CBS, ABC, DuM; Raymer; 180.816; N; $325
- WNSE-TV (73) 11/5/55-Unknown

**Zanesville**
- WHIZ-TV (18) ABC, CBS, NBC; DuM; Pearson; 40,000; N; $150

**Ohio**
- KATU (10) ABC; CBS, NBC, Free & Peters; 1,200,000; N; $1,750
- WENS (18) ABC, CBS, NBC; Branham; 275,000; N; $450
- WQED (18) Headley-Reed; 12/15/53-Unknown
- WTVU (38) See footnote
- WNIC (11) CBS; Sells; 7/30/55-12/25/55

**Reading**
- WRTV (33) See footnote

**Scranton**
- WARM-TV (16) ABC; Hollinger; 200,000; N; $250
- WGBI (22) CBS; Blais; 250,000; N; $400
- WTVU (73) Everett-McKinney; 150,000; N; $200

**Shreveport**
- WKOK-TV (36) 2/9/55-Unknown
- WILK (34) ABC; Avery-Knodel; 250,000; N; $400

**Southampton**
- WBXW (6) ABC; Klem; 150,000; N; $200
- WUSA (43) ABC; Young; 165,000; N; $200

**Rhode Island**
- WSPN (8) DuM; Mahlon; 150,000; N; $200

**South Carolina**
- WANN (40) CBS; Hollinger; 127,550; N; $500

**Columbia**
- WCRC-TV (3) CBS, ABC; Free & Peters; 115,000; N; $400
- WUSN (23) DuM; HoJo; 125,000; N; $300
- WCNW (25) ABC; Headley-Reed; 96,000; N; $250
- WTVU (10) ABC; Free & Peters; 175,085; N; $400

**Florence**
- WBTW (8) DuM; Avery-Knodel; 190,000; N; $200
- WJBC (43) CBS; McElroy; 153,819; N; $200

**Greenfield**
- WFBC-TV (4) NBC; Headley-Reed; 387,044; N; $525
- WQVL (23) ABC, CBS; H-R; 130,000; N; $200
- WSFA (7) ABC; Raymer; 125,000; N; $200

**South Dakota**
- KELO-TV (8) NBC, ABC, CBS; Headley-Reed; 173,586; N; $425

**Kansas**
- KIDK-TV (3) CBS, ABC, NBC; Free & Peters; 173,586; N; $425

**Tennessee**
- WABC-TV (5) CBS; Katz; 429,441; N; $550
- WSM-TV (4) ABC, NBC; Hollinger; 276,045; N; $425

**Arkansas**
- KXBD-TV (9) ABC, DuM; Pearson; 58,025; N; $250

**Alaska**
- KGVA-TV (9) ABC, NBC, DuM; Forjoe; 40,000; N; $150
- KFDM (3) ABC, CBS, NBC; Free & Peters; 104,150; N; $250

**Washington**
- KXIE-TV (4) CBS; Pearson; 7/10/54-12/25/55

**Nebraska**
- KXTR (58) CBS, ABC; Headley-Reed; 141,128; N; $200

**Texas**
- KBIA-TV (9) ABC, NBC, DuM; Pearl; 58,025; N; $250

**Oregon**
- KPTV (12) ABC, NBC; DuM; McElroy; 54,000; N; $300

**California**
- KRON-TV (8) DuM; Headley-Reed; 93,000; N; $200

**Hawaii**
- KHNL (44) DuM; Headley-Reed; 83,000; N; $150

**Maine**
- WABI-TV (5) DuM; Headley-Reed; 92,480; N; $150

**Vermont**
- WPTZ (10) ABC, NBC, CBS; Headley-Reed; 192,000; N; $150

**New Hampshire**
- WFRF-TV (3) CBS, NBC, ABC; Headley-Reed; 175,000; N; $150

**Rhode Island**
- WSPA (7) CBS; Hollinger; 11/25/55-1/1/56

**South Dakota**
- KELO-TV (11) CBS; See Galveston

**Nevada**
- KLAS (11) CBS, CBS Spot; 458,500; N; $700

**California**
- KRCR-TV (9) ABC, CBS, NBC; Headley-Reed; 140,200; N; $200

**Arizona**
- KTVK (10) ABC, NBC, CBS; McElroy; 141,000; N; $200

**California**
- KABC-TV (11) NBC; ABC, NBC; 150,000; N; $150

**California**
- KRTV (11) ABC, NBC; Avery; 125,000; N; $200

**California**
- KSEE-TV (11) NBC; See Galveston

**California**
- KFTH-TV (11) H-R

**California**
- KFRR-TV (11) CBS; CBS Spot; 458,500; N; $700

**California**
- KMES-TV (9) ABC; Hollinger; 70,279; N; $200

**California**
- KMTR-TV (39) DuM; Headley-Reed; 83,000; N; $200

**California**
- KXIZ-TV (39) DuM; Headley-Reed; 83,000; N; $200

**California**
- KTRK (12) ABC; 55,231; N; $200

**California**
- KNBC (12) CBS, NBC; 125,000; N; $200

**California**
- KRON-TV (12) CBS, NBC; 125,000; N; $200

**California**
- KSBY-TV (12) CBS; Hollinger; 125,000; N; $200

**California**
- KSBY-TV (12) CBS; Hollinger; 125,000; N; $200

**California**
- KSBY-TV (12) CBS; Hollinger; 125,000; N; $200
STORER REASSIGNS
KOESSLER, RIORDAN

APPOINTMENT of Walter M. Koessler as managing director of WGBS-TV Miami was announced last week by George B. Storer Jr., vice president of Storer Broadcasting Co., southern district.

Mr. Koessler succeeds Francis Riordan, who has been transferred to the post of managing director of KPTV (TV) Portland, Ore., another Storer station.

The new WGBS-TV managing director, born in Milwaukee, Wis., was associated with WULO Janesville, Wis., as sales manager; WROK Rockford, Ill., as general manager, and WITV (TV) Fort Lauderdale (Miami) as general manager and executive vice president, before going to WGBS-TV as sales manager in August.

Mr. Riordan has been with the Storer organization for 10 years, for nine of which he was in the sales department at WGBS Miami, becoming sales manager there in 1951. In January of this year he was named sales manager of WGBS-TV and was appointed managing director of the station in August. He began his broadcasting career in Chicago, where he joined NBC as a mail and page boy, later engaging in sales promotion activities of the radio network’s central division, also in Chicago.

Daniel P. Weinig to Head Eastern Sales for Storer

DANIEL P. WEINIG, account executive since 1951 with The Katz Agency, station representa-
tive, has been named eastern radio sales manager of Storer Broadcasting Co., effective Jan. 2, it was announced last week by Tom Harker, Storer’s vice president and national sales director.

Mr. Weinig, who also has been associated with WELT New Haven and WLEU Erie, Pa., replaces John R. Porterfield, who resigned Nov. 21 to become a salesman with WABC-TV New York.

According to Mr. Harker, Mr. Weinig will work closely with The Katz Agency and John Blair & Co., in the interest of SBC’s radio properties, which include WSPD Toledo, Ohio, WWVA Wheeling, W. Va., WAGA Atlanta, WGBS Miami, WJBF-BJ Detroit, WBCR Birmingham and WWJ Cleveland.

WNDU-TV Plans Local Color

COLOR tv gear has been ordered by WNDU-TV South Bend, Ind., NBC affiliate, in line with its plan to equip completely for local origina-
tions and transmissions of films and commercials, it was announced Wednesday by Bernard C. Barth, vice president and general manager of the U. of Notre Dame commercial station. The NBC affiliate placed an order for a vidicon color camera chain.

WNDU-TV has been transmitting NBC-TV color shows since it went on the air July 15. Advertisers who buy spots in color programs will be offered color commercials on film or slides when equipment is delivered and installed. The station also is considering purchase of full-length color motion pictures, it was reported.

NBC Spot Sales Appointed KOA-AM-TV Representative

APPOINTMENT of NBC Spot Sales as the national sales representative for NBC affiliate KOA-AM-TV Denver was announced jointly last Wednesday by William Grant, president of KOA Inc. and general manager of the station, and Thomas B. McFadden, vice president in charge of NBC Spot Sales. The agreement becomes effective Feb. 1.

Welcoming KOA-AM-TV to its list of stations represented, Mr. McFadden said that with the additions, NBC Spot Sales would improve “coverage pattern of major markets which are sold and serviced for national advertisers.” NBC Spot Sales will represent a total of 12 tv and 10 radio stations.

KOA is a 50 kw clear channel station on 850 kc, serving an area that includes 12 western central states. KOA-TV, with an effective power of 100 kw on ch. 4, covers an estimated 260,000 tv homes in the Denver area.

KONA-TV Appoints Gunn National Sales Manager

JAMES A. GUNN has been appointed general sales manager at KONA-TV Honolulu, replacing James Wethington, resigned. Mr. Gunn rejoins KONA-TV after a year’s absence, during which he was sales manager of KTVW Seattle. Prior to that he was an account executive at the Honolulu station.

James Spencer, an account executive with KONA-TV, has been named national sales manager, and Gerald Pendrey, formerly with KTVW Seattle, has been named account executive.

WGN-AM-TV, Cubs Sign

NEW exclusive pact between WGN-AM-TV Chicago and the local Cubs National League baseball club has been announced, covering tv rights to all home games for 1956-57. Agreement was signed by J. Howard Wood, president, and Frank P. Schreiber, vice president, of WGN-AM-TV, and by Philip K. Weigley and James T. Gallagher, president and business manager of the Cubs, respectively. Pact covers 77 Cubs home contests and equals it with the Chicago White Sox agreement, which has two years to run and covers 55 daytime home games. The 1956 telecasts will be sponsored again on WGN-TV by Theodore Hamm Brewing Co., St. Paul, and Oklahoma Oil Products Co., Chicago.
Peoples Bstg. Names Walker General Manager for WTTM

FRED E. WALKER takes over as general manager of WTTM Trenton, N.J., today (Monday), according to Herbert E. Evans, vice president and general manager of Peoples Bstg. Corp., a subsidiary of Nationwide Insurance Co.

Mr. Walker formerly was WTTM director of public affairs, joining the station in 1952. Just prior to being named general manager, he was director of public relations for WPTZ (TV) Philadelphia. He succeeds Fred L. Bernstein, who became vice president of Forjoe & Co. and president of Peachtree Co., Atlanta, both station representatives, Dec. 1.

Peoples also owns WRFD Worthington, Ohio; WGAR Cleveland, and WMMN Fairmont, W. Va.

Three Pittsburgh Stations Join Forces for Campaign

THREE Pittsburgh radio stations have joined together in a campaign to demonstrate the medium’s selling ability.

WCAC, WJAS and KQV currently are pointing to a “450% increase in sales of Hanover Canned Foods attributed to the use of saturation advertising campaigns on the three stations.” Theme of the cooperative effort is “What We Did for Hanover, Radio Can Do for You—At Moderate Cost.”

KSEL Reports Gain in Sales

SALES at KSEL Lubbock, Tex., currently are showing “a healthy increase” over 1954, according to General Manager M. M. Rochester. October billings were 22.46% over the same period in 1954, and weekend billings for the month were 50.01% above October 1954. November sales will indicate a gain over October 1954 and a substantial increase over November 1954, Mr. Rochester said.

KCVL Colville, Wash., on Air

KCVL Colville, Wash., has gone on the air on 1480 kc with a 1 kw daytime operation. General manager of the locally-owned, music-news station is Merle B. Peterson. John P. Esvelt is commercial manager.

WBIE Begins Broadcasting

WITH a music and news format, WBIE Marietta, Ga., went on the air Nov. 14 on 1050 kc, 500 w daytime. James W. Wilder, formerly at WBML Macon, Ga., is general manager and Dudley D. McCaskill serves as commercial manager.
Nine Stations to Carry Texas Tech Basketball

NINE West Texas radio stations have formed a network to carry the 21-game basketball schedule of the Texas Tech Red Raiders, Lubbock. Baldridge Bakery Co., same city, will sponsor the games with Jack Dale doing the play-by-play.

The games will originate through KFYO Lubbock and be fed to KLVT Levelland, KPET

COMPLETING arrangements for broadcast of the Texas Tech basketball games over a nine-station West Texas network are (l to r): seated, Polk Robinson, Tech basketball coach; Mrs. Joe Baldridge of the sponsoring Baldridge Bakeries; Paul Turpen, KFYO Lubbock sales manager; standing, Jack Dale, KFYO sportscaster who will do the play-by-play, and Joe Baldridge Jr.

Lamesa, KVOP Plainview, KVOW Littlefield, KOSA Odessa, KCRS Midland, KSNY Snyder and KBST Big Springs.

KWTO Introduces 'Listen', New Programming Format

NEW "flexible programming" format, tailored along the lines of NBC’s Monitor and ABC’s New Sounds for You concept and designed for tastes of its Ozark listeners, has been instituted by KWTO Springfield, Mo.

Leslie L. Kennon, vice president of KWTO, said the new format, Listen, is based on the concept of local personalities talking with well-known international and local figures and interspersing of music. Station has specialized in country music for the past 22 years. In addition to the three-hour Listen, KWTO programs four hours of live music each day except Sunday.

Best Predicts More Sales For Spot Radio in 1956

HIL F. BEST, station representative, forecast increased spot schedules on radio in 1956 at a dinner meeting in Detroit of managers from 15 of the 18 Michigan stations he represents. He called am radio the only direct route to the grass roots of America and stated that more and more advertisers are hearing the word, instead of trying to see the light of the "magic lantern."

WRCA-AM-TV Business Up

OCTOBER LOCAL SALES at WRCA New York increased 15% over the same month last year while WRCA-TV business increased 17%. Hamilton Shea, NBC vice president in charge of stations, announced Nov. 25. Mr. Shea said national spot sales for both stations also increased.

Easy Coins
A Quick Profit

Hear about Easy Roberts last Friday? I helped him count his money—both before and after—so believe me, the story’s true.

Easy was on the way to the bank to deposit his “cookie jar” savings—exactly $24.95 in nickels, dimes and quarters. He had them in a paper bag and as we crossed Main Street the bottom fell out.

Money went flying. Passers-by pitched in to help recover the coins. Later on when Easy counted up, he had $25.05. The “search party” had turned up all of Easy’s money plus ten cents someone else had lost!

From where I sit, I wouldn’t want to try this “Easy” way to make money. Usually, it takes time for a bank roll to grow...just as it takes time for a friendship to grow. But by respecting a neighbor’s rights—including his right to drink coffee, tea, beer or buttermilk, whichever and whenever he chooses—it’s wonderful the solid friendship you can build. You can “bank” on that.

Joe Marsh

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**Representative Appointment**

WTAO Cambridge, Mass., names Robert S. Keller Inc., N. Y., national representative, effective immediately. Keller also represents WTAO-TV.

**Representative People**

Jay A. Whalen, salesman at Edward Petry & Co., to sales staff, N. Y. office of Venard, Rountou & McCounell Inc.


**Station People**

Harold O. Parry, WSAI Cincinnati sales staff, appointed sales manager. Howard Elcher, former freelance radio-television, to WSAI as account executive.

Les Lindvig, account executive, KPHO-TV Phoenix, Ariz., appointed local television sales manager for that station.

Willard W. Thomas, former sales manager, KEPR-TV Pasco, Wash., to KLEW-TV Lewiston, Idaho, as sales manager. Robert A. Louden, salesman, KLEW Lewiston, Idaho, to KLEW-TV Lewiston as combination salesman-production man.

Tom Gregory, chief announcer, WPAT Patterson, N. J., appointed staff announcer for WABD-TV (New York).

David Kittrell, former Atlanta manager, CBS Radio Spot Sales, to WTVD Durham, N. C., sales department.

Jack Carney, KGUL Galveston, Tex., to KOOL-TV Phoenix, Ariz., as announcer-director. Mrs. Dawson Banford to KOOL-TV as director of publicity.

George Hack, disc jockey, WMID Atlantic City, N. J., to WSUX Seaside, Del., as program director, disc jockey.

Jim O'Leary, disc jockey, KBIQ Avalon, Calif., to KCQB San Diego.

Jack Duane, former news and sports director, KFKA Greeley, Colo., appointed KYVO Cheyenne, Wyo., news and sports director.

Bernard N. Laboure, former freelance TV producer, to WIP Philadelphia as account executive.

Pat Gardevine, Ted Levy Agency and Daugherty Assoc., Denver, to KBTV (TV) Denver as account executive.

Shigeo Toyama to KHBC Hilo, Hawaii, engineering staff.

Richard Kitson to KGMB-TV Honolulu, Hawaii, production department.

Ernesto Cervera to KWKW Pasadena, Calif., as special consultant for Spanish language programs.

Sid Hampel, sales manager, WPAT Patterson, N. J., to sales staff, WVOW New York.

Joan Weldon, Hollywood vocalist, signed to contract at KTLA (TV) Los Angeles.

Roger Juveland and Lowell Johnson to KXJG-TV Fargo, N. D., as cameramen; Rexford L. Watson to KXJG-TV Fargo, N. D., as film editor; Duane Chance to CBS Hollywood tape recording department; John Hart to KGEZ Kalispell, Mont., as announcer; Jack Hurbut to KGOW-TW Madison, Wis.; Ronald Sang to WJSN-TV Milwaukee as floorman; Paul L. Morgan to KVVG Tulare, Calif., as announcer-director; Robert K. Harmon to KGNC-TV Amarillo, Texas, as floorman; Mary Seid to KGNO Dodge City, Kan., as commercial writer, and Edgar M. Engelen to WDAY-TV Fargo, N. D., as cameraman.

All are graduates of Northwest Radio & Television School, Portland, Ore.

Margie Klain, Stephens College, Columbia, Mo., graduate, to continuity department of WIRE Indianapolis.

Milton Slater, former program manager, WWTV-TV Detroit, Mich., to WTIT-TV Huntington, W. Va., as program director. He fills vacancy created by resignation of George Snell. Frank Introvato to WTIT-TV as studio engineer. Lloyd Hamlin to station as production manager, and Jerry F. Cates to WTIT-TV as projectionist. Jerome Lipman to station sales department and Ted Wolfe to WTIT-TV announcing staff.

Grady Cole, WBT Charlotte, N. C., agriculture editor, appointed chairman of Mutual Aid Division of Charlotte-Mecklenberg County Civil Defense organization.

Sig Sokolwicz, disc jockey, WJJD Chicago, appointed to board of directors for United Cerebral Palsy Assn. of Chicago.

Mary Merryfield, commentator, WMAQ Chicago, has departed for Near East trip to tape material for her Radio Journal.

Barry Glass, disc jockey, WWIN Baltimore, married to Shirley Politzer Nov. 29 in Baltimore.

Lloyd O. McFee, WEIC Charleston, Ill., program director, father of girl, Sept. 28.

Elton H. Rule, general sales manager, KABC-TV Los Angeles, father of girl, Christi Ann, Nov. 17.

Walter Smith, KYW Philadelphia, father of girl, Diane, Nov. 12.


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**PERSONNEL RELATIONS**

**NBC, NABET Differ Concerning Color Crew**

Possibility of a full-blown dispute between NBC and the National Assn. of Broadcast Employees & Technicians (NABET-CIO), involving WNBQ (TV) Chicago and its current color plans, hung in the balance Friday.

The controversy arose after staffing requirements for the operation of color TV equipment at WNBQ and stemmed initially from a two-and-a-half hour work stoppage at NBC's WMAQ some weeks ago.

NABET's Chicago office charged Thursday, in a prepared statement that the disagreement emerged because of the network's demand for "sub-standard staffing and wages" for operating TV equipment and the alleged refusal to honor a joint union-management committee pact of 1954. G. Tyler Byrne, NABET network director, said NBC threatened to drop its color conversion program for WNBQ, announced by the network Nov. 2 [BET, Nov. 7].

Core of the dispute is how many technicians should be assigned on color crews. NABET claims one should be assigned to each color channel, whereas NBC represents as insistent on one for each two channels.

In Chicago NBC officials declined comment inasmuch as the matter had been referred to New York network quarters. NBC in New York had no immediate exception to say Friday afternoon that company and union were working toward a solution. NABET sources reported the dispute had been partly settled but that the "one-half disagreement" could be important in any settlement.

The question was raised in NBC Chicago quarters, however, as to whether NABET's network pact would apply to local color origination which WNBQ plans to pioneer in Chicago.

The NABET statement charges that NBC originally had "insisted" that the color TV program be coupled "with another demand in radio which also represents a contract violation." It blamed the brief stoppage at WMAQ on NBC's "insistence" on this procedure.

**Birmingham Union Agrees Not to Picket Advertisers**

A Federal judge Thursday approved an agreement in which technicians of IBEW Local 233, promised not to picket advertisers of WAPI, WAFM (FM) and WABT (TV), all Birmingham, Ala., where a strike has been in progress since July.

Approved by U. S. District Judge Hobart Grooms, the agreement was signed two days before a scheduled hearing on a petition by the National Labor Relations Board for a temporary injunction to halt alleged secondary boycott by the union.

S. B. Teu, NLRB attorney, said the agreement accomplishes the same purpose as that sought in the petition for an injunction. The injunction hearing was postponed indefinitely. The agreement provides that the union will not picket any concern in an effort to force it to cease doing business with Alabama Broadcasting System, Inc., which operates the three stations.

It also was stipulated that the union will not seek to have employees of other companies refuse to handle goods with the object of forcing such persons or companies to cease doing business with Alabama Broadcasting. If the union is charged with violating the agreement, it is provided that NLRB may call on its finding and petition by giving three days notice.

About 20 technical engineers represented by
What is "solid state electronics"?

You have already received great services from "Solid State Electronics"... but much more is coming your way!

This side of radio science is both old and new. It started with the galena detector which gave you signals you could hear. In phosphors that glow in response to electronic bombarding, it gave you, first, a picture tube—and now, full color television.

Ferrites that store and repeat electronic signals—the memory elements of the computer—are the next stage in this radio engineering. Tomorrow, "stearetronics" (as Cornelius Ryan calls it in Collier's) will provide silicones and other solid state materials which will store heat and power from the sun to serve you.

A working summary of this science is offered to you in the December issue of "Proceedings of the IRE"—from background data to the newest research. This one issue, some 300 pages, is the word count equivalent of a 600-page text book... useful, up-to-the minute. It is a history-making issue you will treasure for years.

Price to non-members... $3.00

(All IRE members will receive this December issue as usual. Extra copies to members, $1.50 each.)

Every Article Is a "Treasure" in this History-Making Issue

"Lead Article," by Dr. Frank Herman, RCA Laboratories, Inc.

"Field of Ferrites," a paper covering the history of the development of ferrites, by Dr. E. W. Gorter, The Philips Co.

"Ferrite Developments," by Dr. Paul N. Russell

"Historical background and current state of the art in dielectric materials," by Dr. E. T. Jaynes, Stanford University

"Future trends and unsolved problems in dielectric materials," by Dr. Geen Shirane, Pennsylvania State University


"Conductivity, Hall effect and optical absorption of intermetallic compounds," by Dr. H. P. R. Frederikse, National Bureau of Standards

"Photoconductivity in some of the sulfides and selenides," by Dr. Richard H. Bube, RCA Laboratories, Inc.

"Performance of Photoconductors," by Dr. Albert Rose, RCA Laboratories, Inc.

"Lead Salts or Infra-red Photoconductors," by T. S. Moss


"Cathodeluminescence," by Dr. G. F. J. Garlick, University of Birmingham

"Electroluminescence," by Prof. Georges Destriaux and Dr. Henry F. Ivey, Faculte des Sciences de Paris


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PERSONNEL RELATIONS

the union struck after their contract with the company expired and the two sides were unable to agree on terms for a new pact. One of the major issues in the long walkout is understood to be the number of engineers which the stations will have on duty at their studios.

NARTB Seeks Voice In Wage-Hour Hearing

NARTB has asked for permission to appear before a wage-hour hearing to be held in mid-December to consider revision of salary tests for Wage-Hour Act exemption. Charles H. Tower, NARTB employer-employee relations manager, asked to testify in a letter sent Wednesday to Newell Brown, Wage-Hour Administrator.

"Any upward revision of salary tests ($55 for executives, $75 for administrative and professional employees) would bring significant numbers of broadcasting employees now exempt under wage-hour requirements of the act," Mr. Tower said. "The Wage-Hour Act has been a source of many problems in our industry, particularly for the small broadcaster. In a seven-day-week 16-hour-a-day operation, which is typical of many broadcasting stations, the application of the act has not been easy."

WAIT Signs Union Contract

WAIT Chicago has reached an agreement with the National Assn. of Broadcast Employees & Technicians (NABET-CIO) on a one-year contract covering seven of its employees. The union pact with the independent station provides for maximum wage of $132 per week, an eight-hour working schedule, more liberalized paid vacations and a severance pay clause.

ELECTION of five new vice presidents of NBC is being announced today (Monday) by NBC President Sylvester L. (Pat) Weaver Jr.

They are Michael H. Dann, NBC-TV program sales; Matthew J. Culligan, NBC-TV national sales director; Jules Herbuveaux, WMAQ-WNBQ (TV) Chicago general manager; Walter D. Scott, NBC-TV national sales manager, and Mort Werner, NBC-TV national programs.

Mr. Dann, who will report to Thomas A. McAvity, vice president in charge of NBC-TV, has been director of program sales since 1954. He has represented the program department in matters pertaining to the sale of network-produced programs. After five years as a radio comedy writer, Mr. Dann in 1948 joined NBC as a press department staff writer, became trade and business editor in 1949 and two years later was named program sales coordinator for TV packaged programs. Before his appointment as manager of NBC-TV programs, he served as supervisor of special telecasts and as manager of special projects.

The NBC association with Mr. Culligan, who will report to George H. Frey, NBC-TV vice president in charge of sales, started at NBC in 1932 when he was sales manager for NBC's participating programs department. He played a major role in compiling a record high total of more than $13 million gross billings for 1954 for the network's Today, Home and Tonight programs. He was a vice president of John Sutherland Productions, TV film producers, and in the advertising phase of publications, before joining the network.

Mr. Herbuveaux, who will report to Charles R. Denny, vice president in charge of NBC owned stations and NBC Spot Sales, became general manager of WMAQ-WNBQ in April 1954 after having been assistant general manager of the stations for a year. In 1949, Mr. Herbuveaux was appointed manager of TV for NBC's Central Div. after having been program manager of WMAQ since 1939. He first was associated with NBC as a music arranger and conductor in Chicago and in 1931 became NBC's music director. He also held various creative and administrative positions with the network.

With NBC since 1938 when he joined its sales department, Mr. Scott was named eastern sales manager in 1949 and two years later became New York radio network sales manager, followed by appointment the next year to a new post of administrative sales manager. Before his NBC association, Mr. Scott was in the sales department of Hearst Radio Inc. and had been on the advertising staff of the Daily Oklahoman & Times. He will report to Mr. Culligan.

Mr. Werner's appointment as NBC-TV national program director had been announced only last Monday. Last February, he was made director of participating programs for the TV network after having been producer of Today (starting in 1951) and later executive producer for Today, Home and Tonight. Mr. Werner began in radio in 1932 with the Don Lee network in San Francisco. He was an announcer, singer, writer and producer, 1936-1941, in both San Francisco and Hollywood. In 1941, Mr.
John O. Gantner, Jr., President of Gantner of California, reveals why

“She always has the last word!”

"They say a woman will always have the last word. It’s certainly true when she shops for a swimming suit!

"She waits till the last possible minute, and insists she get the ‘last word’ in style. Pressure on stores is terrific. If ‘hot’ styles run out of stock, those sales are gone forever.

"But our retail accounts know they can depend on Gantner.

"Gantner styles can be restocked to any store in the country in a few hours, while the ads are running. Not a moment is lost — not a sale is lost — thanks to Air Express!

"And one last word — about costs. Specifying Air Express can save you money, too. 15 lbs. from San Francisco to Chicago, for example, costs $10.91. That’s $1.09 less than any other complete air service!"

Air Express

GETS THERE FIRST via U.S. Scheduled Airlines

CALL AIR EXPRESS ... division of RAILWAY EXPRESS AGENCY
Werner was program director for the Office of War Information and in 1943 joined the Armed Forces Radio Service as program director. He built KHUM Eureka, Calif., in 1946 and started KVEN Ventura two years later. Mr. Werner will report to Richard A. R. Pinkham, vice president of television network programs.

Networks to Meet With Affiliates

Routine sessions expected at meetings this week of stations with officials of NBC-TV (in Chicago), CBS Radio (New York) and MBS (Hollywood, Fla.).

MORE than 150 officials of NBC-TV affiliated stations are expected to gather at Chicago's Drake Hotel this week for the affiliates' semi-annual convention, meeting Thursday in a private session and Friday with top officials of the network.

The convention is one of three network-affiliate conferences scheduled this week. Mutual officials meet with the 14-member Mutual Affiliates Advisory Committee in Hollywood, Fla., in sessions starting tomorrow (Tuesday) and extending through Thursday, while the board of directors of the CBS Radio Affiliates Assn. meets with officials of that network in a one-day meeting in New York Thursday (BWT, Nov. 21).

Looking to the NBC conclave, leaders among affiliates and network spokesmen appeared agreed that the two-day meeting, unlike some that have preceded it, seemed unlikely to be marked by serious controversy between network and affiliates.

The meeting comes almost on the second anniversary of the date when President Sylvestor L. (Pat) Weaver Jr. and Executive Vice President Robert W. Saroff assumed their present offices, Dec. 4, 1953, and much of NBC’s presentation to the affiliates is expected to consist of a look at accomplishments to date and an outline of plans for the future. Messrs. Weaver and Saroff will head the NBC delegation and load in the presentation, with Mr. Saroff expected to deal in detail with NBC-TV color plans.

The Thursday-Friday meeting will be preceded by a Wednesday session of the affiliates’ nine-man committee headed by Walter J. Damm, WTMJ-TV Milwaukee. This meeting and that of the general affiliate body on Thursday will be closed but the session in which NBC-TV makes its presentation will be open, as will the Friday luncheon meeting. The convention will wind up with a “kick-around” session Friday afternoon, according to Mr. Damm.

The affiliates committee is slated to elect officers during the Chicago deliberations.

NBC officials on the agenda to take part in the Friday session include, in addition to Messrs. Weaver and Saroff: Thomas A. McAvity, vice president in charge of the television network; George H. Frey, network sales vice president; Matthew J. Culligan, newly-elected vice president and national sales director of NBC-TV (see story, page 100); Richard A. R. Pinkham, vice president in charge of television network programs; Joseph A. McDonald, vice president, treasurer, and head of the Political Broadcast Unit, and Stockton Helfrich, manager of continuity acceptance.

Like NBC-TV’s convention, the meeting between the board of directors of the CBS Radio Affiliates Assn. and officials of CBS Radio is expected to be untroubled by controversy. The board is headed by Kenyon Brown, KWFT Wichita, Tex. The network delegation at the conference will be headed by President Arthur Hull Hayes. The all-day meeting will be capped by a dinner at Sardi’s restaurant with commentator Lowell Thomas as guest of honor and principal speaker.

Mutual’s MAAC meeting also is one of a regular series to explore sales, programming, promotion, and other network plans and accomplishments. Composition of the network contingent had not been definitely set late last week.

Keystone Is Considering Packaged TV—Peterson

KEYSTONE Broadcasting System is “exploring the possibility” of entering the television field but would do so only by “selling based on our pattern of packages rather than individual stations,” a network executive told BWT Thursday.

Referring to reports that KBS is interested in extending its operation to tv stations, Edwin R. Peterson, vice president, said Keystone has made inquiries into television as a long-range project, but added that no action was imminent. Mr. Peterson said KBS has been “approached by tv stations” for a program and spot service similar to that offered advertisers on radio outlets.

Mr. Peterson also reported that Keystone business in 1956 should double that recorded for the current year on the basis of advance orders. The transcription network now claims some 870 stations.

ABC-TV Said to Be Dealing With Rank for 104 Films

NEGOTIATIONS are reported to be under way by which ABC-TV will acquire the tv distribution rights for five years to 104 feature films from the J. Arthur Rank Organization for a sum ranging from $15.2 million. Announcement of the completion of the transaction is expected in several weeks, pending clearances on some of the films.

It is said that ABC-TV plans to carry the feature films on an across-the-board basis, 3-5 p.m. EST. Though the names of titles are not available, it is reported that all the films were produced in the past 10 years.
Some Sober Facts
Behind the Search for Oil

by Former Ambassador to Great Britain,
LEWIS W. DOUGLAS

In recent times some people have expressed the view that the oil industry has been enjoying a favorable tax position by reason of the provision for depletion. Yet, drilling for oil has always been one of the riskiest businesses in the world and is becoming more hazardous. Here are a few sober facts that face the man who drills for oil today:

He must invest about $123,000 — on the average — in every exploration well he drills; yet only 1 out of every 9 of these “wildcat” wells ever produces oil.

And only 1 out of 44 wells finds an oil field big enough to supply America for just 4 hours. The odds against finding a 50,000,000 barrel field — enough to supply the U. S. for about a week — are incredible — 966 to 1.

But this is not all. To a great extent the obvious shallow sands where oil might be found easily have already been tested. Consequently today’s wells must be drilled to much greater depth at much greater cost to reach productive oil sands. Drilling and exploration costs are about 400% higher than 25 years ago and the odds of finding even marginal production are far more adverse.

And unlike a factory which can produce at a constant rate for many years, an oil well dies a little each day. Finally it stops producing altogether — in other words, it becomes “depleted.”

As early as 1918 Congress recognized that, with America increasingly dependent on oil, it had to create an incentive so that men would take the unusually hazardous financial risks involved in the search for oil.

Therefore, Congress wrote a depletion provision into the tax law — permitting oil producers to exclude 27% of the gross income from their oil or gas property in arriving at a taxable income basis for tax purposes. This deduction, however, cannot exceed 50% of the property’s net income. And, of course, it applies only to oil and gas production. Other activities of the industry, such as refining, are not subject to depletion.

Coal and metal mining — in fact, all “natural resource” industries — have similar tax provisions. Actually, the depletion provision is designed to make up for the inevitable exhaustion of the natural resources man has discovered. And it encourages the costly search for new deposits — needed to replace those that are exhausted. Yet, the provision for depletion is often misunderstood and unfairly indicted.

Experience demonstrates that the national interest has been properly guarded and well served by provisions for depletion. With the depletion provision in effect, America has become the world’s largest producer and user of petroleum. Yet we pay less for most oil products than most other nations. And, despite record usage, we keep finding more oil than America uses. In a world of wings and wheels, this could well provide the balance of power. Certainly it is the necessary support for an economy that runs largely on petroleum products.

We can be thankful for the incentives that have encouraged men to brave the heavy risks of loss and to continue the increasingly difficult search for new oil fields which alone can replace the old fields that are being used to power our country.

This is one of a series of reports by outstanding Americans who were invited to examine the job being done by the U. S. oil industry.

This page is presented for your information by The American Petroleum Institute, 50 West 50th Street, New York 20, N. Y.
3 CBS Radio Daytime Sales at $4 Million

NEW SALES, three of which alone represented a total gross annual billing near the $4 million mark, were reported Thursday by CBS Radio for its daytime schedule.

Highlighting the major buys were Lever Bros., Chesebrough Mfg. Co. and Hazel Bishop Inc., which had been announced previously, according to John Karol, CBS Radio's vice president in charge of network sales.

Lever Bros. will return on the network Jan. 2 as sponsor of Aunt Jenny after having been off the air with the program since last March. Lever, which had been associated with the serial for 18 years, will sponsor the program for its Spy, Silverdust and Breeze products, across-the-board, 2:45-3 p.m. EST, with full sponsorship of the program Monday, Wednesday and Friday and half-sponsorship on Tuesday and Thursday. Foote, Cone & Belding is agency.

Chesebrough through J. Walter Thompson Co., New York, has purchased six segments weekly in daytime serials. Program and product details, it was understood, will be announced this week. Hazel Bishop had signed for 10 segments weekly of four Mon.-Fri. daytime serials. Raymond Spector is the agency.

In addition to the three big sales, CBS Radio reported another daytime purchase—Sunweet Prunes, through Long Adv. Service, San Jose, Calif., picking up a quarter-hour weekly of Houseparty. Also announced was sponsorship of the Orange Bowl football game by R. J. Reynolds Tobacco (Camels), through William Esty Co., and Bristol-Myers Co. (Bufferin and Vitalis), through Young & Rubicam.

Four Advertisers Involved In Timebuys on ABC Radio

SIGNING of two new sponsors and the addition of a time period for two other advertisers on ABC Radio's morning programming block were announced last week by William Fairbanks, national sales manager of ABC Radio.

New sponsors are Sunback Co. Ltd. (powders and tablets), Salisbury, N. C., through Piedmont Ad., Salisbury, for opening segment on Wednesday of When a Girl Marries (Mon.-Fri., 10:45-11 a.m. EST), starting Dec. 28; Olson Rug Co., Chicago, through Presha, Fellers & Presha, Chicago, for Monday, 9:25-9:30 a.m. segment of Breakfast Club (Mon.-Fri., 9-10 a.m. EST), starting Jan. 3, and for Monday, 9:20-9:30 a.m. segment, effective Jan. 25.

Advertisers who have signed for additional time periods are Drackett Co. (household products), Cincinnati, for Friday, 9:35-9:40 a.m. EST period of Breakfast Club, and Milner Products Co. (detergents), Jackson, Miss., through Gordon Best Inc., Chicago, for Friday, 9:25-9:30 a.m. EST period of Breakfast Club.

Fabray Still Hospitalized

TV STAR Nanette Fabray was moved Thursday from Doctors Hospital in New York to Mount Sinai Hospital there for a "more comfortable" in attendance of doctors, including a neurologist. She was not expected to be on Leave of Absence tonight (Monday) on NBC-TV. At the end of the show, Miss Fabray was injured by a falling stage. Medical report Tuesday said she had suffered a "moderate concussion." Buddy Schwab, a dancer on the show, also was struck by the pipe that fell from a piece of scenery being raised backstage in the NBC studios at Century Theatre, New York. Mr. Schwab suffered a contusion of the left shoulder.

How TV Affects Speech

TV'S IMPACT on speech patterns and culture areas of U. S. was the topic of address by Irving Gitlin, CBS director of public affairs, at National Council of Teachers of English convention in New York. Mr. Gitlin noted that newscaster is having effect of changing speech patterns in many areas, of lifting drama standards and of making people as familiar with theatre as residents of large cities.

'Today' Goes Stumping

EARLY PLANS for the political campaign and election coverage were announced Wednesday for NBC-TV's Today (Mon.-Fri., 7-9 a.m. EST). Four teams of reporter-camera men will canvass the country from now until next November, reporting on such issues as farm problems, unemployment, housing and desegregation. Assigned to this team are Dick McCutchen, Joe Michaels, Paul Cunningham and Estelle Parsons. First phase of the coverage includes the on-the-spot reports of primaries (New Hampshire starts them off March 13). The entire show will move to Chicago for Democratic convention and to San Francisco for the Republican meeting. The campaign will be covered with attention given to presidential, senatorial and gubernatorial races, as well as reports from candidates' trains, and finally, the elections, with on-the-spot returns.
Best foot forward...

For improved kinescope recording... use Eastman Television Recording Safety Film Type 5734 (35mm), Type 7374 (16mm).

Developed primarily for ultra-violet kinescope recording, this versatile new Eastman Film yields improved low contrast photographic results with current television recording systems also.

In fact, it may be used both to produce kine recording negative or to make positive prints from existing picture negative.

Like all Eastman Films, this new television recording material is uniform, fully dependable under all conditions. For information address:

Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Ave.
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or W. J. GERMAN, INC.
Agents for the sale and distribution of Eastman Professional Motion Picture Films
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.
21 ADVERTISERS JOIN NBC-TV'S PEP

Six more network affiliates also take on program extension plan. Total of 19 different shows have been ordered.

A TOTAL of 21 advertisers have ordered 19 different programs representing more than 133 commercial hours per week on stations in NBC-TV's Program Extension Plan (PEP) group since the PEP plan went into effect eight weeks ago, George H. Frey, NBC Television Network sales vice president, announced last week.

Mr. Frey also reported that six additional NBC-TV affiliates had joined the PEP group project, designed to encourage national advertisers to add small-market stations to their NBC-TV lineups. The six, bringing PEP membership to 47, are KJTV (TV) Ottumwa, Iowa; WSIL-TV Harrisburg, III.; WCTV (TV) Tallahassee, Fla.; KBKB-TV Elderado, Ark., and KMID-TV Midland, Texas; and WHAD-Laredo, Tex., effective Dec. 1, and WHAD-TV Laredo, Tex., effective Dec. 15.

The PEP plan originally included 44 stations but since then officials said, KMBD-TV Medford, Ore.; KIEM-TV Eureka, Calif., and KVOO-TV Corpus Christi, Tex., have been deleted from the group because their revenues from all networks were sufficient to make NBC unsuccessful at clearingances for programs ordered by advertisers.

By ordering PEP stations whose rates total a designated amount, an advertiser can include in his lineup additional PEP stations without charge (NBC pays the difference, so that all PEP stations which are used receive payment at their regular network rates). The more stations ordered, the more that are made available to the advertiser without charge. NBC said the latest analysis showed there are now 25 advertiser-program combinations, with seven of these advertisers to receive a 100% dividend, seven a 75% dividend and 11 a 50% dividend. PEP increases Cited

Since its inception, according to Mr. Frey, PEP has accomplished as much as a 575% increase in commercial network hours a week for NBC's smaller market tv stations. WFLB-TV Fayetteville, N. C., he said, has shown an increase from 2.13 network sponsored hours a week in September 1955 to the current 7.38 hours. Other stations listed as having made an "outstanding increase" are KQTV (TV) Ft. Dodge, Iowa, which has added 6.5 hours to its 1.13 hours in September and WTP-TV Parkersburg, W. Va., which has added 5.5 network hours to its 4.08 hours.

PEP, Mr. Frey declared, is enabling many thousands of tv homes to receive programs that were heretofore unavailable to them. As an example, he said, General Motors' additional order of 21 PEP stations will bring Wide Wide World to some 625,000 tv homes in areas covered by these stations. Similarly, Liggett & Myers' order of 28 small market stations will enable Dragnet to be viewed in an added 611,000 tv homes.

Fred C. Mueller, general manager of WEEK-TV Peoria, Ill., and chairman of the Optional Stations Group of the NBC-TV affiliates committee, has called PEP the "best and most intelligently though-out plan for both the stations and the advertisers that has come into being since television began." He said that NBC "has taken into consideration every element of the business and has developed the plan that helps everybody and hurts no one."

Joseph Hibbard, director of advertising for the Pet Milk Co., which co-sponsors NBC-TV's George Gobel Show, wrote that "I'm particularly happy about the way this has worked out because, as you know, we have been very much interested in the development of this idea and I surely wanted to be one of the advertisers buying the complete list."

In addition to Pet Milk Co., sponsors who have ordered the entire group of 44 PEP stations in their lineup now include the Liggett & Myers Tobacco Co., Armour & Co., RCA, The Sunbeam Corp., The White Pool Corp. and the Chevrolet Motor Div. of General Motors Corp.; in addition, the Gillette Safety Razor Co., for its Cavalcade of Sports and General Motors for its Wide Wide World series, have ordered NBC's full lineup of PEP interconnected stations.

Advertisers, programs and number of PEP stations ordered thus far:

American Chicle (Cesar's Hour, 13 stations);
Zoo Parade, 6 stations);
American Tobacco (Your Hit Parade, 15 stations; Justice, 16 stations);
Armour (George Gobel Show, 18 stations);
Chevrolet (Chevy Show, 14 stations; Dinah Shore, 20 stations; Colgate-Palmolive (Variety Hour, 7 stations); General Foods (Roy Rogers, 7 stations);
Mutual of Omaha (Zoo Parade, 6 stations); Oldsmobile (Spectacular, 9 stations);
Pet Milk (George Gobel Show, 24 stations);
Pontiac (Playwrights '56, 2 stations); Procter & Gamble (Fireside Theatre, 8 stations; Loretta Young, 1 station);
RCA (Berle-Raye, 11 stations); Remington Rand (Cesar's Hour, 25 stations); State Farm (Red Barber, 5 stations);
Sunbeam (Berle-Raye, 11 stations); Warner
Whirlpool (Berle-Raye, 11 stations).

NBC-TV, N. Y. Ballet Unable To Agree on Holiday Program

EFFORTS by NBC-TV to arrange a tv performance Dec. 25 of the New York City Ballet Company [BWF. Nov. 28] apparently fell through last week. The network had planned to teletcast "The Nutcracker Suite" in color as a Christmas event each year. The deal was off, however. 

When NBC was unable to satisfiy the time wanted by the ballet company which felt limitations would not do justice to its performance, according to a network spokesman. It also was reported that NBC-TV was reluctant to push the negotiation since it did not have a sponsor committed. NBC-TV, nevertheless, still had its feet planted in ballet with its telecast of "The Sleeping Beauty" (Sadler's Wells ballet presentation) scheduled for Producer's Showcase Dec. 12 (8-9:30 p.m. EST).

Garroway Honored

DAVE GARROWAY, star of NBC-TV's Today (Mon-Fri, 7-9 a.m. EST) was honored last week by the state of South Dakota which proclaimed Nov. 29 "Dave Garroway Day." On behalf of Gov. Joe Foss, Joseph L. Floyd, president of KELO-TV Sioux falls and KDLO-TV Florence, both South Dakota, appeared on Today last Tuesday and presented Mr. Garroway with a scroll and a South Dakota pheasant.

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Mexican Holiday

"CARAMBA!" It could only happen because of television, but with the colorful fiesta of Juarez, Mexico, slated for NBC-TV's Wide World cameras Sunday (yesterday), the traditional date of Dec. 8, when the city's birthday is celebrated annually, was changed to the date of the TV show by special proclamation of Juarez Mayor Pedro Garcia. The 300-year-old tradition thus was to be taken to the U.S. in a live presentation replete with the "tarahumaras" (marathon runners), "charros" (Mexican cowboys), hat dancers, Aztec dancers and a solemn celebration of Mass in the Mission of Guadalupe.

Mazur Named by ABC Radio

APPOINTMENT of Nancy Mazur as assistant manager of radio sales development for ABC was announced last week by Gene Accas, director of sales development and research. Miss Mazur joined ABC in 1952 and has served as a presentation writer for the sales development and research department and as assistant to the executive producer of ABC Radio's new nighttime programs.

NETWORK PEOPLE

Edward L. Pearle, theatre press representative, to Yankee Network, Boston, as assistant sales promotion director. He was formerly associated with office of producer Cheryl Crawford in press department.

Art Foley, assistant photo editor, ABC in New York, promoted to photo editor, succeeding Christy Barnett, resigned. Louis Feldstein, publicity representative, named assistant photo editor of ABC.

Fletcher Markle, Russell Stoneham and Mal Ferber to share directing duties on Front Row Center, dramatic anthology scheduled to return to CBS-TV Jan. 8. Alice Young, former assistant manager of CBS story department, Hollywood, named story editor of the series.

James E. Duffy, account executive, ABC Radio Central Div., transferred to sales department of ABC-TV Central Div. in similar capacity.

Art Linkletter, star of CBS-TV's House Party and other programs, named national honorary campaign chairman, 1955-56 Arthritis and Rheumatism Foundation drive.

Mrs. Edgar Calmer, 46, wife of CBS news commentator Ned Calmer, died Nov. 25 of pneumonia.

John Grant, 64, screen, radio, and tv writer for Abbott and Costello, died at his Palm Desert, Calif. home Nov. 19.
RCA, CBS-Columbia
Set Color Promotions

TWO separate color tv competitors—RCA and CBS-Columbia—are launching this week distinctly different moves designed coincidentally to stimulate the sales of color receivers in the huge metropolitan New York market.

A multiple promotion to bring color tv to the sight of thousands in the area is set for tomorrow (Tuesday) by RCA Victor distributors in New York and New Jersey, major super-markets and WRCA-TV New York. It was described last week by Charles R. Denny, vice president of NBC-owned stations and NBC Spot Sales, as a pilot operation for cities in which NBC's stations or NBC-affiliated outlets are located.

The RCA promotion plan encompasses the placing of 21-inch color receivers at high traffic points in the stores of National Supermarket at Elizabeth, Irvington, Rahway and Metuchen, N. J., and the London Terrace Supermarket in New York.

Distributors are Bruno-New York and Krich-Radisco, Newark, N. J. Various promotional tie-ins will be used to attract viewers. Mr. Denny noted that an hour and 40 minutes of color tv now is offered each weekday afternoon via NBC in New York. Early next month, Abraham & Straus department store in Brooklyn will inaugurate "matinee teas" for its customers who will be invited to watch afternoon color. WRCA-TV also is making an offer to present special promotion for hotels, restaurants, bars, and grills which invite the public to watch color programs. Meanwhile an unusual move to stimulate color tv set sales was to start today (Monday) by CBS-Columbia, tv and radio set manufacturing division of CBS Inc.

Norman C. Owen, vice president in charge of sales for the Long Island City, N. Y., manufacturer, announced Friday that, starting today, its franchised dealers in metropolitan New York and northern New Jersey will offer the original purchase price of black-and-white tv receivers (up to $400) against the purchase of a CBS color receiver (it's 2052C model) for a list price of $895.

Mr. Owen, who noted that the trade-in policy was an action to stimulate and excite interest in color, also said CBS hoped to "establish an increasing audience in the metropolitan [New York] area for the ambitious color program schedule spearheaded by the CBS Television network.

Baker, Haller, Morlock
To Head New GE Units

MANAGERS of three new electronics activities at General Electric Co., Syracuse, N. Y., were announced last week by Dr. W. R. G. Baker, vice president and general manager of the reorganized Electronics Division.

Dr. George L. Haller, manager of the division's lab department, will act as manager also of a new industrial electronics lab that is to be established; William J. Morlock, general manager of the division's technical products department, has been named acting manager of a new industrial computer section and Dr. Baker will head a third activity which will be concerned with a study of electronics business.

At the same time, GE shifted six other depart-ments to the Electronics Division (which includes the tube department as well as labora-tories and technical products) and moved the radio and tv receiver departments to company divisions which specialize in consumer product lines.

Argento Predicts Transistors
Will Replace Plug-in Radios

TRANISTORIZED radios will "rapidly reverse the industry," eclipsing standard plug-in types within five years, Henry F. Argento, vice president and general manager of Raytheon Mfg. Co.'s tv-radio operations, asserted last week.

He made the prediction in connection with Raytheon's introduction of two pocket-size transistor radio, which weigh only a small 9-volt battery and are capable of playing for three and four months, respectively. One of the new models (T-100) contains four transistors and sells for $49.95, while the other (T-150) is a six-transistor set selling for $69.95. They weigh 22 ounces each.

Raytheon Opens New Lab

RAYTHEON MFG. Co. last week announced the opening of its new industrial electronics laboratory at Wayland, Mass. The two-story brick structure of 105,000 sq. ft. floor-space, situated on a 73-acre site, will house Raytheon's receiving and cathode ray operations division.

RCA Ships Seven Antennas

RCA has announced the following shipments during November: Six-section, superturnstile antennas to WJBK-TV Detroit (ch. 2) and to KCMO-TV Kansas City, Mo. (ch. 5); 12-section superturnstile antennas to WKRC-TV Cin-cinnati (ch. 12) and WDMV-TV Marquette Mich. (ch. 6), and a rectangular slot antenna to WHTN-TV Huntington, W. Va. (ch. 13). Also scheduled by RCA was a shipment of a multiple section antenna to KARK-TV (ch. 4) and KTHV (TV) (ch. 11), both Little Rock, Ark.
sports automobiles, consisting of two parts—a six tube radio with separate tone and volume control and separate speaker.


MANUFACTURING PEOPLE

R. T. Capodanno, former vice president, Emerson Radio & Phonograph Corp., appointed vice president in charge of engineering for CBS-Columbia, Long Island City, N. Y. He has been in engineering and development phase of electronics since 1927.

Maurice L. Levy, technical assistant to vice president in charge of manufacturing, Emerson Radio & Phonograph Corp., appointed director of firm’s commercial engineering division.


Jack T. Miller, with Allen B. DuMont Labs since 1948, most recently as coordinator in Technical Products Div., promoted to assistant production control manager of division, succeeding F. William Scharpwinkel, who has been named service manager.

Maurie House Jr., Richmond, Va., area regional manager, Magnavox Co., Fort Wayne, Ind., appointed regional manager Cleveland, Ohio, area. S. R. Johnson, regional sales manager, Crosley Bendix Div. of Avco Manufacturing Corp., to Magnavox Co., at South Side Chicago regional manager.

Robert G. Stapp, engineer, Kaiser Aluminum & Chemical Corp., New Orleans, appointed engineering office manager of Dresser - I deco Co. (towers, buildings), Columbus, Ohio. His appointment is part of company engineering department expansion.


D. C. Whittle, formerly with public relations department, Westinghouse Electric Corp., to Ford Motor Co.’s N. Y. public relations office.

August F. Schonfeld Jr., Audio-Video Products, N. Y., to Ampex Corp. (magnetic tape recorders) as field service engineer for instrumentation division in N. Y. and Washington districts.

'BETER PAN,' WHITE HOUSES HAGERTY AMONG SYLVANIA TV AWARD WINNERS

NBC’s Weaver singled out for work in creative tv at awards dinner in New York. Broadcasting industry cited for flood coverage in the Northeast. Gillette mentioned for sports coverage.

NBC-TV’s presentation of Peter Pan was named “show of the year” and James C. Hagerty, White House news secretary, was honored for opening presidential news conferences to television as the Sylvania Television Awards for 1955 were presented at a dinner in New York last week.

Sylvester L. (Pat) Weaver Jr., NBC president, was honored for the greatest contributions to creative television techniques,” and a similar special award to the broadcasting industry as a whole for its coverage of this year’s northeastern floods was accepted by Thad H. Brown Jr., NARTB vice president. Gillette Safety Razor Co. received a special award for bringing the best in sports coverage to the American people.

All three television networks and local tv stations in six cities were represented among the awards winners, which went to a total of 30 programs and personalities. The awards were established by Sylvania Electric Products Inc. five years ago to honor “those who are advancing creative television techniques.” They were presented by Don G. Mitchell, Sylvania chairman and president, and Deems Taylor, music critic and chairman of the committee of judges, and other members of the judging committee.

FCC Chairman George C. McConnaughey was principal speaker at the banquet, held Tuesday night (see story, page 82). Peter Pan, produced for NBC-TV by Fred Coe and starring Mary Martin and Cyril Ritchard (and scheduled for a second presentation by NBC on Jan. 9), was named “show most entertaining to the whole family” as well as “show of the year.”

Other awards, by category:

Best new television series—$64,000 Question on CBS-TV, originated by Louis G. Cowan, with Hal March as m. c.

Best performance by an actor—Sidney Poltiier, who starred in “A Man Is Too Ten Tall” on NBC-TV.

Most original teleplay—“A Man Is Ten Feet Tall,” by Robert Alan Austin.

Best performance by an actress—Julie Harris, in “Wind From the South” on CBS-TV.

Special award, best performance in a classical role—Jose Ferrer for his portrayal of “Cyrano de Bergerac” on NBC-TV.

Best performance by an actor in a supporting role—Ed Begley in “Patterns,” on NBC-TV.

Best dramatic show—“Patterns” by Rod Serling.

Best performance by an actress in a supporting role—Mildred Dunnock, in “A Child Is Born,” on ABC-TV.

Best comedy show of the year—“You'll

Here's the heart of

PACKAGED TV BY DAGE

Now... for your LOW-POWER TV station, a DAGE TV packaged station has all you need... cameras, transmitters, antennae, studio monitors, microphones, as well as complete lighting, testing and servicing equipment.

DAGE equipment, thoroughly proved in actual daily operation, is up-to-the-minute in design and application... assures low-cost installation, low-cost maintenance.

For complete details on DAGE “packaged TV” or on individual DAGE units, write, wire or phone DAGE TV, Michigan City, Indiana, Michigan City 3-3251.
Never Get Rich, starring Phil Silvers, on CBS-TV.
Variety entertainment—Ed Sullivan Show on CBS by Ed Sullivan and Marlo Lewis (which also won in 1954).
Best musical series—The Voice of Firestone on ABC-TV.
Best dramatic series—Kraft Television Theatre on NBC-TV.
Best documentary—"The Vice Presidency—The Great American Lottery," a See It Now production on CBS-TV, narrated by Edward R. Murrow and produced by Mr. Murrow and Fred Friendly.
Network public service—The Search, CBS-TV (which also was honored in 1954).
Local public service—Focus on Delinquency, KNXT (TV) Los Angeles.
Local public service (citations)—Our Religious Roots, KPIX (TV) San Francisco, and Dateline Washington, WDSU-TV New Orleans.

Network news and special events—presidential news conferences (award to J. C. Hagerty, White House news secretary).
Local news and special events—WBZ-TV Boston.

Network educational series—On This Date in History, CBS-TV, produced by tv and radio workshop of Ford Foundation.
Best local educational series—Your Future Under the Sun (TV) Memphis, Tenn.
Best network children's show—Mickey Mouse Club, produced by Walt Disney, ABC-TV.
Best local children's show—Children's Corner, with Josie Carie, WQED (TV) Pittsburgh. The program was produced and produced by Fred Rogers.
Best network woman's show—Home, NBC-TV, with Arlene Francis. Executive producer is Dick Linkrourm; Ted Rogers is producer.

Best commercials—Santa coffee (agency: Young & Rubicam; commercial producers: George Blake Enterprises); Schweppes quinine water (agency: Ogilvy, Benson & Mather; commercial producers: MPO Productions), and Dow Chemical Co.'s Saran Wrap (agency: MacManus, John & Adams; commercial producers: Transfilm Inc.).

Besides Mr. Taylor, the judges are Jackie Robinson of the Brooklyn Dodgers; Seymour Berkson, New York Journal-American; Leonard Bernstein, conductor and composer; Gilmor Brown, president of Pasadena Playhouse; Mrs. Robert H. Goddard, director of the Girl Scouts of America; Dean Kenneth Bartlett, director of radio and television center of Syracuse U.; Dr. Frank Bradley, past president of American Heart Association; Edith Draper, decorator, designer and stylist; James A. Farley, former U. S. Postmaster General, now board chairman of Coca-Cola Export Co.; Mrs. John E. Hayes, past president of National Congress of Parents and Teachers, and Judge Samuel S. Leibowitz.

AD COUNCIL AWARD GOES TO FRANCIS

The Advertising Council’s second annual public service award was presented to Clarence Francis, director and retired chairman of the board of General Foods, at the Council’s annual dinner in New York Thursday night.

The award, a silver bowl, was presented by Charles E. Wilson, chairman of the board of Westinghouse Electric Co., and chairman of the Council’s Industries Advisory Committee. Samuel Adams, assistant to President Eisenhower, was principal speaker at the dinner.

Mr. Wilson, in making the award, called Mr. Francis "a country's outstanding business and civic leaders" and said:
"Presented annually to an American businessman who has contributed notably in public service to the welfare of his country and his fellow citizens, this Advertising Council honor is bestowed by an organization which itself has performed and is now performing unusual and notable service in many spheres of our national life. . . . I know of no organization that is doing a more unselfish and effective job to strengthen our land and to assist American business in applying its power and resources to the problems of our people than The Advertising Council."

A citation called attention to Mr. Francis’ service in various capacities as advisor to four successive U. S. presidential administrations of the Citizens Committee for the Hoover Report, his role as a co-founder of the Committee for Economic Development and his 1954 work on the food surplus problem, among other accomplishments.

Sherman Adams, assistant to the President, lauded the Council’s contributions to the public interest, including its promotion of such community impacts as that at the same time fires, education, savings bonds and other causes.

KOIN-AM-TV Helps Group Win Foreign Policy Award

WEEKLY half-hour panel programs on KOIN-AM-TV Portland, Ore., contributed to the World Affairs Council of Oregon’s winning of the Foreign Policy Assn.’s $1,000 first prize for “significant contribution to citizen education on world affairs,” in 1955, the council said.

The award was one of several presented at the openings of the FPA’s conference for the World Affairs organization at a dinner in Washington, D.C. The Oregon group won for its “great decisions” project, which dealt with one major foreign affairs issue each week for nine weeks. In cooperation with the project, KOIN produced half-hour weekly panel programs featuring local experts.

An FPA authority said the World Affairs Council’s program “reflected heavily on the participation of station KOIN for its far-reaching community impact and that at the same time, many stations in southern Oregon “planned their own programs in conjunction with the Portland show. This seemed to us a spontaneous demonstration of the effectiveness of public service activities the radio and television industry is capable of when they are given a significant opportunity to cooperate with other agencies in the community.”

Westinghouse Merit Award Presented to Chris Witting

CHRIS J. WITTING last week was given Westinghouse Electric Co.’s Order of Merit, highest company award for distinguished service, and also was formally elected vice president in charge of the consumer products group of divisions.

He received the Order of Merit for his services as president of Westinghouse Broadcasting Co., radio-television subsidiary which he led in mid-November to become general manager in charge of consumer products for the parent company. At that time he elected as vice president of the parent organization was assured [BST, Nov. 14]. The election was announced last Thursday by Westinghouse chairman and president, Gwilym A. Thomas.

The Order of Merit was presented to Mr. Witting by Mr. Price at a dinner Tuesday evening during a three-day meeting of WBC radio and station managers and headquarters executives and staff in New York (above story, page 84). The award is a bronze medallion inscribed to “C. J. Witting, whom his fellow men delight in honoring.” An accompanying scoop cited:

"His leadership in raising the Westinghouse broadcasting activities to the forefront of the broadcasting industry; for the great public credit and prestige which this has bestowed on the entire Westinghouse organization; and for his ability to attract good men to work with him and to inspire the entire organization to outstanding accomplishments."

Those present at the dinner included Mr. Price; Mark W. Cresap Jr., executive vice president and general manager and chief executive officer of the Metropolitan Broadcasting Corporation; John K. Hodnette, chairman of WBC and vice president for charge of corporate affairs for the parent company; John K. Huggins, chairman and chief executive officer of the parent company, and Donald H. McGovern, who succeeded Mr. Witting as president of WBC.

28 FARM SAFETY AWARDS CONFERRED

TWENTY-TWO radio stations and three tv outlets last Monday received the National Safety Council’s public interest awards for exceptional service to farm safety. Joint awards went to three radio-tv station operations.

The presentations were made in Chicago at a luncheon given by the Safety Council for delegates to the combined National Assn. of Television & Radio Farm Directors [B&T, Nov. 2, also story, page 66].

The winners, and the activities for which they were cited, follow:

Telvisicion

KFEQ-TV St. Joseph, Mo., for including a safety slogan or stunt on every 15-second RFD 2 program during the year, for making frequent use of safety materials in the form of photographs, charts, safety posters, films and station-break slides. Also for a special program, entitled “Are You Inviting Corn Picker Accidents?” which gives a good picture of causes of corn picker accidents, how to avoid them, and what to do if they happen.

WKJG-TV Fort Wayne, Ind., for displaying originality in creating special songs about the carelessness of “Cornpicker Pete,” and for special stunts about “Tractor Tom.” Also for wide use of other films, for more than 800 spot announcements and for many references to farm safety made on regular programs.

WKY-TV Oklahoma City, Okla., for initiating in creating silent films backed by live audio, recreating true farm accidents stories, for producing special tv slides, and for five special farm safety programs in color, 582 spots and references to farm safety during the year.

Radio

KFEQ St. Joseph, Mo., for taping 14 special farm safety shows in connection with National Safety Week, for giving free flags for attachment to fish poles or sticks on tractors or other farm equipment traveling on highways, and for making the radio farm director of the station available to serve as chairman of Farm Safety Committee of the St. Joseph Safety Council.

KLJK Jefferson City, Mo., for recording 50-40-second spots with state officials and agricultural leaders, using seasonal messages throughout the year, giving away free red flags for tractors and machinery use on highways, and for 25 programs 750 spot announcements and 625 references to safety.

KMON Great Falls, Mont., for daily references to farm safety in its annual report, including 1,055 spots and 300 mentions or references and for using actual accident reports on
farms in the areas as a basis for discussion of preventive measures.

KOAC Corvallis, Ore., for creating and distributing farm safety films to county agents and radio stations throughout the state in cooperation with KSLM. Also for making the station's farm director available as radio chairman of the Governor's Committee and Farm Safety, and for 13 programs, 94 spots and 180 references to safety on the farm.

KSLM Salem, Ore., for making the farm director available to assist in the preparation of 43 broadcast features for all major radio stations in the state, for serving as chairman of the Governor's Committee on Farm Safety and for 12 programs, 240 spot announcements and 300 references to farm safety.

KTHS Little Rock, Ark., for making its farm director available for public speaking engagements in a campaign for National Farm Safety Week, for 19 farm safety programs, 1,442 spot announcements and 356 references to safety.

KUOM St. Paul, Minn., for sending five tape recordings to 30 different stations and two safety films to two TV stations for use during Farm Safety Week, and for making its farm director's time available to propose, plan and conduct at the National Farm Safety Week kickoff luncheon in Minnesota. The station also arranged for safety interviews on 10 programs on WCCO and ten shows on WDAY, and sent 25 radio live spot announcements to 30 Minnesota stations, as well as supplying TV stations with farm safety films.

KWTO Springfield, Mo., for extensive use of farm accident clippings as source material for special TV and radio commentaries, for again offering red flags to farmers for use on farm machinery on highways, and for at least 16 programs and 400 spot announcements.

WGY Schenectady, N. Y., for including some reference to farm safety on all regular farm shows, two of which were heard six days each week and one of which was heard on Friday nights, for special interviews taped for use during National Farm Safety Week and for 20 programs and 480 spot announcements.

WHAM Rochester, N. Y., for creating a special series of safety observations under the title "A Day From The Diary of Safety Sam," for distributing 1,238 placards reading: "We Farm Safely, How About You?", for conducting a contest for farm safety rhymes which drew 800 entries, and for distributing a card with the ten commandments on farm safety to all visitors at the Palmyra Fair in August.

WHDH Boston, Mass., for inviting 24 safety guests to appear on a regular feature called Farm Safety Almanac, for nine programs, 572 spot announcements and 600 references to farm safety during the year, and for sending out a farm-hazard checklist on 41 common hazards to 1,100 persons who requested them.

WHFB Benton Harbor, Mich., for encouraging local merchants to carry 120 special sponsored farm safety spots during National Farm Safety Week, for conducting a campaign to keep children away from power machinery, for 23 programs, 782 spot announcements, and 312 references to farm safety during the year.

WHO Des Moines, Iowa, for sending monthly radio safety spots to 52 stations in Iowa, for conducting a contest among rural youth clubs with $100 in prizes, for providing $250 as prizes in three fire and safety prevention contests, for mentioning farm safety on each of 27 shows during Farm Safety Week, and for 14 programs, 811 spot announcements and 287 references.

WIBC Indianapolis, Ind., for broadcasting a five-minute program on farm safety three times a week during the year, for emphasizing farm safety during the sponsorship of the 1955 Mechanical Corn Picking Contest at Terre Haute, for 35 interviews with farm accident victims, for 136 programs, 1,400 spot announcements and 999 references to safety during the year.

WJAG Norfolk, Neb., for using two farm safety spots each week day and four every Saturday, for creating a guitar-twang safety man called "Dangolene Don," who accompanied the reading of special spot announcements, for a slogan contest for adults and another for children, and for 942 spot announcements and 730 references.

WKIG-AM-FM Fort Wayne, Ind., for creating a personality named "Ben the Bull," for rhymed hints about safety, for collecting and discussing tragedies reported in the press, seven programs, 785 spot announcements and 204 references.

WKY Oklahoma City, Okla., for featuring the true farm accident stories of five farmers during National Farm Safety Week, for 24-hour service giving safety directions during severe weather conditions, for five programs, 249 spots and 884 references.

WLS Chicago, for a farm safety poster contest offering Defense Bonds and cash prizes, which drew 229 posters entered by boys and girls in the station's listening area, for brochures plugging the contest, 50 programs, 1,070 spot announcements, and 1,501 references.

WLW Cincinnati, for featuring farm accident stories, with appropriate safety hints, for featuring true accident stories told by the victims themselves each day, of National Farm Safety Week, for 22 programs, 1,059 spots and 590 references.

WMIX Mt. Vernon, Ill., for 16 specially produced farm safety programs during National Farm Safety Week, for 54 other programs, 469 spots, and 312 references during the year.

WNAX Yankton, S. D., for cooperating with state FFA groups in producing 23 consecutive programs entitled "Spotlight on Youth," with special awards to writers of farm safety essays, and for developing a feature, entitled "Famous Last Words," which was used 226 times during National Farm Safety Week. Altogether, the station gave 1,450 references to safety, 26 programs and 1,175 spot announcements.

WRFD Worthington, Ohio, for devoting more than four hours to farm safety during National Farm Safety Week, and for 71 programs, 630 references and 720 spot announcements during the year.

Joint Radio-TV Awards:
KOAA-AM-TV Denver, for a special program on rural grade crossing accidents, for promoting the broadcasting of farm safety messages, for devoting more than four hours to farm safety during National Farm Safety Week, and for 71 programs, 630 references and 720 spot announcements during the year.

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this program, news releases, photographs and on-the-air promotion; for other special radio interviews during Farm Safety Week, and for 12 programs, 712 spots and 642 references to farm safety.

WRCA-AM-TV New York, for originating a special safety character, "Forgotten Fearless Fred," for a series of slides used during National Farm Safety Week, for presenting the winning letter in a "My Most Foolish Accident on the Farm" contest conducted by the American Agriculturist Magazine, for five special farm safety programs, 320 spot announcements and 312 references over the combined radio and tv facilities.

WJSU-AM-TV Winston-Salem, N. C., for 16 special interview programs and 99 spot announcements during Farm Safety Week, and for 36 other programs, 315 references and 452 spots during the balance of the year.

Omaha Stations Honored
OMAHA area radio and television stations were honored for public service in the area's first Recognition Banquet, sponsored by the Omaha Radio-TV Council. The council is composed of representatives from most Omaha civic groups as well as members of the industry, and acts as a bridge between the public and radio-tv in promoting high standards.

AWARD SHORTS
Wilton E. Hall, owner, WAIM-AM-TV, WACO (FM) Anderson, S. C., named Man of the South for 1955, it was announced by Hall of Fame for the Living.

Robert W. Sarozoff, NBC executive vice president, received citation from N. Y. county chapter, National Multiple Sclerosis Society, for efforts in "obtaining public recognition for multiple sclerosis." He served as 1955 national campaign chairman.

Irving R. Rosenhaus, president of WAAT-WATV (TV) Newark, N. J., cited by George Robert B. Meyner for "continuous and distinguished service to the veterans of the state of New Jersey."

Phil Silvers, CBS-TV, chosen by Advertising Club of Baltimore as outstanding tv personality of 1955.

Wayne Rothgeb, farm director, WKJG-AM-FM-TV Fort Wayne, Ind., made honorary member of Rural Youth Clubs of Indiana. He is third honorary member in organization's history.

Bernard Burton, Samuel Beattie and Roland Gross, Four Star Productions, received Critics' Award for best film editing, for work on Four Star Playhouse CBS-TV (Thurs., 9:30 p.m. EST). American Cinema Editors presented award.

Frank Atwood, farm program director, WTCI Hartford, Conn., received certificate for "outstanding services in the promotion of Connecticut Poultry Products" from Conn. Poultry Assn.

WAYZ New Haven, Conn., awarded certificate of merit by American Education Week Committee for interest and cooperation in education week observance.

KEEN San Jose, Calif., awarded certificate of merit by San Jose chapter, American National Red Cross, for "meritorious service."

Maurice Evans presented with parchment scroll by National Association of English Teachers of English speaking countries for his NBC-TV production of Macbeth, telecast in color on Nov. 28, 1954. Production was singled out as first tv drama award presented by NCTE.


NBC Radio and NBC-TV cited Nov. 19 by National Foundation for Muscular Dystrophy "for distinguished service in relating the muscular dystrophy story."

Bill Stout, reporter, KNXT (TV) Hollywood, scheduled to receive award from George Washington Carver Memorial Institute for coverage of racial integration dispute in L. A. Fire Department. Award will be made in April.

Rupert Caplan, producer, Canadian Broadcasting Corp., Montreal, awarded gold medal by Canadian Council of Authors and Artists for "outstanding achievement in the field of artistic endeavor" at annual meeting of Assn. of Canadian Radio and Television Artists. Other awards: to actor John Drainie, silver medal; actress Kate Reid, bronze medal; actor Paul Guvermont, bronze medal; actor Lloyd Bochner, S. W. Caldwell award, and Denyse Anger, Maurice Rosenfeld award as outstanding newcomer to Canadian tv.

Radio-Tv 'March of Dimes' Again Headed by Fellows
HAROLD E. FELLows, NARTB president, has been named chairman of the 1956 March of Dimes National Radio-Television Committee for the sixth consecutive year, it was announced last week by Basil O'Connor, president of the National Foundation for Infantile Paralysis. The January campaign has a goal of $47.6 million.

Others named to the radio-tv committee are Don Durgin, executive vice president, ABC Radio; John H. Mitchell, vice president, ABC-TV; Howard G. Barnes, vice president, CBS Radio; Hubbell Robinson Jr., vice president, CBS-TV; Charles T. Ayres, vice president, NBC Radio; Thomas A. McAulvey, vice president, NBC-TV, and Robert Monroe, MBS vice president in charge of programming.

Atlanta Stations Boost Community Chest Over Top
ATLANTA's radio stations are credited with boosting the city's Community Chest drive over its goal for the first time in 12 years. Using the theme, "40 in 1 Will Get the Job Done," the 11 local stations started a teaser campaign 2½ weeks before the drive began.

Radio was the only medium used in the advance campaign, airing more than 2,000 spots. Before the actual drive started, the phrase "40 in 1" was on every Atlantan's tongue, and the goal of $1,869,000 was exceeded in record time, with credit for the success being given to radio by James P. Furniss, vice president and advertising manager of the drive.

All Together
ADVERSITY of a fellow citizen brought Wichita, Tex., competitors together for a benefit show on his behalf, marking the first time radio and tv stations and newspapers in that city have joined forces in the presentation of a show.

The benefit program was for Clare Warren, KWFT-TV weatherman, whose home was completely destroyed by an explosion, which left him seriously injured and his wife and daughter hospitalized. Joining the complete KWFT-AM-TV staff in the special show from KWFT-TV studios, KFDX-TV sent a western band, its news editor and weather reporter; KSYD's owner Sid Grayson appeared on the show; KTRN sent its top sports reporter; Jones-Lipscomb & White and the Western Agency, representing local advertising agencies, provided personnel; and the Times Publishing Co. (Record-News, Times) sent Bill Donnell, vice president, who turned over a fund collected by the newspapers.

Besides these participants, Sheppard Air Force Base sent a western band and a contribution, amateur radio operators helped in the drive, and the flood fund and labor union representatives took part. With local firms pitching in, enough pledges were received to rebuild the home and there was an extra $2,762.38. Furniture and household appliances also were received.
25 Join NBC 25-Year Club

It was 25 Day at NBC Thursday—25 employees becoming members of the NBC 25-Year Club at a luncheon in New York. Each of the members received a watch and a certificate signed by NBC President Sylvester L. Weaver Jr. The employees were welcomed into the club by Robert W. Sarnoff, NBC's executive vice president. Among the new members, who brought the club's total membership to 131, are Hugh M. Beville Jr., director of research and planning; Harvey Gannon, sales supervisor for NBC-TV, and announcer-commentator Ben Grauer.

- George Frey, vice president in charge of sales for NBC-TV, has completed his 32nd year in the radio-tv industry.
- WCAU Philadelphia held a special celebration in November to celebrate the 28th birthday of its Children's Hour.
- Tony Marta, WDSM Duluth, Minn., station manager, is entering his 27th year in the broadcasting industry.
- NBC's Catholic Hour marked its 25th anniversary with a special hour-long broadcast Dec. 4.
- CBS Radio's Church of the Air received special National Jewish Welfare Board award at CBS headquarters in New York to mark series' 25th radio anniversary.
- Carl Bailey, KBIG Catalina, Calif., disc-jockey, has completed his 25th year in broadcasting.
- Rabbi Norman Gerstenfeld, minister for the Washington Hebrew Congregation, began his 21st year of broadcasting on WMAL Washington Nov. 27.

The Smart Buy in Milwaukee

The Smart Buy in Milwaukee

REGIONAL COVERAGE

BROADCASTING • TELECASTING

THE SMART BUY IN MILWAUKEE

WFOX

860 KC

Adam J. Young Jr., Inc., Nat'l Reps.
Canada's Media Development Discussed at Ottawa Meeting

PROBLEMS on the development of Canadian radio and television broadcasting were discussed at an informal meeting between directors of the Canadian Radio & Television Broadcasters Assn. and members of the Canadian cabinet at Ottawa Nov. 24. No report was officially released by either group, but it was understood that an independent regulatory body for radio and television and a change in the Canadian government's policy of limiting a city to one tv station were among topics discussed.

Prime Minister Louis St. Laurent and other ministers representing the Canadian cabinet attended the meeting, including Transport Minister C. G. Marler, Revenue Minister J. J. McCann, who has jurisdiction over the Canadian Broadcasting Corp., and Finance Minister W. E. Harris.

CARIB directors attending were President J. M. Davidson, CJKL Kirkland Lake, Ont.; W. O. Slater, CJIOJ Guelph, Ont.; D. A. Gourd, CKRN Rouyn, Que.; F. B. Ricard, CHNO Sudbury, Ont.; F. A. Lynds, CKCWM Châteauguay, Que.; N. B. Vern Dillingham, CFPC AM-TV Saskatoon, Sask.; J. F. Hirtle, CKBW Bridgewater, N. S.; J. O. Blick, CJOB Winnipeg, Man., and CARIB Vice President T. J. Allard.

Canada's TV Set Sales Climb

TELEVISION SET SALES in Canada still are increasing. In the first 10 months of 1955 a total of 579,639 sets valued at $174,492,194 were sold, compared to 436,701 sets in the same period in 1954, according to the Radio-Electronics-Television Mfrs. Assn. of Canada. The largest number of sets continues to be sold in the province of Ontario, accounting for sale of 210,772 sets in the January-October 1955 period. Quebec province took 151,130 sets, the four western provinces 153,752 sets, and the four Atlantic Coast provinces 60,033 sets.

Canadian Set Sales Increase

HOME RADIO set sales were up 15.8% in Canada for the first six months of 1955 while portable and automobile sales were 74.5% above last year, according to a report released by the Canadian Assn. of Radio & Television Broadcasters. The number of radio homes in Canada increased 2.5% during 1954 to a total of 3,164,000. From June 1954 to June 1955, 12 new Canadian radio stations went on the air, according to the report.

Yugoslavia to Buy TV Shows

YUGOSLAVIA'S radio officials are planning to buy foreign television programs, both filmed and live, when they begin operating tv stations of their own, according to a report from abroad. At present there are 2,300 tv sets in Yugoslavia but no station. Viewers dial Italian stations, a trend backed by Yugoslav officials, who plan to open stations in their native land when the audience is big enough.

Canadian Tvs Boost Rates

RATES for four Canadian television stations will increase, effective Jan. 1, according to the common division of the Canadian Broadcasting Corp., Toronto, Network Class A time on CBUT Vancouver, goes to $500 an hour; CBMT Montreal, to $680; CBFT Montreal, to $900, and CFCM-TV Quebec City, to $320.

Industry Slow Down?

DO radio broadcasters or telecasters of major sporting events during the week impede productive capacity in industry? West Germany's central organization of trade and industry (Industrie und Handelsetag) thinks so, and suggests that in the future the events be scheduled for weekends or holidays. Reason given by the union is that factories and offices which permit workers to take time off, as well as those which do not, have lost too many production hours because of increased absenteeism in the radio-television periods.

Canada Microwave TV Plans

CANADIAN General Electric Ltd., Toronto, has been awarded a contract with the Bell Telephone Co. of Canada, Montreal, for installation of microwave horn antennas and waveguides at 39 relay points between Uxbridge, near Toronto, and Lake Superior, near Winnipeg. This is part of the trans-Canada tv microwave network being installed north and west from Toronto, and to be ready by 1958. The microwave stations went through sparsely inhabited country north of Lake Superior, a distance of about 1,200 miles from Toronto.

CKLY Is New Canadian Am

CKLY is call letters of a new 1 kw station on 910 kc at Lindsay, Ont., which has joined the Canadian Assn. of Radio & Television Broadcasters. Herb May, veteran Toronto radio announcer, is manager and part owner; C. A. Gregory is chief engineer, and E. Nell Gregory is technical advisor. Canadian General Electric equipment is used throughout.

INTERNATIONAL PEOPLE

Adrienne Pouillet, dean of Laval University, Quebec City, Que., appointed vice chairman of board of governors of Canadian Broadcasting Corp., succeeding the late Rene Morin of Montreal.

Bob Nystedt, feature editor, Calgary (Alberta, Canada) Herald, to CHCT-TV Calgary as program manager.

Owen Duffy, formerly of Green Theatrical Agency, N. Y., and program research division of Canadian Broadcasting Corp., Toronto, to tv film sales staff of S. W. Caldwell Ltd., Toronto.

Steve Douglas, sportscaster, Canadian Broadcasting Corp., Toronto, presented with membership certificate and pin by Radio Pioneers Club of America. Presentation was made by Horace Stovin, president of H. N. Stovin & Co. Ltd., Toronto, station representative firm.

Gideon Roos, director-general of South African Broadcasting Corp., is in Canada to study radio and television development, and is touring production centers and stations in Toronto, Ottawa and Montreal, as guest of CBC.

Archibald Sinclair to television film sales staff of S. W. Caldwell Ltd., Toronto, film firm.

Emile Harvard, film producer in England, Europe and the Middle East, to director of production, tv film division of Canadian Film Industries Ltd., Toronto.

ETRC Sets $40,000 as Aid For College Radio Programs

A TOTAL of $40,000 will be given by Educational Television & Radio Center, Ann Arbor, Mich., to nine colleges for universities for the production of educational radio programs during the 1955-56 school year, it was announced last week.

Grants-in-aid have been awarded the U. of Denver, $1,600; U. of Illinois, Chicago Undergraduate Div., $3,150; U. of Massachusetts, $5,800; U. of Minnesota, $4,768; Purdue U., $5,076; San Bernardino Valley College, $5,200; U. of Southern California, $5,000; U. of Wisconsin, $3,960, and U. of Texas, $6,875.

Recommended by a committee of the National Assn. of Educational Broadcasters, the grants are a part of a joint effort by the center and the NAEB to improve the quality of educational broadcasting by stimulating local programming.

NYU Department Adds Tv

NEW YORK U.'s Dept. of Motion Pictures has been renamed "Dept. of Motion Pictures and Television" by a unanimous faculty vote at the university's Western Square College of Arts & Sciences. Move was made, Prof. Robert Gessner, chairman of the department, said, because "75% of television today is on film, making integrated study inevitable."

NYU's combined tv-film program now includes courses in script and video writing, tv news and features, acting, editing, production and direction. The new department is part of the university's communication arts group, tying together the schools of journalism and education.

EDUCATION PEOPLE

Robert N. Dick, program director, WIBA Madison, Wis., appointed radio and television coordinator for the U. of Wisconsin Extension Division.

EDUCATION SHORTS

WHCU Ithaca, N. Y., is offering two $100 prizes to Cornell U. students for radio plays and musical compositions. Winning works will be broadcast next year by WHCU with Cornell music and drama departments helping on production.

KMTV (TV) Omaha announces enrollment of 23 Nebraska, Kansas and Iowa towns in its current air series, Tv Classroom, claimed as area's first college-credit tv lecture series.

Radio division of Indiana State Teachers College, Terre Haute, has issued annual report covering 21st year of broadcasting over commercial station WIBO FM, College credits for WIBO for free time granted and for "perfect cooperation" during 21 years of college broadcasting.

College directors of radio-television education have been invited to become members of Assn. for Professional Broadcasting Education by Dr. Sydney Head, U. of Miami, APBE president. Association was formed by NARTB and colleges to promote professional training in radio-television broadcasting.

WAR-TV Providence, R. I., has initiated its first classroom tv with Reading Lessons, fifteen-minute Friday morning program. Station plans 30 programs in elementary reading to continue through school year.
WIDE PLAY FOR WBNSTV FILM

WBNSTV COLUMBUS, Ohio reports that a film it produced for local showing has been requested by nine other tv stations throughout the country. Several months ago the station produced, on location, the story behind the presentation of a 20-foot bronze statue of Christopher Columbus by citizens of Genoa to the city of Columbus. The one-hour film was carried on WBNSTV on Oct. 10.

Y & R SENDS SONG PROMOTION

YOUNG & RUBICAM LTD., Toronto, has sent recordings of "Robin Hood," sung by Allan Dale, to Canadian radio executives, to publicize half-hour tv program The Adventures of Robin Hood, sponsored by Johnson & Johnson Ltd. and Wildroot Products Ltd., both of Montreal.

LONG JOHN GOES TO SCHOOL

AS PART of its promotion campaign for The Adventures of Long John Silver on WABD (TV) New York, the sponsor, A. Goodman & Sons (food products), Long Island City, N. Y., has worked out a series of projects for 95 schools in the New York area. These include personal appearances at schools by "Pirates" promotional-educational materials and an essay contest about the tv program.

Radio Success Story

RADIO "success stories" continue to be told—especially where small market stations are concerned.

One of the newer ones has its locale in Montgomery, W. Va., where monthly sales volume for the General Department Store has almost tripled since the store began saturation radio spots on WMON Montgomery last summer, according to Paul C. Jamieson, merchandising manager for the General Department Stores chain. Since June, sales at the Montgomery store have jumped from $12,000 monthly to between $31,000 and $35,000.

In a letter to WMON Station Manager Andrew W. Vickers, the merchandising manager attributed this increase in "the greatest degree" to the radio campaign.

Said Mr. Jamieson: "This type of radio campaign in many of our areas is the only way we can send a message to our customers, changing the items constantly or as we see fit, and where the customer can absorb our message while she is doing her work at home."

"$53,752,000: IS A LOT OF HAMMERING!"

THE MARKET

Pennsylvania Anthracite Region
Retail Sales—$85,000,000
Buildings Supplies—$35,752,000

THE BUILDERS—

WINSL and WISL
Complete Coverage of 9 Counties
Cost—$40 Per Cent to 1000 Families
NAIL DOWN THIS RICH MARKET!

1954 Consumer Markets—SRDS
See FORJOE & CO.

WISL 1KW—Shanklin, Pa.
WHL 1KW—Huntington, Pa.

SEASONAL Christmas in the Air promotion has been set by the Santa Rosa, Calif., Retail Merchants Assn. and KSRO Santa Rosa for Dec. 15 through Christmas Eve. Merchants and station will fill the air each evening from 7-9 p.m. with music, shopping news and free-parking directions—reaching the listener over downtown loudspeakers and radio sets in stores, added to the usual home and auto sets. Contracting for Christmas in the Air are (I to r): William McNeoney, president, Retail Merchants Assn. and vice president, Rosenberg's department store; Frank McLaughlin, manager, KSRO, and Dan Galvin, KSRO account executive.

KVWO DAILY TABLEGRAM

KVWO CHEYENNE, Wyo., briefs local businessmen each noontime, Monday through Saturday on stocks, weather, business, national and community news, in its KVWO Tablegram newsletter. Incorporating civic and station promotion as well as advertiser briefs, it reaches businessmen in restaurants, bars, banks, office buildings and stores throughout the area punctually each noon. Station staffers put it to bed every morning at 11:30. Cheyenne businessmen read and depend on the Tablegram, KVWO says, pointing to great advertiser response.

RCA HOSTS CHICAGO LUNCHEON

RCA President Frank M. Folsom has sent out letters to suppliers in the Chicago area inviting them to attend a luncheon at Merchants & Mfrs. Club, Dec. 7. The invitations were sent to film, electronics and other representatives, stressing "teamwork" between RCA and suppliers and promising to review electronics industry progress and prospects. Color tv is expected to emerge as key topic in view of the conversion of NBC o&o WNBMQ (TV) to an all-color station.

CIRCULATES FELD-RADIO STORY

PROMOTION folder telling how radio helped Israel and Ervin Feld build their Washington, D. C., music store into a $2 million music-theatre business [Bt, Sept. 19] has been reissued by Radio Advertising Bureau. Titled, "No Choice but to Grow With Radio," the six-page folder is part of a regular series of documented success stories produced by RAB and designed to help member stations to show prospective clients what radio has done for others and what it can do for them.

PROGAMS & PROMOTIONS

RESULTS?

THAT'S US

CHNS

HALIFAX

NOVA SCOTIA

Maritimes Busiest Station

5000 WATTS—NOW!

Interested? Ask

JOS. WEED & CO.

579 Fifth Ave., New York

NEW

Designed by Radio-TV People for Radio-TV Use! Minerva

Centralized Register

OFFICIALLY ADOPTED

ED by major networked listeners...for visibility, more... HI.

M. DUCOMMUNICATION COMPANY

828 Fifth Ave., N. Y. 18 • Plaza 7-1540

BOOK PARADE

America's Most Widely
Listened-to Book Program

In Current Release

THESE BOOKS:

October '43—Aage Bertelsen
"Bonjour Tristesse"—Francoise Sagan
"The Solojourner"—Marjorie Kinnan Rawlings
"The Rise and Annihilation of Earth Life"—Julian Huxley
"The Good Shepherd"—C. S. Forester
"Man With a Bull-Tongue Plow"—Jesse Stuart
"The Fabulous Phonograph"—Roland Gei-
"Insight Into Astronomy"—Leo Matters-
"Best's Fort"—David Vanderhooft
"From an Antique Land"—Julian Huxley

THESE REVIEWERS:

Peter Frenen; Halie Southgate Bur-
Era Bell Thompson; Alfred Friend-
Kenneth Dodson; August Derleth; R. D.
Richard S. Dodson, Jr.; Dan Trace; Henry Field.

BROADCASTING • TELECASTING

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BEST GUESS in CHCH-TV Hamilton, Ontario, contest to determine total population in primary coverage area belongs to R. L. Johnston (I), manager and advertising director of Acousticon Dictograph, Toronto. He receives his $1,000 prize check from CHCH-TV Commercial Manager J. R. Peters.

WNCV (TV) PICKS POWER QUEEN
STANDOUT in a field of more than 33,000 entrants in the “Miss Super Power” contest staged by WNCV (TV) Greenville, N. C., was Nettie Ferrell Beach. She won a trip to Bermuda plus $1,500 worth of prizes in the competition which spotlighted the recent power boost by WNCV ch. 9 to 316 kw.

WNEW BACKS SAFE DRIVING
EVEN COMMERCIAL announcements were vulnerable Dec. 1 when WNEW New York inititated a 24-hour voice saturation in the interest of automobile safety. Westbrook Van Voorhis, whose voice is most famous as the narrator of the former “March of Times” movie shorts, broke into various WNEW programs, and even commercials, over a period of 24 hours on the day designated by President Eisenhower as “Safe Driving Day” to remind listeners of caution on the roads.

CBS TO SPOTLIGHT SCHOOLS
CBS RADIO will present a special 55-minute broadcast examining the state of the nation’s schools on Dec. 17 (9:05-10 p.m. EST), with Arthur Godfrey serving as narrator. Titled The Warning Bell, the broadcast will be a follow-up to the White House Conference on Education held in Washington Nov. 28-Dec. 4. The program will be produced by CBS Public Affairs, with Jay McMullen as producer and Ralph Backlund as supervisor.

DODGE CONTEST EXTENDED
NATIONAL “Car For Life” safety contest has been extended until Dec. 19 because of an appeal from The National Safety Council and “tremendous public response,” officials of the Dodge Div., Chrysler Corp. announced. Grand prize each week to the winner of a 10-question safe driving quiz, carried on ABC-TV’s Lawrence Welk Show (Sat., 9-10 p.m. EST), is a new car every year for life.

KITE PROMOTES WITH ‘DOPE’
CAPSULES of “dope” constitute a recent ad mailing of KITE San Antonio, Tex. Inside the KITE cellulose tube is a slip of paper warning, “Don’t get hooked. There’s a real quick lift in KITE’s good music! (but it is slightly habit-forming)”

FOR THE RECORD
Station Authorizations, Applications, (As Compiled by B-T)

November 23 through November 30

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundups.

Abbreviations:
CP—construction permit; DA—directional antenna; ERP—effective radiated power; vhf—very high frequency; uhf—ultra high frequency; antenna; aur.—aural. vhf—visual; kw—kilowatts; w—watts; mc—megacycles; d—day; n—night; LA—local station; mod.—modification; trans.—transmitter; uni.—unlimited hours; ko—key station; SCA—single channel audio; BCA—broadcasting communications authorizations; SSA—special service authorization; STA—special temporary authorization.

Am & Fm Summary Through Nov. 30

<table>
<thead>
<tr>
<th>On air</th>
<th>Licensed Cps</th>
<th>Appl. Pending Cps</th>
<th>In Hearing</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Am Fm</td>
<td>2,792</td>
<td>2,107</td>
<td>282</td>
<td>262</td>
</tr>
<tr>
<td>Vhf Uhf</td>
<td>539</td>
<td>527</td>
<td>47</td>
<td>19</td>
</tr>
</tbody>
</table>

FCC Commercial Station Authorizations
As of October 31, 1955

<table>
<thead>
<tr>
<th>Am</th>
<th>Fm</th>
<th>Ty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Am Fm</td>
<td>2,768</td>
<td>519</td>
</tr>
<tr>
<td>Cps on</td>
<td>116</td>
<td>14</td>
</tr>
<tr>
<td>Cps not on</td>
<td>116</td>
<td>14</td>
</tr>
<tr>
<td>Total on</td>
<td>2,884</td>
<td>533</td>
</tr>
<tr>
<td>Total authorized</td>
<td>2,884</td>
<td>533</td>
</tr>
<tr>
<td>Applications in hearing</td>
<td>147</td>
<td>1</td>
</tr>
<tr>
<td>New station request</td>
<td>9</td>
<td>35</td>
</tr>
<tr>
<td>New station bids in hearing</td>
<td>79</td>
<td>9</td>
</tr>
<tr>
<td>Facilities denied</td>
<td>21</td>
<td>126</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>843</td>
<td>142</td>
</tr>
<tr>
<td>Licenses denied</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

Prom: Based on official FCC monthly reports. These figures do not always exactly match since the FCC must await formal actualizations of stations going on the air. Some station activity, especially li- censes or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For complete list of all am and fm stations see “Am and Fm Summary,” above, and for tv stations see “Tv Summary,” next column.

FCC ANNOUNCEMENTS
New Tv Stations...

<table>
<thead>
<tr>
<th>ACTION BY FCC</th>
</tr>
</thead>
<tbody>
<tr>
<td>KSLA (TV) Shreveport, La.—Cp cancelled and</td>
</tr>
<tr>
<td>Ironwood, Mich.—Upper Peninsula Broadcasting Co. granted vhf ch. 12 (204-210 mc); ERP 118 w, 137 kw aur.; antenna height above terrain 460 ft., above ground 503 ft. Estimated construction cost $80,000, revenue $88,000. Post office address 130 E. McLeod and Trans. and location Ironwood. Geographic coordinates 46° 36’, 88° 46’, 88° 40’.</td>
</tr>
</tbody>
</table>

Grants Since July 11, 1952

(When FCC began processing applications after TV freeze)

<table>
<thead>
<tr>
<th>Grants Since July 11, 1952</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial on air</td>
</tr>
<tr>
<td>Vhf</td>
</tr>
<tr>
<td>315</td>
</tr>
</tbody>
</table>

Applications Filed Since April 14, 1952

(When FCC ended Sept. 28, 1954-April 14, 1952 freeze on tv processing)

<table>
<thead>
<tr>
<th>Applications Filed Since April 14, 1952</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial on air</td>
</tr>
<tr>
<td>Vhf</td>
</tr>
<tr>
<td>327</td>
</tr>
</tbody>
</table>

BROADCASTING • TELECASTING
**Existing TV Stations . . . ACTIONS BY FCC . . .**

**WJTM-TV Lansing, Mich.**—Granted change in trans. site to point about eight miles southeast of city, increase antenna height from 440 ft. to 960 ft., subject to certain conditions. Granted Nov. 23.

**APPLICATIONS**

**WHEN-TV Syracuse, N.Y.**—Seeks mod. of cp to change ERP to 10 kw, move tower to 3.3 miles southwest of Jamesville, N.Y., change ERP to 20 kw. sub. aur. and equip. changes. Filed Nov. 28.

**WENT-TV Nashville, Tenn.**—Seeks mod. of cp to change ERP to 228 kw, raise 123.5 kw. aur. and make equip. changes. Filed Nov. 23.

**CALL LETTERS ASSIGNED**

**KSLA Shreveport, La.**—Shreveport Television Co., ch. 12, and KCIS (TV), KGHL-TV, Billings, Mont.—Midland Empire Broadcasting Co., ch. 16, KMOT (TV) Minot, N.D.—Meyer Broadcasting Co., ch. 14.

**WTVK (TV) Knoxville, Tenn.**—Seeks change to TNK-TV Knoxville, Tenn. Trans. filed for 25 kw, sub. aur. and increase antenna height from 2275 ft. to 2900 ft.Filed Nov. 23.

**New Am Stations . . . ACTIONS BY FCC . . .**

**Tremann, Ark.**—Poinsett County Broadcasting Co., granted 980 kc, 500 w. Post office address 1209 Maplewood, Memphis, Tenn. Estimated construction cost $22,714; first year operating cost $56,000. Filed Nov. 23.

**Ansonia, Conn.**—The Valley Broadcasting Co., granted 960 kc, 500 w. Post office address Box 219, Hartford, Conn. Estimated construction cost $22,714; first year operating cost $56,000. Filed Nov. 23.

**Dawgaw, Mich.**—Cass County Broadcasting Co., granted 1410 kc, 500 w. Post office address 72 Church St., Coldwater, Mich. Estimated construction cost $26,000, first year operating cost $65,000. Filed Nov. 23.

**Savannah, Ga.**—Richardson-Ross Co., application reinstated by FCC. 1010 kc, 500 w. Post office address Box 10, Florence, Ala. Estimated construction cost $26,000; first year operating cost $65,000. Filed Nov. 23.

**Henderson, Tex.**—Wes Dean & Co. granted 1470 kc, 500 w. Post office address Box 319, Henderson, Tex. Estimated construction cost $7,986, first year operating cost $18,000, revenue $39,000. Filed Nov. 23.

**Erwin, Tenn.**—Unicoi Broadcasting Co., granted 1420 kc, 1 kw, D. Post office address Box 218, Richlands, Va. Estimated construction cost $15,000, first year operating cost $24,000, revenue $65,000. Filed Nov. 23.

**Erwin, Tenn.**—Dean Broadcasting Co., granted 1420 kc, 1 kw, D. Post office address 500 W. Church St., Richlands, Va. Estimated construction cost $15,000, first year operating cost $24,000, revenue $65,000. Filed Nov. 23.

**APPLICATIONS RESUBMITTED**

**Morris, Minn.**—Western Minnesota Broadcasting Co., resubmits application for cp for 1570 kc, 1 kw D,Filed Nov. 30.

**APPLICATIONS AMENDED**

**Baton Rouge, La.**—Vox Inc. application for cp to operate on 1540 kc, 1 kw D amended to change to 1530 kc, 500 w. Amended Nov. 29.

**Lakeland, N.Y.**—Essex County Broadcasting Co., application for new cp to operate on 1270 kc, 1 kw D amended to specify 1300 kc. Amended Nov. 29.

**Cost Bay, Ore.**—Cass County Broadcasting application for new cp to operate on 1270 kc, 1 kw D amended to specify 1240 kc and changes in location and specified remote control point to be designated. Amended Nov. 23.

**Pasco, Wash.**—Music Broadcasters application for new cp to operate on 950 kc, 1 kw D amended to specify 900 kc, change studio-trans. location and specify remote control point as to be determined. Amended Nov. 23.

**Existing Am Stations . . . ACTIONS BY FCC . . .**

**WAYU Albertville, Ala.**—Granted increase of power on 630 kc, D from 500 w to 1 kw. Condition was that station must maintain present power to avoid interference as may be caused by proposed operation by J. Dige Bishop, Thomasville, Ala., in pending application. Granted Nov. 25.

**WBFC Fremont, Mich.**—Granted increase in power on 180 kc to 200 w, operating on 1480 kc, engineering condition. Granted Nov. 25.

**WENC Whiteville, N.C.**—Granted change in facilities from 1240 kc, 250 w untl., to 1250 kc, 1 kw D. Granted Nov. 25.

**WEOJ Elizina, Ohio**—Granted mod. of DA-D pattern, operating on 1040 kc, 1 kw DA, 2 uu. conditions. Granted Nov. 25.

**WWKO Copley, Ohio**—Granted change in facilities from 1450 kc, 250 w untl. to 630 kc, 1 kw D with remote control from main studio site. Granted Nov. 25.

**WHO Columbus, Ohio**—Granted increase of power on 1470 kc from 1 kw to 3 kw, continued D operation. Granted Nov. 25.

**KALL Salt Lake City, Utah**—Granted change from DA-1 to D-40, operating on 1160 kc, 1 kw untl.; with remote control during D non-DA period from main-studio. Granted Nov. 25.

**APPLICATIONS**

**WVOK Birmingham, Ala.**—Seeks cp to erect new southwest tower of DA, increase tower height (416 ft.) to support proposed tv ant. and dale mount fm ant. at top of tower. Filed Nov. 30.

**KMYC Marysville, Calif.**—Seeks mod. of cp for an authorized erection of tower to be used with present northeast tower for DA-D pattern; increase D power to 1 kw 5 kw, and make changes in DA pattern. Mutually contingent upon application of KNX Stockton, Calif. Filed Nov. 30.

**KTKN Stockton, Calif.**—Seeks cp to erect third tower for D operation, increase D power from 1 kw to 5 kw and change from DA-1 to DA-5. Mutually contingent on application of KMYC Marysville, Calif. Filed Nov. 30.

**WRXY Sarasota, Fla.**—Seeks mod. of cp to change from D to untl. using 500 w, 1 kw D, change from DA-1 to DA-D, and make ant. system changes. Filed Nov. 23.

**WIND South Bend, Ind.**—Seeks cp to change trans. location and make changes in ant. and ground system. Filed Nov. 23.

**WTKN Newton, Mass.**—Seeks mod. of cp to change studio location and operate trans. by remote control from studio location. Filed Nov. 21.

**WTRN Tyrone, Pa.**—Seeks mod. of cp to increase power from 500 w D to 1 kw D on 1290 kc. Filed Nov. 23.

**WCIR Morristown, Tenn.**—Seeks cp to change from 1490 kc to 1530 kc, change power from 125 kw to 500 w N 1 kw D, install D and change estimated construction cost $14,625, first year operating cost $38,000, revenue $40,000. Applicant is wholly owned by R. C. McKeever, appliance store owner. Filed Nov. 30.

**Dover, Del.**—Cheapeake Broadcasting Corp., 1600 kc, 500 w, unlimited time. Post office address P. O. Box 91, Havre de Grace, Md. Estimated construction cost $250,000, first year operating cost $45,000, revenue $60,000. Principals include James E. Fairly, minority owner of WABA Havre de Grace, Md. No other ownership information available. Filed Nov. 30.

**Green Cove Springs, Fla.**—William F. Askew, 790 kc, 500 w D. Post office address 2550 Arniston Rd. Jacksonville, Fla. Estimated construction cost $8,215, first year operating cost $15,500, revenue $21,000. Applicant is now in pastor, and former owner of WBOB Jacksonville, Fla. Filed Nov. 23.

One of the largest suppliers of temporary lighting facilities anywhere in the U.S. and Canada.

Rental equipment service includes installation and removal at one low cost.

free estimates
Write for Free Catalog of Equipment

**Jack A. Frost**

Department BT
234 Piquette Ave.
Detroit 2, Michigan

**4 Reasons Why**

The foremost national and local advertisers use WEOY year after year to reach the vast Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of

"WHO'S ON WEOY"

Henry Greensfeld, Managing Director
WEOY 117-119 West 4th St.
New York 19

December 5, 1955 • Page 117
APPLICATIONS

WILD Birmingham, Ala. — Seeks assignment of license to Gordon Alabama, Inc. for $115,000.

1980 WBCAM-FM - AM-FM broadcasting license will be transferred to H. R. Robison, who will own new license.

1981 WKRF Fort Smith, Ark. — Seeks transfer of control for $135,000. Mr. Nakai would own new license.

1982 WCDR-FM - AM-FM broadcasting license will be transferred to Alves, Inc., which will own new license.

1983 WKRE Florence, Ala. — Seeks transfer of control for $90,000. Mr. Nakai would own new license.

1984 WCDR-FM - AM-FM broadcasting license will be transferred to Alves, Inc., which will own new license.

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2013 WCDR-FM - AM-FM broadcasting license will be transferred to Alves, Inc., which will own new license.

2014 WCDR-FM - AM-FM broadcasting license will be transferred to Alves, Inc., which will own new license.

2015 WCDR-FM - AM-FM broadcasting license will be transferred to Alves, Inc., which will own new license.

2016 WCDR-FM - AM-FM broadcasting license will be transferred to Alves, Inc., which will own new license.

2017 WCDR-FM - AM-FM broadcasting license will be transferred to Alves, Inc., which will own new license.

2018 WCDR-FM - AM-FM broadcasting license will be transferred to Alves, Inc., which will own new license.

2019 WCDR-FM - AM-FM broadcasting license will be transferred to Alves, Inc., which will own new license.

2020 WCDR-FM - AM-FM broadcasting license will be transferred to Alves, Inc., which will own new license.

2021 WCDR-FM - AM-FM broadcasting license will be transferred to Alves, Inc., which will own new license.

2022 WCDR-FM - AM-FM broadcasting license will be transferred to Alves, Inc., which will own new license.

2023 WCDR-FM - AM-FM broadcasting license will be transferred to Alves, Inc., which will own new license.

2024 WCDR-FM - AM-FM broadcasting license will be transferred to Alves, Inc., which will own new license.

2025 WCDR-FM - AM-FM broadcasting license will be transferred to Alves, Inc., which will own new license.

2026 WCDR-FM - AM-FM broadcasting license will be transferred to Alves, Inc., which will own new license.

2027 WCDR-FM - AM-FM broadcasting license will be transferred to Alves, Inc., which will own new license.

2028 WCDR-FM - AM-FM broadcasting license will be transferred to Alves, Inc., which will own new license.

2029 WCDR-FM - AM-FM broadcasting license will be transferred to Alves, Inc., which will own new license.

2030 WCDR-FM - AM-FM broadcasting license will be transferred to Alves, Inc., which will own new license.
Help Wanted

Managerial

Sales manager—Nationwide expanding company, in need of a producer. Insurance and commission. Earnings $12,000.00 plus. Please write fully. Box 693E, B-T.

Wanted salesmen: A successful, thoroughly experienced salesman for a 1000 watt network affiliate station. Daylight plus commission, should earn $6,000 annually. Contact Box 595E, B-T.

Three station company needs experienced radio salesman large Michigan market. Great potential to $10,000. Submitted resume past experience, references, photo. Box 599E, B-T.

The salesman we need is probably a man between 25 and 35, who has been setting radio time in a town under 40,000 population for about a year or so. He should have about $2,000 a month billing and has probably reached the point where it looks as though it would be very difficult to improve. He has the sort of present job and past experience that will make him really appreciate a fair and highly remunerative commission arrangement supported, in the beginning, by a draw at least equal, or better, to commission income. He will appreciate the opportunity of working for and with professional radio men in a non-competitive territory where radio advertising is accepted as having value at high but fair rates. If you want to live in a wealthy, farm-rich, midwestern community and your experience matches our requirements, write Box 606E, B-T, in preparation for a personal interview.

Sales representative—leading radio-newspaper group has exceptional opening with present and future for sincere, ambitious young men. Pocatello Idaho, radio station, nice-sized city. Live resume. Confidential. Box 612E, B-T.

Announcers

Unusual opportunity for announcer with first class degree to really sell merchandise on the air and read news. Hours are 40 hours weekly and evenings. Salary $900.00 weekly. Box 632E, B-T.

Experienced announcer—chief engineer, Virginia, daytime, 50-hour week. $80.00. Send tape, photo, resume. Box 599E, B-T.

RADIO

Help Wanted—Continued

Wanted: Disc jockey for pop music program. Must be good air salesman and have good references. St. Louis, Missouri. Send full information first letter. Box 600E, B-T.

Staff announcer— opportunity for sales. Will accept beginner or pay for experience. Box 679E, B-T.

Top country and western DJ for midwestern region, must be experienced and qualified all around radio man. Box 617E, B-T.

Major market midwest indie needs top-flight morning man who can build Hoopers. Rush tape and details. Warm, smooth "sell" voice for DJ show. Good change of pace for news; also skill on board. What we need requires experience, professional attitude and high adaptability to our requirements. Location: in central-greeces metropolitan southern market. Must be willing to be "team player." Personal "sell" ways. Good salary to start with. Unique incentive-bonus arrangement. Send qualifications, with notty if tape required. Box 638E, B-T.

Announcer for afternoon and evening shift and radio. Forward tape, background and references. All tapes returned. Box 643E, B-T.

Wanted: Combo man with first phone, ideal working conditions. Western Montana location, 20 miles from Glacier National Park playground. Write Dick Vick, Manager, KGEZ, Kalispell, Montana.

Experienced staff announcer for top-rated CBS station. Salary $625.00 plus pension. Send tape and complete background to WBSR, Pensacola, Florida.


Announcers, send your audition or come see me for position at WCVT, Centralia, Illinois.

Cable—Announce engineer with emphasis on announcing. Immediate opening. Forward tape and full particulars to V. G. Balkcum, WQBB, Goldsboro, N. C.

Announcer, immediate opening for experienced man. Must have car, 1000 watt daytimer in eastern Pennsylvania. Chain. Excellent opportunity for advancement to executive or sales position, overtime, paid vacations, pleasant working conditions. Reply by phone to Assistant Manager, WLSH, Lansford, Pa.

Help Wanted (Continued)

WANTED: Help wanted by broadcast firm. Applicant must be experienced and capable of complete maintenance and construction. Send complete details for immediate opening. KVOR, Colorado Springs, Colo.

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RADIO

Help Wanted (Continued)

WANTED: Class C station requires experienced talk show and drama production man. Should have some experience in radio drama and maybe some experience in field work. Must be in good health. Box 601E, B-T.

Help wanted by broadcast firm. Applicant must be experienced and capable of complete maintenance and construction. Send complete details for immediate opening. KVOR, Colorado Springs, Colo.

Help Wanted—Continued

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Help Wanted—Continued

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**RADIO**

**Situations Wanted—(Cont'd)**

**Salesmen**


Announcers


Announcer-DJ. Pop-hill-Pi. Punch or soft smooth. Eight years radio experience. Employed midwest 50 kw 7 years. Just southerner wishing location California. Box 637E, B-T.

Announcer, one year experience. Prefer Minnesota, but will consider Iowa or Wisconsin. Available all-S.E. Box 638E, B-T.

Experienced sportswriter wants position in radio or tv. Preferably east. Box 639E, B-T.

Eight years experienced announcer. Records, news, sports. Most important point: will sell. Open any good offers. Box 631E, B-T.

Attention Florida! Announcer DJ seeks position with progressive station. Thoroughly experienced all phases, professionally employed, married, reliable, available after January 1st. Box 639E, B-T.

Do you believe sincerity, skill, spontaneity is government to the public? No studio hero, garage products to listeners. Married, children. Box 639E, B-T.


Staff announcer, married, recent broadcasting school. Press all phases. Will travel. Tape, resume. Box 637E, B-T.

Recent broadcasting school graduate. Good DJ, news, sports, board. Tape. Box 639E, B-T.

Announcer, experienced DJ, news, commercials. Good selling personality. Tape, resume and photo upon request. Box 639E, B-T.

Announcer, 1st phone, 5 years experience, air copy, P.D. State salary. Presently employed. Box 642E, B-T.

Announcer-P.D. seeks permanent position north-east. Years P.D. Long news, sports, music. Some tv. Box 642E, B-T.

Early morning man or straight announcing. Married. 8 years broadcasting experience. Natural, sincere delivery. Excellent sponsor salesmanship. Radio or television. Want better working conditions and advancement, accustomed to earning $90 to $110 weekly with salary and talent. Write Donald Christensen, 234 N. 10th Street, Sheboygan, Wis., phone 5-2402 evenings between 5-7 P.M. Morning 10-12. Midwest only.

Young married man, radio school, some experience, wants job south or west. Tape available. Harry Hefner, 3235 McCarvock, Nashville, Tenn.

Small stations only. Announcer, copywriter. Heavy commercial, news, James L. Morin, 1061 Mayfair Road, Unlon, New Jersey.

Staff announcer. Broadcasting school graduate. Bill Parker, 2329 N. Parkside, Chicago.


**TELEVISION**

**Help Wanted**

Salesmen


Announcers

Expanding television operation in large booming western city seeks experienced announcers. Submit full resume and SOF audition. Box 639E, B-T.

Experienced combo man for tv. Must have 1st phone, good voice and will to learn all phases of tv operation. Send tape and resume to Program Director, KREM, Spokane, Washington.

Channel 3, NBC affiliate now assembling staff for start around first of year needs two top-flight on-camera announcers, capable of handling any on-camera assignments and have a record to prove it. Send resume, picture and references to WSAV-TV, Savannah, Georgia.

Technical

Western vhf tv station, network affiliate, offers brilliant opportunity for qualified engineers in expanding operation. Send complete resume first letter. Box 622E, B-T.

Studio engineer, for all-around video work. Send complete application, recent photographs, salary expected.References. KTVF, 560 Lincoln Street, Denver, Colorado.

Programming-Production, Others

Production manager-Director. A better-than-average opportunity awaits a better-than-average person for this expanding, line-up-widening, copywriting, creative team. Must have workable ideas for good low-budget production. Versatility and imagination essential, as is ability to produce, direct, switch and handle other technical details including traffic and copy supervision. "Successful" uhf north-central area, state starting salary expected, give full particulars, experience and attach small snapshot. Confidential. Box 639E, B-T.

Excellent opportunity for television director with minimum of production experience. Network affiliate in major market. Box 637E, B-T.

Television continuity writer needed by fast-moving network affiliate in large western city. Send complete resume and salary desired in first letter. Box 629E, B-T.

Midwestern vhf has opening for competent woman copywriter. Send resume and salary desires to Box 612E, B-T.

(Continued on next page)
FOR SALE

Stations

For sale—Three midwest stations, all single station markets, all make money. $50,000 each for two, $75,000 for third. All replies answered. Box 518E, B-T.

Rural radio station with auditorium. Radio daytimer doing well. No competition. Station earns $15,000 to $20,000 year. Auditorum pre-limited does same. Auditorium will pay for station in 5 years. Building and real estate valued in excess $150,000. $50,000 down, Southern location. Box 519E, B-T.

Free list of good radio and tv station buys now ready. Jack L. Stall & Associates 4958 Mirrone Avenue, Los Angeles 26, California.

Eastern listings include high potential uhf and money making am stations. John I. Hanly, 1739 Connecticut, N. W., Washington, D. C.

Radio stations for sale. 100 watts day to 50 kw full, Minnesota, Iowa, Washington, Virginia, Illinois, Wisconsin and California, also uhf, vhf, write for detail Hugh N. Norman, Box 561, Davenport, Iowa.

FOR SALE

Equipment

RCA TF5A superturnstile. Tuned channel 1 but tunable 4 or 6. Box 576E, B-T.

Excess stock of first class, unused, air cooled and water cooled broadcast tubes. Will quote on any type. Satisfaction guaranteed. Box 518E, B-T.

Booth Leasing Corporation—a national leasing service—whereby you choose the equipment you need—new or used—BLC purchases it from your supplier, at the established price and place it in your studio, transmitter and office on flexible lease terms written to meet your specific requirements. Rentals paid under lease drawn as recommended by BLC are tax deductible business items. For full information for your attorney, see yourself and write, wire or phone Gene O'Fallon & Sons, KFEL-TV, Building—550 Lincoln Street, Denver, Colorado.

FOR SALE

Equipment

For sale—RCA TF-6AH superturnstile—channel 36. Minor changes to channel 1 through 51. Used 8 months, 21/2 years old. Excellent condition. Pressured. Make offer. KFEL-TV, Lincoln, Nebraska.

New stations and CP's: If you are constructing or about to construct, here is a real bargain! Approximately 650 feet Andrew type 707 direct dielectric co-axial cable never used and on its original reel. New price is $1.50 per foot. We are selling F.O.B. our site at 60 per foot. First check gets the goods. WCM, Cottageville, Pennsylvania.

In excellent used condition 100—500 Century 6-inch 250-750 watt Fresnel spotlight with pipe clamps. $25—5000 Century Barn Doors for $5000 spotlight's. WDSU-TV, 250 Royal Street, New Orleans 16, Louisiana.

Re-broadcast television receiver and power supply. GP model PB-301. $100.00. Write J. H. Buck, WPBF-TV, Box 512, Fayetteville, N. C.

1 RCA TP-16 film projector, $2500.00 1 RCA TK 20 teleprompter camera less power supplies, $750.00. 1 TA hi-intensity fluorescent studio lights, $50.00 each. WHIO, Dayton, Ohio.

For sale: 250 watt fm broadcast transmitter type BT-1-B with tubes and crystal to operate on 92.5 mc. Fm monitor type BM-1-A to match, all excellent condition. WLOE, Inc., Leicester, N. C.

3 kw GE fm transmitter with monitors, transmission line. Make offer. FOB, Cattol, Georgia. Call or write Lee Bartell, Radio Station WOKY, Milwaukee, Wisconsin.

Modulation monitors—Geales MO 2230, OR 721. 223 S. Third Street, Butte, Montana. Tele- phone Thonwall 4-2661.

30 Sangean G1 capacitors. $2015mfd 20KV. New surplus. $700. Art Sorrell, Riverdale, Md.

WANTED TO BUY

Equipment

Wanted—We buy all types of radio broadcasting and tv transmitting tubes. Dispose of your obsolete or excess stock. Also want all types of low power broadcasting equipment. Must be complete. Highest prices paid. Box 658E, B-T.

Wanted: Remote amplifiers, broadcast microphones, studio console, 500 watt am broadcast transmitter. Box 519E, B-T.

Wanted—up to 1,200 ft. used 1 1/4″ ohm transmission line. Rate manufacturer, price and condition. Box 518E, B-T.

Maggie F16-AH contact. KYNO, Fresno, California.


50—used of standard make 1000 watt 8 inch lens, Fresnel lens spotlights with pipe clamps. WDSU-TV, 250 Royal Street, New Orleans 16, Louisiana.

Wanted to buy: 500 or 1000 watt transmitter, preferably RCA. Send all details about price and time it has been used to XEAF, P. O. Box 628, Monterey, Nuevio Leon, Mexico. If possible include photographs and diagrams.

INSTRUCTION

FCC license training—correspondence or resident. Beginner class trained in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grainham School, Dept. 1-9, 41st Street, N. W., Washington, D. C.


MISCELLANEOUS

Don Kelly, please get in touch with Robert Wasson, WLOW, Norfolk, Virginia.

SUBSCRIBER TO NARTB

NORTHWEST RADIO & TELEVISION SCHOOL

HOLLYWOOD, CALIFORNIA 1440 North Highland

Page 122 • December 5, 1955

CHICAGO, ILLINOIS . . . . . 540 N. Michigan Avenue

WASHINGTON, D. C . . . . 1679 K Street N. W.

Broadcasting • Telecasting

Page 122

BOBCRAFTERS 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.

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, switches.

• 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.

Your collect wire or call us always welcome. Call Northwest first. Our Employment Counselor... John Birrel... assures you of immediate, personal attention.
**SPECIAL OPPORTUNITY**

Experienced Radio Salesman wanted for leading Music, News and Sports station. Active accounts; excellent potential list; monthly guarantee and liberal commission make this outstanding opportunity. Send complete resume, references, and photo in first letter to: Manager, WWBZ Radio, 400 Temple, Detroit 1, Michigan. Please do not call.

**WANTED**

Executive Salesmen Over 35

With Intangible and Advertising Experience—Valuable Franchise—No Investment—All Sections of Country Open—Commissions Paid Immediately on Sale & Renewals. Write Randall, Suite 100, 1821 Conn. Ave., Washington 9, D.C.

**ANNOUNCERS**

Top Flight Announcer Wanted

With personality and ability to put on a distinctive show. Must have bright, friendly style. If interested, contact Program Director or General Manager KLIF, Dallas, Texas, the Southwest's most progressive radio station.*

**Morning Man Wanted**

With personality to put on distinctive morning show. Preference given to applicant now successfully doing similar program. Must have bright friendly style and be able to sell. Top rated program for past fifteen years. Detail previous experience salaries earned and expected and attach snapshot. Rush audition tape, including commercials. Confidential. WAKR, Akron, Ohio.

**FOR SALE**

Equipment

TOWERS

Radio-Television

Tower Sales & Erecting Co.

5100 N. E. Columbia Blvd.

Portland 11, Oregon

**FOR THE RECORD**

(Continues from page 118)

Los Angeles County. These regular authorizations, for license period, supplant temporary authorizations held for 18 months. Regular authorizations specify modulation of trans. with audio tones not in excess of 40 cps. and modulation of carrier not in excess of 20% of this purpose. Announced Nov. 25.

WWBZ Vineyard, N. J.—FCC denied renewal of license application allowing station 60 days to terminate business. Announced Nov. 28.

**SALES**

Top Executive Salesmen be able to present acceptable sales results on current account basis. Good opportunity to be one of the top salesmen. Must have at least 5 years experience and extensive knowledge of this field. Franchise territory. All replies held in confidence. Write: Manager, WJBK-Detroit, 220 E. 6th St., Detroit 2, Michigan.

**TELEVISION**

Help Wanted

Programming-Production, Others

ARTIST-WRITER

Outstanding top-power Southern TV station has immediate opening for experienced artist-writer for Promotion Department. Position involves knowledge of audience and sales promotion techniques, salary open. All replies confidential. Address inquiries to Box 588E, B&T

**BROADCASTING** • **TELECASTING**

December 5, 1955 • Page 123

FOR SALE—(Cont'd)

CLEANING HOUSE

Here is your chance to get broadcast audio equipment at bargain prices. All items are guaranteed as represented. The original cost is indicated in parentheses.

1—WE 109AA Vertical-Lateral Reproducer Excellent. ($800.00)
2—WE 105A Damaged styli. $25 complete.
3—WE 105A Mikes with 9A Stands. Excellent. ($150.20) $59 each.
1—Rec-O-Kut G-15 Turntable. Like new. ($137.40) $79.
2—Box-O-Kut G-3, G-4, G-5 turntables. Need repairs. ($280.00) $170.
3—Presto G44A Gear Driven 15" Turntables. Need repairs. ($260.00) $175.
1—Presto-G44A. Good. $190.
2—RCA M-12509 Arms. Need repairs. ($94.50) $19 each.
6—Pickering 1381-200 Cartridges. Styli may be damaged. ($90.50) $4.50 each.
5—Pickering 12-1452 Cartridges. Need repairs. ($36.00) $9.60 each.$33.
5—Pickering 28091 D Cartridge. Need repairs. ($60.00) $15.
5—Pickering 28092 DD Cartridges in 120 Arms. Styli may be damaged. ($91.50) $30 each. Not complete.

All items shipped FOB Philadelphia. For further information contact David Carson, WFLN, Philadelphia 28, Pennsylvania.
for consolidated hearing applications of John P. Shively, for new station to operate on 1370 kc, 1 kw D and KGYN Greenville to change frequencies from 1400 kc, 250w unlimited to 1380 kc, 1 kw D. Announced Nov. 23.

KFMB-TV San Diego, Calif.—FCC designated for consolidated hearing applications for KFYD to change facilities from 1360 kc, 1 kw, DA-2, unlimited to 250 kc, 1 kw, DA-1, and KIPX to change DA to DN, on 540 kc, 5 kw unlimited made KEBO San Francisco and KBKB Bakersfield, parties to proceeding; granted request for extension of time to Nov. 23, for further consideration of Commission's letter of Aug. 22. Announced Nov. 23.

WGGH-TV Hartford, Conn.—Is being advised by Commission of completion of cp to CBS indicates necessity of hearing. Action of Nov. 23.

WPFH (TV) Wilmington, Del.—FCC dismissed amended motion for hearing by WPFH (TV) for reconsideration of assignment of call letters WTVN to Woodland Hills, Calif. Commission feels there is insufficient likelihood of conflicting to public. Action of Nov. 30.

Hazard, Ky.—Hazard Broadcast Co. and Perry County Broadcast Co. designated for consolidated hearing applications for new kw D to operate on 1380 kc, 5 kw D. Announced Nov. 25.

Pittsburgh, Pa.—FCC reopened record and designated for further hearing application of WWSW Inc. for new kw D to operate on ch. 11 in Pittsburgh and made WENS (TV) Pittsburgh, protest part 2 to proceeding but denied WDNS (TV) petition for stay of effective date of cp by 29 grant of WWSW application. Announced Nov. 26.

NARBA Notifications

List of changes, proposed changes, and corrections in Assignments of Canadian Broadcast Stations, including calls, frequencies and power ratings of Canadian Broadcast Stations attached to Spencer, Ont., for further consideration at Canadian Broadcasting Agreement Engineering Meeting. Jan. 18, 1955. Applications to deal with calls, location, power, hours of operation, class of station and probable date of operation.

Change List No. 96 Oct. 31, 1955


CF GP Grande Prairie, Alberta—5 kw DA-1 unlimited. Class II. Not in operation.


CIB Sydney, N. S.—8—5 kw DA-1 unlimited. Class II. Not in operation.

CJDC Lethbridge, Alberta—10 kw D, 5 kw N-DA-N unlimited. Class II. Not in operation.

CF CW Truscott, Ontario—250 w ND unlimited. Class IV. Not in operation.


1400 kc


1570 kc


CIB Sydney, N. S.—8—5 kw DA-1 unlimited. Class II. 

dielle assignment.

CIBC Halifax, N. S.—8—5 kw DA-1 unlimited. Class II. 

dielle assignment.


Routine Roundup

November 23 Decisions

**ACTIONS ON MOTIONS**

Comm. Robert J. Bartley

Wisconsin, Kansas City Television Co. granted petition for extension of time to Dec. 5, to file opposition to Rehband's hearing to The Radio Station KFJJ Co. Nov. 15 in cp 3.3182-57.

By Hearing Examiner J. D. Bond

Calif.—Issued order after prehearing conference which shall govern conduct of hearing in pro-

November 28 Applications

**ACCEPTED FOR FILING**

WTVY (TV) Fort Lauderdale, Fla.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 1956.

WEAT-TV West Palm Beach, Fla.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Dec. 18, 1956.

KPLC-TV Lake Charles, La.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 12, 1956.

KNAR Salt Lake City, Utah—Seeks mod. of cp (which authorized new tv station) to extend completion date (because of some equipment changes previously requested).

Renewal of License Granted

WDBQ of Dubuque, Iowa—Application for renewal of license for renewal of WDBQ-AM to be continued indefinitely. Action Nov. 25.

KFML Denver, Colo.; WMFJ Daytona Beach, Fla.; WARE Atlanta, Ga.; WMC Cordova, Miss.; WHAF Philadelphia.

License to Cover Cp Reconsidered

WAMY Amory, Miss.—Rebuttal applications filed to reconsideration of new tv station.

License to Cover Cp

WHOT Campbell, Ohio—Seeks license to cover cp which authorized new am station.

WBT Charleston, S. C.—Seeks license to cover cp (as mod. which authorized changes in licensed station).

KCBM-TV Sacramento, Calif.—Seeks license to cover cp which authorized new tv station.

WITV West Palm Beach, Fla.—Seeks license to cover cp which authorized new tv station effective date of May 20, 1956.

WCTV-Carriage, N. Y.—Seeks license to cover cp which authorized new tv station.

November 29 Decisions

**ACTIONS ON MOTIONS**

Commission on Nov. 23 issued amended order inocket no. 695 of Jan. 20, 1955, by amendment of sec. 11.251 of part 11 of Commission rules and regulations; order of Nov. 18 was intended only to the effect of a reply to the original comments to Dec. 19 and was corrected to that it may now be do more.

By Comr. Robert J. Bartley

Broadcast Bureau—Granted petition for extension of time to Nov. 30 to file replies to petition for reconsideration and to enlarge issues filed by Lorain Journal Co. on Nov. 15, in proceeding re application for renewal of license of WOEL Elyria, Ohio. Action Nov. 28.

Broadcast Bureau—Granted petition for extension of time to Nov. 30 to file replies to petition for renewal operation proceeding filed by The Mansfield Journal Co. on Nov. 15, in proceeding for renewal operation proceeding for license of WMAN Mansfield, Ohio. Action Nov. 28.

Television Inc., The, Broadcast House Inc., East St. Louis, III. — Granted joint petition for extension of time to Dec. 19 re file replies to exceptions to initial decision in ch. 11 proceeding. Action Nov. 23.

By Chief Hearing Examiner James D. Cunningham

Wireless Broadcasters, Franklin, Ind.—Granted petition to dismiss without prejudice its am application. Action Nov. 25.


WOEL Elyria, Ohio—Ordered hearing shall commence Jan. 18, 1956, re application of WOEL Elyria for renewal of license. Action Nov. 25.

By Hearing Examiner Annie Neal Hunting
tum Tarentum-Ambridge, Pa.—Hearing examiner having under consideration re am applications of Miners Bcstg. Service Inc., Ambridge Cumberland, Pa., WMBZ-FM Pittsburgh, Pa., and agreement concerning closing record, ordered record be closed. Action Nov. 28.


By Hearing Examiner H. Girard Iron


**BROADCASTING • TELECASTING**
By Hearing Examiner Basil P. Cooper
Broadcasting & Television Stations, Lansing, Mich., Eaton County Bstg., Char- lotte, Mich.—Grandfathered petition of Booth Broadcasting, Inc., Kansas City, Mo., to amend its application to change from 1380 ke to 1380 kc, as amended, is re- moved from hearing and returned to processing line. Action Nov. 26.

By Hearing Examiner Herbert Sheffar
WMNA Checotawga, N. Y.—Grandfathered petition for change of station from Nov. 18 to Dec. 10, 1956, re application for mod. of cp to extend completion date. Action Nov. 26.

By Hearing Examiner A. J. Bond
The Coral, Toledo, Ohio—Grandfathered application for permit to use from Nov. 30 to Dec. 15 for 17,700 kw., 24,00 kw., and 177 kw., in ch. 75, 74, and 71, respectively. Action Nov. 26.

By Hearing Examiner Hugh B. Hutchinson

November 29 Applications
ACCEPTED FOR FILING
License to Cover Cp
WHWE Marietta, Ga.—Seeks license to cover cp which authorized new am station.
WCB, Cincinnati, Ohio—Seeks license to cover cp which authorized increased power.
WBBG, Brunswick, Ga.—Seeks license to cover cp which authorized increased power.
WHQ Campbell, Ohio—Seeks license to cover cp which authorized new am station.
WHBC, Donalsonville, Ga.—Seeks license to cover cp which authorized increased power and equipment change.
WLK New Port, Tenn.—Seeks license to cover cp which authorized increased power.
WDXL-TV Jackson, Tenn.—Seeks license to cover new tv station and to change description of trans. location to Muscle Shoals, Ala. (not a move).

Renewal of License
WTIN Taitsville, Ill.; WQRI Ames, Iowa; KBUR Burlington, Iowa; KCGR Cedar Rapids, Iowa; KCHA Champaign, Ill.; KSWI Council Bluffs, Iowa; WOC Davenport, Iowa; KIOD Des Moines, Iowa; KWIN Davenport, Iowa; KICS Iowa City, Iowa; KICD Spencer, Iowa; KNWS Waterloo, Iowa; KJRC Kansas City, Mo.; KMOM Cape Girardeau, Mo.; KCHT Charleston, Mo.; KPHMO Flat Rock, Mo.; KFMO Fenton, Mo.; KRACK Kansas City, Mo.; WHB Kansas City, Mo.; KBO Hobart, Hobart, Ind.; KKLW Lebanon, Mo.; KKKD Mexico, Mo.; KNEM Madison, Mo.; KNEV Nevada, Mo.; KEKQ St. Joseph, Mo.; KMKC Kansas City, Mo.; WIKS St. Louis, Mo.; KTVI Springfield, Mo.; KOKO San Francisco, Calif.; KEW Warren, Mo.; KEW Warren, Mo.

Renewal of License Returned
WDBQ Dubuque, Iowa.—Application for renewal of license returned to applicant. Dated improper.

Modification of Cp
KHO-L TV Kearney, Neb.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Jan. 15, 1956.
WIES-TV Asheville, N. C.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 26, 1956.

November 30 Applications
ACCEPTED FOR FILING
License to Cover Cp
WINX Rockville, Md.—Seeks mod. of cp (which authorized change in hours of operation and in- stallation of new trans. for extension of completion date) to extend completion date to June 26, 1956.
WKNO-KFMO, N. Y.—Seeks mod. of cp (as mod. which authorized new tv station) to extend completion date to June 13, 1956.

Remote Control
KXZU Opportunity, Wash. License to Cover Cp
WFBG-TV Alboona, Pa.—Seeks license to cover CPI which authorized new station and to specify temporary studio location at trans. location as authorized in STA. Granted Oct. 4. (Contingent on filing and approval of application for new cp proposing permanent studio location, if provided it will be new tv station within city limits or an amendment if within city limits.)

Broadcast Bureau Decisions
Action of Nov. 17
WXKL Paris, Ky.—Grandfathered modification of cp to specify studio location on trans. by remote control from Walh Bldg., 828 Main St., Paris.

Action of Nov. 23
WEHT (TV) Henderson, Ky.—Grandfathered extension of completion date to July 15, 1956. Granted extension of completion date to June 22, 1956. WAKE Atlanta, Ga.—Grandfathered to op. trans. by remote control.

Action of Nov. 25
WVTY (TV) Hollywood, Fla.—Grandfathered extension of completion date to March 31, 1956.

Actions of Nov. 28
KHCQ-TV Holdrege, Neb.—Grandfathered extension of completion date to June 18, 1956.
WAPI Birmingham, Ala.—Grandfathered mod. of license to cp to change name to Alabama Bstg. System Inc.

Action of Nov. 29
WMVA-FM Martinsville, Va.—Grandfathered license to cover cp for changes in licensed station.
WHFV-TV Syracuse, N. Y.—Grandfathered extension of completion date to June 15, 1956.

WHE-TV Athens—Grandfathered extension of completion date to June 29, 1956.
KONA (TV) Hilo, Hawaii—Grandfathered extension of completion date to June 22, 1956.
WAWF Kinston, N. C.—Grandfathered license to cover cp which authorized new am station.
WAGQ Augusta, Ga.—Grandfathered license to cover cp which authorized increased power and equipment changes.

Action of Nov. 30
WMVA-FM Martinsville, Va.—Grandfathered license to cover new tv station in new trans. location.
WHFV-TV Syracuse, N. Y.—Grandfathered extension of completion date to June 15, 1956.

Grace Lake, Wis.—Grandfathered cp to cover new tv station in new trans. location.

Action of Nov. 30
WPRO-FM Providence, R. I.—Grandfathered license to cover cp in licensed station.

WPFB Fernandina Beach, Fla.—Grandfathered license to cover cp which authorized new station.

WSAC Sumter, S. C.—Grandfathered license to cover cp which authorized increased change in frequency, power and make station.

WAMY Amory, Miss.—Grandfathered license to cover cp which authorized new am station.

WGBA Columbus, Ga.—Grandfathered license to cover cp which authorized increased power.

WLIR Lewisburg, Tenn.—Grandfathered license to cover cp which authorized new station.

WREJ-Cole, Rockville, Md.—Grandfathered license to cover cp for extension of completion date to Dec. 15.

WHITE Rockville, Md.—Grandfathered license to cover cp for extension of completion date to Feb. 28, 1956.

KKNX Salt Lake City, Utah.—Grandfathered license to cover cp for extension of completion date to April 18.

WDEK Green Bay, Wis.—Grandfathered license to cover trans. and make changes in studio and trans. location, by remote control from WILJ 941 S. Main St., Wausau.

WEGA Newton, Miss.—Grandfathered license to cover cp which authorized changed power and equipment changes.

By the Commission
Research
WONE Dayton, Ohio; WBBB Pittsburgh, Ill.; WKTY LaCross, Wis.; WNPX Evansville, Ind.; WLMK Milwaukee, Ill.; WCFS-FM Baraboo, Wis.; WCFF-FM Har- rington, Ill.; WPFL (FM) Chicago; WSAU Wausau, Wis.

UPCOMING

DECEMBER

Dec. 6: NARTB Am Committee, NARHB hdqrs., Wash., D.C. in via, A.V.
Dec. 7: Community Antenna Committee, NARHB hdqrs., Wash., D.C. in via, A.V.
Dec. 8: NARTB Membership Committee, NARHB hdqrs., Wash., D.C. in via, A.V.
Dec. 10-12: NARMC—Regional NARTB Meeting, Waldorf, Md.
Dec. 17: NARTB—Sports Committee, Waldorf, Md.
Dec. 18: NARTB—Viewer Reaction Committee, NARHB hdqrs., Washington.

JANUARY

Jan. 11: NARTB—Film Committee, NARHB hdqrs., Washington.
Jan. 12: NARMC—Regional NARTB Meeting, Waldorf, Md.
Jan. 13: NARTB—Film Television Committee, Waldorf, Md.

JUNE

June 10-12: Advertisers Federation of America, National Convention, Bellevue-Stratford Hotel, Philadelphia.

THE NEWSWEEKLY OF RADIO AND TELEVISION
1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START YOUR SUBSCRIPTION WITH THE NEXT ISSUE.

I've checked service desired.

☐ 22 weekly issues of BROADCASTING TELECASTING
☐ 22 weekly issues and BROADCASTING Yearbook-Marketerbook
☐ 22 weekly issues and both Yearbook-Marketerbooks

☐ Enclosed ☐ Bill

name _____________________________
company name _______________________
address __________________________________________________________________________
city _____________________________ state __________

december 5, 1955 page 125
**Billon Dollar Babies**

LET IT be noted that in 1954 radio-televisio officially became a billion dollar business.

As reported elsewhere in this issue, the FCC last week issued financial reports for the radio and television networks and stations for the year 1954. Together their total revenues were $1,042,500,000, a 14.8% gain over total revenues for 1953.

Television, of course, brought in the new money. Its total revenue of $593 million was 37% bigger than its take in 1953. The sharp increase in tv billings more than offset the decline which radio suffered in 1954. For the first time in 16 years radio billings in 1954 failed to exceed billings of the preceding year. The 1954 radio revenue of $449.5 million was 5.4% off the 1953 peak.

Now 1954 was a long time ago. It is useful to have the official financial fever chart for that year, but in dynamic enterprises like radio and tv, what's going on now counts more than what went on 11 months or more ago.

We're willing to bet that the 1955 record will show gains for both radio and tv. From all the evidence, radio hit bottom in 1954 and is on the rise again. Television, it requires no occult power to predict, will turn in a 1955 record that will far outstrip 1954.

The Zenith Bite

IT WOULD be temptingly easy to conclude that the advertisement which is reproduced in part below was created by a suicidal nut.

Here is a television set maker who seems determined to kill off the television commercial, thus removing the source of support for the programs which people buy his sets to watch. Carried to a logical conclusion, this campaign would succeed in eliminating the need for the product being advertised.

Sounds nutty all right, until you think about it. The inventors of this campaign have no such conclusion in mind.

More and more it becomes apparent that the true objective of Zenith in this and its other anti-commercial campaigns has nothing to do with the elimination of commercial television. Zenith's purpose is to stimulate controversy which will cause talk, in short to create widespread publicity for Zenith at bargain costs.

The Flash-Matic gadget fits in perfectly with that scheme. Zenith's management is too intelligent to believe that it can turn the American living room into a sort of duck blind in which the televiewer sits hour after hour, gun in hand, popping off commercials as they appear on the screen. Zenith is fully aware that even the people who buy the Flash-Matic will put it to little if any use.

But they will talk about it, and those who don't buy but have read the ads will talk about it. That is the purpose of the gadget.

Talk is also the purpose—and, let us point out, the attainment—of Zenith's long advocacy of subscription television.

By incessant and skilful publicity, Zenith has generated a Phonlevision campaign that would have cost untold millions if placed as advertising. Newspapers and magazines are especially interested in Phonlevision and subscription television "news" because (1) they recognize commercial television as their stiffest competitor for advertising and (2) Zenith spends its media budget largely in newspapers and magazines—it buys virtually no radio or television time.

The success of Zenith's free advertising, which masquerades as news, is shown in Zenith's financial reports and in the remarkable rise of its stock prices.

Zenith has sucked in a lot of people, not excluding ourselves. Every time someone talks about one of Zenith's controversial gambits, he advances the Zenith cause. We recognize that we are falling for a gambit in writing this editorial. But we figured it was about time to take a whack at the real motives behind Zenith's paid "printed page" advertising and free publicity.

Recently we have entertained the unreasonable wish that someone would invent our own counterpart of Zenith's Flash-Matic—a gadget we could use to turn off some of Zenith's interminable promotion.

The Webster Tenure

THERE'S speculation about what President Eisenhower will do on the expiration June 30 of the term of Comr. Edward M. Webster as a member of the FCC. Since the President assumed office three years ago he has made four appointments to the seven-man commission—such a replacement. Practically all vacancies on other independent agencies have also been filled by new appointees.

The track record thus would indicate that a new appointment will be made. But Comr. Webster has plenty of unsolicited support for reappointment. He would accept, despite his eligibility for retirement, and his unwillingness to make a fight for it. Comr. Webster has a fine government record of some 47 years, beginning at the U. S. Coast Guard Academy, from which he graduated in 1912. He now holds rank of retired commodore. He is world renowned in communications, and currently is the FCC's only engineering member.

Comr. Webster is 67. But a man is as old as he feels. He is alert, active and energetic. He's a stickler when it comes to the letter of the law and of the regulations. Nobody pushes him around. We think the FCC needs one of his background and experience and that the taxpayers' money will be well spent if he is reappointed.
During the important evening viewing hours, 6:00 PM until midnight, KSTP-TV leads all other Minneapolis-St. Paul television stations in average program ratings—seven days a week.*

In this important Northwest market which offers an advertiser more than 600,000 active-buying TV families and a spendable income of nearly FOUR BILLION DOLLARS, KSTP-TV has long been the leader. It is the Northwest's first television station, first with maximum power, first with color TV and, of course, first in listener loyalty.

This listener loyalty which KSTP-TV has won through superior entertainment, talent, showmanship and service means sales for you.

To put your advertising dollars to work most effectively and most efficiently, KSTP-TV is your first buy and your best buy in the big Northwest.

Radio Wins New York

50 Thousand

New homes reached per 1/4 hour in 2 years by

New York's Fastest Growing Station

WINS

50,000 Watts New York

Share of Audience... Up... 77%**
Ratings... Up... 138%

* Average 1/4 hour increase radio families 6:00 AM to 12 midnite Monday - Fri. Sept. 1953 - Sept. 1955.
** New York Pulse average 1/4 hour increase ratings 6:00 AM to 12 midnite Monday through Sat. Sept. 1953 - Sept. 1955.

The Stars that Broke All Records

Bob & Ray
Stan Shaw
Peter Roberts
The Birdland Show

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Tom Reddy
The N.Y. Yankees
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Brad Phillips

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