

need in conducting a study in a particular area. ARF also pointed out that the publication and design were undertaken to implement a "Directory of Organizations Which Conduct Motivation Research," published by ARF in May, so that subscribers will have up-to-date information on what assistance is available when they are considering motivation studies.

'Dragnet,' 'Ford Theatre' Top Nielsen Video Ratings

TWO NBC-TV programs, *Dragnet* and *Ford Theatre*, led the National Nielsen Ratings of the top 10 tv programs, based on a survey for survey for the two-week period ending July 24. The complete list:

| Rank | Program | Number of Tv Homes Reached (000) |
|------|----------------------------------|----------------------------------|
| 1. | Dragnet (NBC) | 10,883 |
| 2. | Ford Theatre (NBC) | 8,628 |
| 3. | Pabst Blue Ribbon Bouts (CBS) | 8,490 |
| 4. | Public Defender (CBS) | 8,465 |
| 5. | Toast of the Town (CBS) | 8,168 |
| 6. | This Is Your Life (NBC) | 7,969 |
| 7. | Robt. Montgomery (Johnson) (NBC) | 7,783 |
| 8. | Masquerade Party (CBS) | 7,522 |
| 9. | Best of Groucho (NBC) | 7,384 |
| 10. | Westinghouse Theatre (CBS) | 7,275 |

| Rank | Program | Percent of Tv Homes Reached | Homes % |
|------|--------------------------------------|-----------------------------|---------|
| 1. | Dragnet (NBC) | 37.5 | 37.5 |
| 2. | Ford Theatre (NBC) | 31.5 | 31.5 |
| 3. | Pabst Blue Ribbon Bouts (CBS) | 29.5 | 29.5 |
| 4. | Public Defender (CBS) | 29.3 | 29.3 |
| 5. | Toast of the Town (CBS) | 28.8 | 28.8 |
| 6. | This Is Your Life (NBC) | 28.8 | 28.8 |
| 7. | Robt. Montgomery (Johnson) (NBC) | 26.8 | 26.8 |
| 8. | Masquerade Party (CBS) | 26.1 | 26.1 |
| 9. | Red Skelton Revue (Frigidaire) (CBS) | 25.9 | 25.9 |
| 10. | Westinghouse Theatre (CBS) | 25.5 | 25.5 |

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Pulse Scores 'Dragnet,' 'Howdy Doody' in First

NBC-TV's *Dragnet* led the top 15 once-a-week shows and *Howdy Doody* led the top 10 multi-weekly shows, according to the Pulse listing for July. List as follows:

| Program | Network | Day | Rating | |
|---------------------------|---------|--------|--------|------|
| | | | July | June |
| Dragnet | NBC | Thurs. | 35.4 | 43.3 |
| Stage Show | CBS | Sat. | 32.0 | |
| Best of Groucho | NBC | Thurs. | 28.3 | 38.6 |
| Toast of the Town | CBS | Sun. | 27.9 | 32.1 |
| Ford Theatre | NBC | Thurs. | 26.1 | 32.4 |
| Godfrey & His Friends | CBS | Wed. | 25.4 | 30.2 |
| Godfrey's Talent Scouts | CBS | Mon. | 25.3 | 30.0 |
| Public Defender | CBS | Mon. | 25.2 | |
| What's My Line? | CBS | Sun. | 25.0 | 28.4 |
| Burns & Allen | CBS | Mon. | 24.7 | 28.2 |
| Boxing | CBS | Wed. | 24.1 | |
| Our Miss Brooks | CBS | Fri. | 24.0 | 31.2 |
| This Is Your Life | NBC | Wed. | 23.5 | 29.2 |
| Tv Playhouse | NBC | Sun. | 23.4 | 28.9 |
| Studio One Summer Theatre | CBS | Mon. | 23.1 | |

TOP 10 MULTI-WEEKLY SHOWS

| Program | Network | Day | Rating | |
|---------------------|---------|----------------|--------|------|
| | | | July | June |
| Howdy Doody | NBC | Mon.-Fri. | 13.9 | 15.4 |
| Arthur Godfrey | CBS | Mon.-Thurs. | 12.1 | 12.9 |
| Camel News | NBC | Mon.-Fri. | 12.1 | 14.2 |
| Search for Tomorrow | CBS | Mon.-Fri. | 11.8 | 12.0 |
| Guiding Light | CBS | Mon.-Fri. | 11.3 | 11.3 |
| Love of Life | CBS | Mon.-Fri. | 10.8 | 11.1 |
| Strike It Rich | CBS | Mon.-Fri. | 10.7 | 11.3 |
| Tv's Top Tunes | CBS | Mon.-Wed.-Fri. | 10.2 | |
| Art Linkletter | CBS | Mon.-Fri. | 10.1 | |
| Big Payoff | CBS | Mon.-Fri. | 9.8 | |
| Garry Moore | CBS | Mon.-Fri. | 9.8 | |
| Valiant Lady | CBS | Mon.-Fri. | 9.8 | |

FOX, WELLS BUYS KFSD-AM-TV CONTROL

New York investment firm acquires ownership in San Diego stations, sold by Airfan Radio Corp. New firm is KFSD Inc.

SALE of KFSD-TV, ch. 10 NBC affiliate in San Diego, and its companion radio station KFSD, was announced last Thursday, subject to FCC approval. The properties have been bought for \$2.8 million by a newly-formed



MR. ROGERS



MR. McDANIEL



MR. LANE



MR. FOX

corporation, KFSD Inc., with James G. Rogers Jr. of New York City and New Canaan, Conn., as president [CLOSED CIRCUIT, Aug. 16, 9].

Controlling owner of the new corporation is the New York investment firm of Fox, Wells & Co., about 30% owner of ch. 14 WWOR-TV Worcester, Mass.

Involved in the KFSD transaction is all of the capital stock of Airfan Radio Corp. Ltd., licensee of the properties. It presently is owned two-thirds by veteran San Diego broadcaster Thomas W. Sharp and one-third by a group of 42 San Diego business and professional leaders.

In addition to all the television and radio equipment of Airfan and various leaseholds and contracts, the purchaser will acquire a substantial amount of real estate. Net quick assets are not included in the purchase price.

Mr. Rogers, an associate in Fox, Wells & Co., is a former vice president and general manager of Benton & Bowles Inc. and one time account executive for Lord & Thomas. He was deputy director of the Office of Price Administration during 1943-46.

Other directors of the purchasing corporation include Glen McDaniel, partner in the New York law firm of Lundgren, Lincoln, Peterson & McDaniel, president of the Radio-Electronics Television Mfrs. Assn. and former general counsel of RCA, and William T. Lane, Syracuse advertising agency owner, former president of the now WLWA (TV) Atlanta and former general manager of WAGE Syracuse.

Principals of Fox, Wells & Co. include George A. Wells of South Bridge, Conn., former president of American Optical Co.; Haywood Fox,

managing partner, Fox, Wells, New York City, and former executive of American Optical Co.; R. Bowling Barnes, third partner, who is a physicist and former instructor at Johns Hopkins U. and Princeton U. and former director of American Optical Co. and American Cyanamid Co.

Fox, Wells & Co. is substantial stockholder (minority but controlling by reasons of wide diversification—about 40%) in Olympic Radio & Television Inc., manufacturer of radio and

tv receivers and parts. It owns entirely or in part several community antenna systems in Pennsylvania, West Virginia and Alabama.

Faust to Become WJRT (TV) Station Mgr.

A. DONOVAN FAUST, co-manager of WENS (TV) Pittsburgh, has been appointed station manager of WJRT (TV) Flint, Mich., effective Sept. 1, according to a joint announcement by John F. Patt, president, and Worth Kramer, vice president and general manager of WJRT and WJR Detroit.



MR. FAUST

Mr. Faust previously served as an executive with WBKB (TV) Chicago, WLWT (TV) Cincinnati, WLWD (TV) Dayton and WDTV (TV) Pittsburgh. He also was an announcer, producer and actor with WXYZ Detroit for three years. He played the title role on *The Green Hornet*, which WXYZ originated for the ABC network.

WJNO-TV Begins Operation As 393d Operating Station

WJNO-TV West Palm Beach, Fla., the second station but first vhf there, was scheduled to begin regular programming yesterday (Sunday), increasing to 393 the number of operating tv stations. The ch. 5 station is affiliated with NBC and represented by Meeker Tv Inc. Opening day celebration was to include premiere showing of the *Florian ZaBach Show*.

WGR-TV Buffalo, N. Y., began commercial programming Aug. 14 with a complete schedule extending from 7 a.m. to 1 a.m., Monday through Friday, and 9 a.m. to 1 a.m., Saturday and Sunday. The ch. 2 station is affiliated with NBC and has agreements with ABC and Dumont, J. J. Bernard, general manager, reported. Excellent reception has been reported from

Videodex Top-Ten Spot Shows*

JUNE 26 - JULY 2, 1954

| Program | % of Tv Homes | No. of Cities | No. Tv Homes (000's) |
|---------------------------------------|---------------|---------------|----------------------|
| 1. I Led Three Lives (Ziv) | 21.1 | 114 | 6,185 |
| 2. Liberace (Guild Films) | 20.0 | 109 | 5,168 |
| 3. Favorite Story (Ziv) | 15.9 | 80 | 3,684 |
| 4. Annie Oakley (CBS-TV Film Sales) | 15.6 | 57 | 3,543 |
| 5. Waterfront (United Tv Programs) | 15.1 | 49 | 2,033 |
| 6. Badge 714 (NBC Film) | 15.0 | 124 | 4,316 |
| 7. Life With Elizabeth (Guild Films) | 14.5 | 56 | 2,715 |
| 8. Wild Bill Hickok (CBS Tv Film) | 14.2 | 72 | 3,712 |
| 9. Mr. District Attorney (Ziv) | 14.0 | 77 | 3,891 |
| 10. The Lone Wolf (United Tv Program) | 14.0 | 29 | 996 |
| Foreign Intrigue (Wm. Morris Agency) | 13.7 | 46 | 2,849 |

* Programs appearing in a minimum of 20 markets.