

# BROADCASTING TELECASTING

USAF Air University  
Library Serials Section  
Acquisitions Branch  
AFI 799 LO (01-600) 3254  
5346  
N3-51  
Maxwell Air Force Base Ala  
MAR 55 880

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**24<sup>TH</sup>**  
year

THE NEWSWEEKLY  
OF RADIO AND TV

You've Got to Get Up  
Mighty Early...



Watch for  
Big POWER-BOOST  
NEWS...  
COMING SOON!

NBC-BASIC  
ABC-Dumont-CBS

## To Beat This Bird in Southern New England TV!

This famous Rhode Island bird packs a powerhouse of live local showmanship day in and day out... a powerhouse that attracts accolades from TV Guide, Variety, Boston Traveler, New York Times and others.

And this showmanship is proven salesmanship... with Channel 10's live local shows averaging a big 87% share of homes using TV, in the latest Providence telepulse.

No wonder this early bird captures the market in Southern New England! The products that go to our rich market FIRST and leave shelves FASTEST are advertised on WJAR-TV.

National Representatives WEED Television

**WJAR-TV** CHANNEL 10 Providence, R.





## BROWN & WILLIAMSON TOBACCO CORPORATION

### *Traditionally in the Public Confidence*

In the long run it's public confidence in a name that makes a new product become a leader in its field. To what extent can public confidence be measured? Brown & Williamson Tobacco Corporation knows the answer. Viceroy cigarettes—newest member of this eminent tobacco family—is the world's largest-selling filter tip cigarette.

A new dimension to cigarette smoking pleasure has been added with outstanding success. The Havens & Martin Inc., Stations, too, employ new dimensions to maintain a large and responsive audience throughout Virginia—one of the South's richest areas. Imaginative programming, distinguished public service, conscientious effort are but a few of the contributing factors that make Havens & Martin advertisers confident of a loyal audience—and mounting sales results. Join with confidence the First Stations of Virginia for your advertising needs—WMBG-AM, WCOD-FM and WTVR-TV, Richmond's only complete broadcasting institution.

PIONEER NBC OUTLETS FOR VIRGINIA'S FIRST MARKET

**WMBG AM WCOD FM WTVR TV**

MAXIMUM POWER 100,000 WATTS • MAXIMUM HEIGHT 1049 FEET

WTVR Represented Nationally by BLAIR TV, INC.

WMBG Represented Nationally by THE BOLLING CO.



# Latch On to 15 Years of Accomplishment



On October 1, 1954  
Intermountain Network celebrated  
its 15th anniversary

In 15 eventful years Intermountain Network has grown from 3 stations serving a few hundred thousand people to 44 stations serving 4½ million people in the booming Intermountain West.

**A SINCERE THANK YOU TO OUR ADVERTISERS** who, through their faith, have made Intermountain Network strong.

**A SINCERE THANKS TO OUR AFFILIATED STATIONS** which have dominated their communities and made possible Intermountain Network's remarkable success.

**WE LOOK FORWARD TO THE FUTURE** with a pledge to deliver maximum audiences to our advertisers at lowest cost, through the strongest possible programming and an even greater dedication to the community. We shall continue to grow and progress, in order to keep ahead of all developments in the ever-changing field of radio.

For sales success in the Intermountain West, latch on to 15 years of accomplishment, growth, vigor and vitality. Latch on to Intermountain Network, now in its 16th year.

## Inter Mountain Network

Lynn L. Meyer, President

44 STATIONS IN

IDAHO	MONTANA	WYOMING
UTAH	NEBRASKA	COLORADO
NEW MEXICO	NEVADA	TEXAS

Salt Lake City, Utah—146 So. Main  
Denver, Colorado—Hotel Albany

Represented by Avery-Knodel, Inc.  
New York - Chicago - Los Angeles  
San Francisco - Dallas - Atlanta







(Above) Community Antenna Tyler, Texas

A new 1521-foot KRLD-TV tower is now under construction . . . to serve an even wider area, adding many thousands of new viewers, and increasing KRLD-TV's (Channel 4) sales producing power.

## **FIVE OUT OF SIX NORTH TEXAS COMMUNITY ANTENNA SYSTEMS SAY.... KRLD-TV TOPS!**

**KRLD-TV, Channel 4, MAXIMUM  
POWER Station delivers the Best  
Picture and Most Reliable Service  
TODAY . . . Same as in the past.**

In a written survey of Six North Texas Community Antenna Systems comprising Tyler, Denison, Sherman, Palestine, Sulphur Springs and Mineral Wells, five unqualifiedly stated KRLD-TV, Channel 4, continues to deliver the Best Picture and Service. One system declined to make a statement.

*"The World's Greatest Names and Shows"*

Exclusive CBS outlet for Dallas and Fort Worth



# **KRLD-TV**

**The BIGGEST buy in the BIGGEST market in the BIGGEST State**

Owners and operators of KRLD, 50,000 Watts  
The Times Herald Station . . . The Bronham Co.,  
Exclusive Representative.

JOHN W. RUNYON  
Chairman of the Board

CLYDE W. REMBERT  
President

*Channel 4, Dallas*  
**MAXIMUM POWER**



# closed circuit.

**MONOPOLY PROBE** • Whether there shall be full-scale inquiry of alleged "monopoly" in broadcasting and radio-tv manufacturing, with newspaper ownership overtones, will be determined any day by Sen. Kilgore, of West Virginia, who becomes chairman of powerful Judiciary Committee when Democrats organize Senate in January. Sen. Kilgore has invited Howard W. Chernoff, former managing director of West Virginia Network and now consultant on West Coast, to meet with him—probably this week—in Washington. If investigation is decided upon, Mr. Chernoff will be asked to serve as Committee consultant.

B•T

**SEN KILGORE**, who as minority member of Judiciary Committee last February lashed out against joint radio-tv station ownership, also opposes newspaper ownership and operation of networks and stations by manufacturing companies. He will talk project over with Mr. Chernoff, an old friend dating back to latter's active management of stations in West Virginia decade ago. Mr. Chernoff, who managed KFMB-TV until two years ago, is former newspaperman, and is well known broadcast executive.

B•T

**SOUR NOTES** • Inordinate increase in "rhythm and blues" type of disc jockey music on radio was discussed at NARTB Am Committee sessions in Washington last week. Committee, however, decided to study "race music" situation but with no immediate action in prospect. Some stations already have banned suggestive records, with prospect that voluntary action of this character will be encouraged.

B•T

**ENTER "BROADCASTER"** Thomas E. Dewey after New Year's. New York's governor, who relinquishes that office Jan. 1, reportedly is slated to acquire substantial minority interest in WROW-AM-TV Albany in which his longtime Pawling, N. Y., neighbor, CBS commentator Lowell Thomas, recently acquired interest. Another principal owner is Rep. Dean Taylor (R-N. Y.). WROW is in news this week as result of protest filed by WTRI (TV) Albany with FCC alleging infraction of FCC's regulations (story page 27).

B•T

**DOWN MEXICO WAY** • Despite secrecy thrown around U. S.-Mexican NARBA treaty deliberations, it's evident that U. S. delegation during last fortnight has become discouraged. Main contentions have to do with insistence of U. S. that clear channels be protected under old 650 mile

border rule. Mexico, on other hand, has sought elimination of 650 mile rule and substitution of something it calls "contour protection."

B•T

**WHERE MEXICAN** conference will go was in suspended animation last week. FCC Comr. Rosel H. Hyde, chairman of U. S. delegation, returned to Washington last Wednesday to attend series of FCC meetings and planned to return Sunday only if outlook for agreement looked hopeful. It was felt that U. S. Government probably did not want him to return unless there was better than even chance of agreement. Conference should wind up in week or ten days.

B•T

**SPECIAL PROJECT** • There's more than meets eye in appointment of Newell T. Schwin as manager of sales development for CBS Radio Spot Sales as announced by network. It's understood Mr. Schwin will concentrate on those advertisers who once switched from radio to television, then abandoned tv without returning to aural medium. No replacement for Mr. Schwin is contemplated at CBS Chicago where, as executive assistant to H. Leslie Atlass, he was troubleshooter on WBBM-TV-Zenith ch. 2 dispute, now resolved.

B•T

**INNOVATION** proposed for upcoming NARTB convention in Washington (week of May 22) is for series of state association breakfast meetings with full Congressional delegations. Proposal advanced by Jack Harris, KPRC-AM-TV Houston general manager, will be on agenda of NARTB General Convention Committee which meets Jan. 25 in Hollywood Beach, Fla., at time of radio and tv board meetings.

B•T

**SITTING TIGHT** • You can virtually write off possibility that National Collegiate Athletic Assn. will liberalize its football tv policy out of fears that national advertisers would be reluctant to continue picking up sizable tab for once-a-week slate. Its tv committee is smug on subject and feels competitive network situation will assure some tv coverage, even at rock-bottom rates. Committee's attitude as reflected at last week's Chicago meeting was one of "take it or leave it" to networks.

B•T

**GABBY HAYES SHOW**, 52-week half-hour tv series, has been bought by Associated Artists Productions Inc., from Martin Stone, president of Kagan Inc. Distribution will be made by Motion Pictures for Television.

**SELLING SUBSCRIPTION** • Proponents of subscription tv are working overtime now that FCC staff has made initial pitch to Commission on proposed procedures (story page 64). Zenith's Millard (Tex) Faught, who has been one-man Chautauqua for past three years on Zenith Phonovision, traipsed about Capitol Hill last week coincident with filing of Zenith's petition with FCC seeking short-cut. Likelihood is Commission will move cautiously, first asking for informal comments, having in mind that in tackling box-office tv, it comes to grips with problem that may mean evolution of new national policy on use of tv channels.

B•T

**NARTB statisticians** expected to arrive at final tabulations this week on extent and amount of beer and wine advertising on radio and tv for "composite week" during period Sept. 1, 1953-Aug. 31, 1954. From this figure report will be made at beginning of next Congress in accordance with House Commerce Committee mandate, which asked for this data in report on 83d Congress' Bryson Bill on liquor advertising. Some 80% of radio-tv stations replied to NARTB questionnaire on subject.

B•T

**HEARING CANCELED** • Planned hearing session by Senate Rules Subcommittee, which among other things has been studying whether radio-tv should have access to open congressional hearings, has evaporated with end of special Senate session, although Chairman William E. Jenner (R-Ind.) had announced three Senators would testify: Watkins (R-Utah), Capehart (R-Ind.) and Kefauver (D-Tenn.). Reason—Senators are in hurry to get out of Washington. Senate unit expected to submit its report and recommendations around beginning of next Congress.

B•T

**ED J. DEGRAY**, director of radio station relations for CBS, has resigned effective Dec. 15. He has not announced future plans. He was formerly with WBT Charlotte.

B•T

**FEUDERS' FUN** • Shift of American Federation of Labor quarter-hour, across-board news program from Mutual to ABC Radio, effective first of year [B•T, Nov. 29], said to be causing jubilation in ranks of Local 802, American Federation of Musicians, which has been feuding with Mutual's WOR-AM-TV New York since station gave up entire musician staff of 40 last March.

**Super-Powered** for your profit

**5 billion  
dollar market**

**WGAL-TV**

NBC CBS DuMont

LANCASTER, PA.

**316,000 watts**



## **a wonderful combination!**

A rich market with 967,300 families who have an annual effective buying income of over five billion dollars. A super-powered station—the one station that reaches this vast territory, and exerts tremendous influence on the spending habits of this buying audience.

### **STEINMAN STATION**

Clair McCollough, Pres.

Representatives:

**MEEKER TV, INC.**

New York

Los Angeles

Chicago

San Francisco

### **CHANNEL 8-LAND**

York	Harrisburg	Reading
Hanover	Lebanon	Carlisle
Gettysburg	Westminster	Martinsburg
Chambersburg	Hagerstown	Pottsville
Frederick	Sunbury	Lewisburg
Waynesboro	Lewistown	Shamokin
Hazleton	Lock Haven	Bloomsburg



## Hitz, McFadden, Shea Named To NBC Vice Presidencies

ELECTION of three top NBC executives to vice presidencies is being announced today (Mon.) by NBC President Sylvester L. Weaver Jr. Named are Edward R. Hitz as vice president in charge of television network sales, Central Div.; Thomas B. McFadden as vice president in charge of NBC Spot Sales, and Hamilton Shea as vice president in charge of WRCA-AM-FM-TV, NBC o&o stations in New York.

Mr. Hitz has managed NBC's Central Div. television network sales office in Chicago since November 1952. Mr. McFadden, with 20 years NBC service, has headed NBC Spot Sales in New York since 1952. Mr. Shea, who joined NBC in 1949, has been general manager of NBC's New York stations since July 1953.

## New Cost-Per-1,000 Data Plan To Be Issued by Hooper

INFORMATION from which tv advertiser or agency can "apply his own known cost figures per commercial to compute 'cost per 1,000 area homes watching per commercial second,'" to be issued quarterly in new report called "Hooperreports on Tv Commercials," C. E. Hooper Inc. is announcing today (Mon.).

Data will be on all individual tv commercials and "program promotions" during surveyed weeks on those stations and markets included in report, and will designate products advertised, identify announcer, starting time, approximate length, whether audio-video (or audio only or video only), whether network or non-network, rating and share (metropolitan), area homes watching and composition of audience. No attempt will be made to show if commercial is film or live, it was learned.

Data will be broken down in reports according to (1) chronological report by stations, (2) brand comparison by categories and (3) so-called "commercial exposure indexes." Latter will give "measure of the comparative commercial exposure between brands, and obtained by multiplying total "area homes" by total "commercial records" per brand, it was explained.

First report to be issued in February will cover five tv stations in New York and three in Philadelphia, with four in Chicago to be added in April and three in San Francisco by July and thereafter.

## Senate Hearings Planned

SENATE Juvenile Delinquency Subcommittee expects to hold additional hearings on whether tv programs affect juvenile delinquency, spokesman said last week. Subcommittee has said its investigators are checking into films which are programmed on tv for children and may question some producers of such films if investigative work is complete by time of next tv hearing, date of which has not been decided. Meanwhile, spokesman said Sen. Robert C. Hendrickson (R-N. J.), chairman of group, will issue comments early this week on statement by NARTB Tv Code Review Board last week to subcommittee regarding films exhibited at Washington hearings in October [B•T, Oct. 25] (see story page 58).

## IMPACT ON STOCK

STOCK of Westinghouse Electric Co. (which purchased WDTV (TV) Pittsburgh from DuMont Friday) opened on New York Exchange at 75¾ Friday and closed that day at 76½, up ¾. Allen B. DuMont Labs stock, which gained ¾ at close Thursday, opened on American Exchange at 16¾ Friday and closed at 15¾, down ¾. Westinghouse's high for 1954 was 76¾; DuMont, 16¾.

## Hazeltine Color Receiver Uses Projection System

HAZELTINE Corp., Little Neck, L. I., last Friday demonstrated "an entirely new type" of color television receiver, which uses optical assembly system to project on flat screen full-color picture, said to be "somewhat larger than that of a 21-inch direct view tube."

American Optical Co., which produced optical assembly used in developmental set shown at meeting in Garden City, L. I., said it was prepared to produce sample assemblies for manufacturers early next year and be ready for full production by next fall. Developmental model used 2½-inch cathode-ray projection tubes, with each tube producing image in primary colors. It was explained through elaborate optical system, images from three tubes "are enlarged to produce a full color picture on flat screen."

## ABC-TV Participation Plan

ABC-TV's entry into participations-sales format is scheduled Jan. 8 on Saturday morning hour-long *Your Better Home Show* (Sat., 11:30 a.m. to 12:30 p.m.) if network can line up at least five participating sponsors by that time, it was learned Friday. One participating client reportedly set. Network reportedly expects to clear minimum of 51 stations.

## MONDAY MUSIC

PLANS to make Monday night "the most impressive musical evening's entertainment in radio" being set up by ABC Radio. Revisions which will lead to accent on music programming will begin next week and run through January.

Beginning Dec. 13, *Just Easy*, popular music show with Jack Gregson, now heard Tuesday through Friday, 8-9 p.m. (EST) will be expanded to Monday in 8-8:25 p.m. period. Show features Bobby Hackett's orchestra with Peggy Ann Ellis as vocalist. *Voice of Firestone*, sponsored by Firestone Tire & Rubber Co., is heard 8:30-9 p.m. *Metropolitan Opera Auditions*, will return to air Jan. 3, 9-9:30 p.m., presenting operatic soloists and concert orchestra. In late January, *Freedom Sings* will join ABC Radio, 9:30-10 p.m. EST, featuring U.S. Army symphony orchestra in pop music programs originating from Washington.

## • BUSINESS BRIEFLY

**BALLOON CONTRACTS** • Giant Animal Co. buys 10 quarter-hour shows on NBC Radio to promote Christmas sales of animal balloon toys. Contract covers: 3:05-3:20 p.m. (EST) segment of *Woman in Love*, Mon.-Fri., 3:05-3:30 p.m., Dec. 6-10; *Hotel for Pets*, Tues. and Thurs., Dec. 7-9, 5:30-5:45 p.m. (EST); *One Man's Family*, Tues. and Wed., Dec. 7-8, 7:45-8 p.m. (EST), and news program, Sun., Dec. 5, 11-11:15 a.m. (EST). Agency: Duane Jones Co., N. Y.

**ALLSTATE BUYS SPORTS** • Allstate Insurance Co., Chicago, buys for 52 weeks *Sports Today With Bill Stern* on ABC Radio network, alternate days each week, Mon.-Fri., 5:45-6 p.m. (CST). Agency: Christiansen Adv. Agency, same city.

**CHICLE SHOPPING** • American Chicle Co., through Dancer-Fitzgerald-Sample, New York, shopping for alternate-week sponsorship of an evening tv show.

**MENNEN INTERESTED** • Mennen Co., through Kenyon & Eckhardt, interested in sponsoring *Phil Silvers Show* on CBS-TV, Tues., at 8 p.m., if time is cleared on network's Tuesday night lineup.

**ASPIRIN SPOTS** • St. Joseph Aspirin, through Lake, Spiro & Shurman, Memphis, planning three-week radio spot announcement saturation campaign in approximately 15 Midwest markets to promote its 1955 calendar offer. Schedule slated to break Dec. 22.

## Insurer Buys Sports Series

STATE FARM INSURANCE Co., Bloomington, Ill., to sponsor new *Red Barber's Corner* on CBS-TV from approximately 10:45 to 11 p.m. (EST) Wednesdays, following *Pabst Blue Ribbon Bouts*. State Farm Insurance Co. agency is Needham, Louis & Brorby, Chicago.

## Staff Group Acquires WPAT

SALE of WPAT Paterson, N. J., to group headed by Dickens J. Wright, currently executive vice president and general manager, was announced Friday by *Passaic Daily News* through its president, former Congressman Dow H. Drukker. Sale price not disclosed. Station is owned by North Jersey Broadcasting Co., subsidiary of *Passaic Daily News*. Mr. Wright will become president and general manager under new ownership, which will assume control after customary FCC approval has been obtained. Station is on 930 kc, with 5 kw full-time. It has been on air since May 12, 1941.

## Tulsa Uhf to Suspend

KCEB (TV) Tulsa, Okla., asked FCC Friday for permission to suspend operation on temporary basis and retain STA for six months. Ch. 33 outlet said it is losing network affiliations to vhf stations in area, cannot sell local or national advertisers on merits of uhf in mixed market.





**Proud to be a  
Storer Station!**

**WXEL**

**Cleveland - Channel 8**



# at deadline

## Tv Output at Record Point; Radios Near Million in Month

WEEKLY tv set production rate in October was highest on record and total output in four-week month was exceeded in 1954 only by five-week September, according to Radio-Electronics-Tv Mfrs. Assn. Radio output increased over September, falling just shade off million mark and setting record for 1954.

Following are tv and radio set production figures by months for first 10 months of 1954:

	Television	Home Sets	Portables
Jan.	420,571	271,036	46,571
Feb.	426,933	233,063	98,275
Mar. (5 wks)	599,606	244,110	206,130
April	457,608	165,232	175,424
May	396,287	173,480	174,735
June (5 wks)	544,142	226,350	141,904
July	306,985	150,002	39,447
Aug.	633,387	280,607	74,713
Sept. (5 wks)	947,796	352,499	76,271
Oct.	921,476	343,269	97,331
	5,564,791	2,439,648	1,130,801

	Auto	Clock	Total Radio
Jan.	394,442	159,932	871,981
Feb.	331,961	105,933	769,232
Mar. (5 wks)	370,249	119,863	940,352
April	330,989	73,590	745,235
May	316,519	57,370	722,104
June (5 wks)	336,733	132,668	837,655
July	191,512	57,100	438,061
Aug.	275,008	155,171	785,499
Sept. (5 wks)	296,327	207,226	932,323
Oct.	336,683	220,505	997,788
	3,180,423	1,289,358	8,040,230

## Extra Dividend Declared At RCA Board Meeting

RCA board of directors last Friday declared extra dividend of \$.35 per share and quarterly dividend of \$.25 per share on common stock of corporation, payable Jan. 24, 1955, to holders of record on Dec. 17, 1954. Brig. Gen. David Sarnoff, chairman of board, said future quarterly dividends by RCA will be made one month earlier than heretofore, with payments scheduled in April, July, October and January.

RCA board also declared dividend of \$.87½ per share on RCA first preferred stock for period of Jan. 1, 1955 to March 31, 1955, payable April 1, 1955, to holders of such stock of record on March 14, 1955. Common stock dividends declared by RCA for 1954 totaled \$18,898,000 and dividends on its outstanding preferred stock amounted to \$3,153,000.

Election of Gen. Walter Bedell Smith as member of board of directors of RCA announced Friday by Brig. Gen. Sarnoff. Gen. Smith, wartime Chief of Staff to Gen. Eisenhower, is vice chairman of board of directors of American Machine & Foundry Co.

## WJOL-AM-TV Joliet Transfer

SALE of WJOL-AM-TV Joliet, Ill., by W. H. Erwin Jr. and associates for \$112,500 to Joseph F. Novy, chief engineer of WBBM-AM-FM-TV Chicago, and Jerome F. Cerny, WBBM engineer, was disclosed Friday in application tendered for FCC approval. WJOL-TV, not on air, is under construction on ch. 48.

## Lafayette, La., Outlet Sold

KVOL-TV Lafayette, La., under construction on ch. 10 as share-time companion to KLFY-TV there, has been sold to KLFY-TV for \$45,000 representing out-of-pocket expenses, FCC was advised Friday in bid for approval.

## BASEBALL AGAIN

SENATE last week tabled resolution presented by Sen. Edwin C. Johnson (D-Colo.) on last day of special session which would exempt franchises entered into and enforced by baseball leagues from prosecution under anti-trust provisions of Sherman and Clayton Acts and Federal Trade Commission Act. Sen. Johnson is president of Western League, member of National Assn. of Professional Baseball Leagues (minors).

Sen. Johnson acknowledged that his resolution (S Res 334) had no relation with business at hand (McCarthy censure). The Colorado Democrat, who becomes governor of his state next year, introduced during first session of 83d Congress bill to restore baseball's Rule 1 (d) prohibiting broadcasts or telecasts of major or minor league games within 50-mile radius of home team's ball park, but bill was battled by broadcasters until it died on Senate calendar last August.

## Beaumont and Tampa Grants Are Held Up by FCC

STAY of two final television grants—ch. 6 for KFDM-TV Beaumont, Tex., and ch. 13 for WTVT (TV) Tampa, Fla.—ordered by FCC Friday pending oral arguments scheduled Dec. 21 on petitions for reconsideration filed by losing applicants. Final rulings in both cases had reversed initial decision recommendations of hearing examiners.

In Beaumont case, petitions were filed by KRIC and KTRM for review of Aug. 6 decision which overruled examiner's initial decision favoring KTRM [B.T. Aug. 9]. Comrs. E. M. Webster, Frieda B. Hennock and Robert T. Bartley dissented in Friday action.

In Tampa ruling, petitions were filed by WDAE and Orange Television Broadcasting Co. for reconsideration of Sept. 3 decision which overruled examiner's initial decision preferring WDAE [B.T. Sept. 6]. Comrs. Webster, Hennock and Bartley again dissented.

In another major hearing action, Commission scheduled second oral argument Dec. 13 in case involving ch. 12 WPRO-TV Providence, R. I., whose final grant was stayed over year ago pending hearing on Sec. 309(c) economic protest by ch. 16 WNET (TV) there. Initial decision of examiner last April, which merely set forth findings of fact and certified record, was first heard in argument in mid-September. Concurring view Friday by Comr. Hennock indicated second argument is required since case resulted in tie vote before Commission recently.

Commission majority denied petition of Columbia Empire Telecasters Inc. to stay and reconsider grant of ch. 12 at Portland, Ore., to Oregon Television Inc. for KLOR (TV). FCC found charges involving Walter Stiles incident and alleged misrepresentations by successful applicant "are not supported by substantial evidence" [B.T. Sept. 6, Aug. 30]. Comr. Rosel H. Hyde dissented and Comrs. Webster and Bartley partially dissented from majority action. Besides Columbia Empire, other unsuccessful applicant in ch. 12 case was Northwest Television & Broadcasting Co.

## Springfield Tv Decision

PAST operating record of broadcast station won Sangamon Valley Tv Corp. (40% owned by WTAX-AM-FM Springfield, Ill.) hearing examiner's nod for Springfield ch. 2 in initial decision issued Friday. Examiner Millard F. French also proposed denying competing applicant, WMAY-TV Inc., 50% owned by WMAY Springfield and 28.5% by Lee Ruwitch, general manager, WTVJ (TV) Miami.

## PEOPLE

GEORGE KAPEL, formerly manager of KOMU-TV Columbia, Mo., and previously active in sales and administrative capacities at other stations, to sales staff of WGN-TV Chicago.

WILLIAM REEDE, head of his own agency in international field, to Grant Adv. as regional manager for Europe, it was announced by FRED SPENCE, head of Grant's International Division.

JOHN LAFARGE, Grey Adv., to Ruthrauff & Ryan, N. Y., as copy group head.

## RCA 21-Inch Color Sets In Commercial Production

FULL DETAILS on first RCA Victor color television receivers incorporating new RCA 21-inch tri-color tube, now in commercial production at Camden, N. J., plant, are being announced today (Mon.) by Henry G. Baker, vice president and general manager, RCA Victor Div.

Mr. Baker said limited quantities of color receivers are scheduled to be shipped to distributors late this month. They are expected to be available in dealer stores in January, he said, at suggested retail price of \$895.

RCA Victor is planning only limited production initially, emphasizing quality rather than quantity, according to Mr. Baker. He stressed that "intensive work is still underway with the objective of achieving further cost reduction," but added that RCA did not foresee large mass production of color sets in 1955.

## NARTB Group to Expand Tv Information Program

NEXT three months to be devoted to expanded campaign to promote more active tv station participation in its program of spreading public information on television's social, cultural and economic benefits, NARTB Television Information Committee decided Friday at meeting in New York. Committee itself will expand types and amount of such information it distributes to stations for use in speeches, on air, etc., and will meet again in three months to review progress.

## WORC Worcester, Mass., Sold

WORC Worcester, Mass., 1 kw ABC outlet on 1310 kc, purchased for \$94,000 by group headed by Robert F. Bryar, New York City tv announcer who is president of purchasing group, WORC Inc. Harold Kaye, formerly head of advertising agency bearing his name, will be vice president. Sellers are C. George Taylor and Robert T. Engles, also owners of WHIM Providence, R. I. WORC sale, which is subject to customary FCC approval, was handled by Howard E. Stark, New York broker.

## RCA Denied Stay Order

SECOND attempt in as many days to postpone Zenith Radio Corp.'s \$16 million anti-trust suit against RCA in Chicago failed Friday when Federal Judge Michael L. Igoe denied RCA motion for stay. Day earlier in Washington, Supreme Court Associate Justice Sherman Minton denied RCA request for stay order (see early story on page 76). Zenith officials said they will begin taking depositions today (Monday) from RCA officials.

## Geneva Pact Compliance

NEARLY full compliance with provisions of 1951 Geneva Agreement to implement 1947 Atlantic City frequency allocation pact was announced by FCC Friday in progress report detailing domestic allocation status in various services, including broadcasting.

# the week in brief

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Film	54	Networks	86		

## coming in b+t

### THE BIGGEST CUSTOMERS OF RADIO-TV

B•T's annual authoritative survey of leading agencies and billings Dec. 20 issue

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## BROADCASTING\* TELECASTING

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\*Reg. U. S. Patent Office

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BROADCASTING • TELECASTING





# We cover the Houston MARKET

I'm a cat. I work for some people.

They gave me a job to do: go cover Houston. Get the facts. Give us the pitch. Case the town good.

Gave 'em the facts straight:

Houston's got a million people, all rolling in dough. Rich. Lots of 'em new. Biggest burg in the South. People had everything but kept wanting more. Still want more. TV station sold out all the time. No real hot stuff available.

Told 'em what they had to do:

Build a new TV station. They built it. KTRK-TV, Channel 13. Tie it in with ABC. They did it. Print a rate card. They did it. They're in business.

But it's easy to underestimate in Texas, and I underestimated.

Should have told 'em to build TEN new TV stations. Their prime time's all but gone now.

*Take this cat's advice: get in there now while there's something left. Lush market, man. Set-up. Go knock it over.*

**KTRK-TV Reception Area**  
Population: 1,354,200.\*  
Effective Buying Income:  
\$2,378,000,000.00.\*  
\*Sales Management Index.

# KTRK-TV

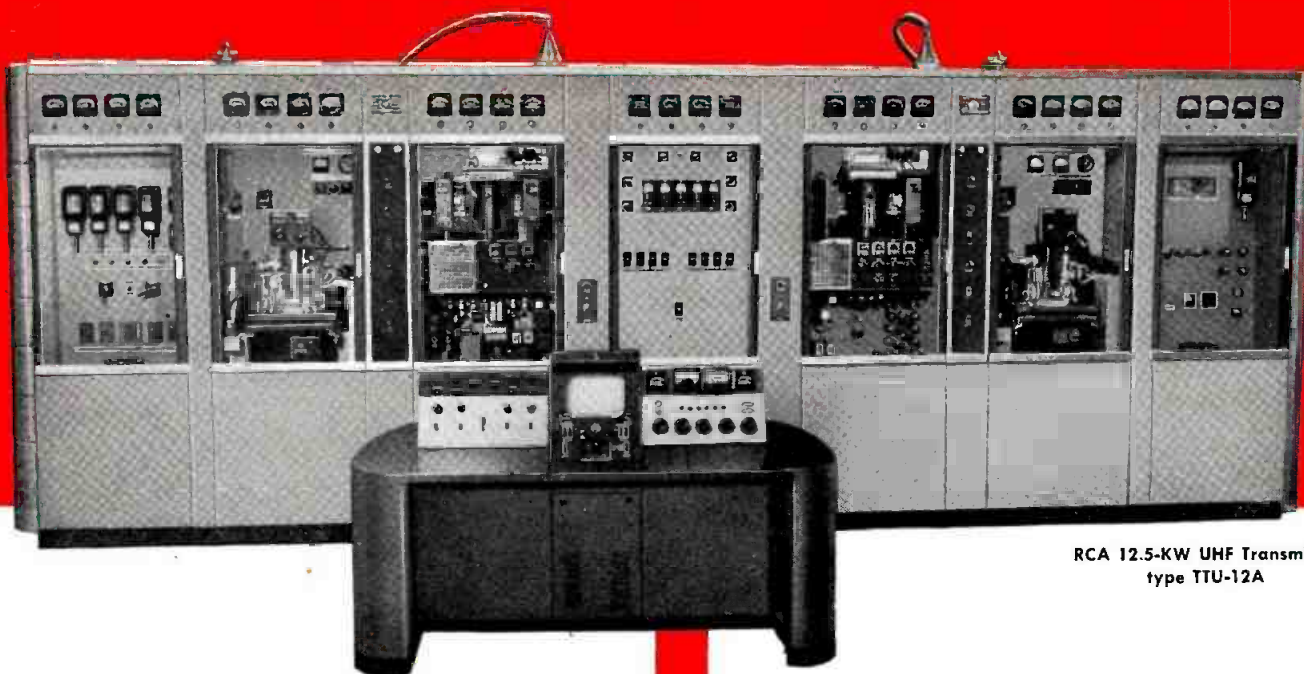
THE CHRONICLE STATION, CHANNEL 13, P. O. BOX 12



HOUSTON CONSOLIDATED TELEVISION CO.  
General Mgr., Willard E. Walbridge  
Commercial Mgr., Bill Bennett

NATIONAL REPRESENTATIVES:  
BLAIR-TV, 150 E. 43rd St.,  
New York 17, N. Y.

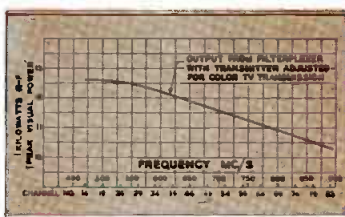
HOUSTON 1, TEXAS — ABC BASIC —



RCA 12.5-KW UHF Transmitter  
type TTU-12A

## ① 12.5-KW UHF Power Available

With RCA's new transmitter, you get full 12½-kilowatt output (at the low end of the band). Moreover, you get this with all adjustments made for optimum color transmission—and with an extra-large allowance (10%) for losses in the Filterplexer. In most cases, loss is actually much less, so that output on some channels is nearly 14 KW.



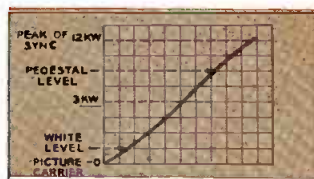
## ② Up To 750 KW ERP

Operated in combination with an RCA high-gain UHF Pylon Antenna, Types TFU-46AL/52AM/60AH, this 12.5-KW transmitter is capable of providing an ERP up to 750 KW.

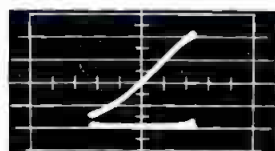
## ③ Designed for Color

Performance requirements for color are much more stringent than for monochrome. The TTU-12A was designed to meet color requirements. Over-all linearity is virtually a straight line—from white level to sync signal peaks. Wide band width provides excellent response out to 4.2 MC. And the very important phase vs. amplitude response is constant over the whole operating range.

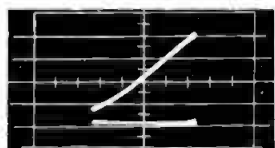
Curve illustrating the linearity characteristic of the RCA TTU-12A transmitter. This overall performance curve was obtained by feeding the transmitter input through an RCA TA-7A Color Stabilizing Amplifier.



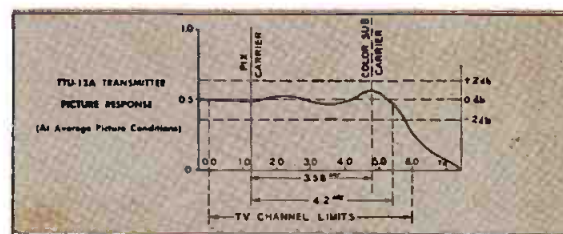
A linearity trace (taken directly from an oscilloscope) of the TTU-12A transmitter at 12 KW "peak-of-sync."



Another linearity trace (taken directly from an oscilloscope) of the TTU-12A when driving the TTU-12A to 12 KW "peak-of-sync." "P.A." output.



## ④ Unsurpassed Monochrome Quality



Equally important—you get SUPER MONOCHROME QUALITY with this RCA UHF transmitter. It exceeds FCC requirements for satisfactory monochrome operation by a wide margin! Since the RCA transmitter is adjusted for the more stringent color requirements, it is particularly good for monochrome.

## ⑤ Conventional Tubes Throughout



The latest circuit principles and techniques are employed in the TTU-12A—but they are easily understood by all station operators. That's because *only conventional type tubes are used*. For example, the RCA-developed high-power tetrode (RCA-6448) is used in both aural and visual "P.A.s".

This tube is small and easy to handle—fits into a unique "glide-in" cavity assembly that can be interchanged quickly and easily. The result is a high-power UHF transmitter that is as simple, reliable, and convenient to operate as standard broadcast transmitters.

## ⑥ Economical To Operate

Average power consumption of the TTU-12A is less than other UHF transmitters of equivalent power. Tubes are designed for long operating life. At conservative estimates, these provide total savings up to \$34,000—based on a 10-year operation. See the typical readings and performance characteristics in Table I.

TABLE I

(Typical Transmitter Specifications and Meter Readings)

Transmitter Power Consumption (approx.):		
Average Picture	85 KW	
Power Factor	0.9	
Transmitter Output Meter Readings:		
Power Output (transmitter)	14.0 KW	8.4 KW
Power Output (Filterplexer)	12.6 KW	7.6 KW
Plate Efficiency	47.6%	33.3%
Transmitter Overall Dimensions:		
Width (front line cabinets)	235"	
Height	84"	
Depth	32-9/16"	
Weight	6000 lbs. (approx.)	



# Why RCA's 12.5-KW IS PREFERRED BY UHF STATIONS

## ⑦ RCA 1-KW Driver—Plenty of Reserve

The RCA 12.5-KW UHF transmitter uses the famous RCA TTU-1B 1-KW UHF transmitter as the driver. This transmitter, now used by nearly a hundred UHF stations, has established an outstanding record for performance and reliability. If you want to begin UHF operations with one kilowatt now, you can do so with an RCA TTU-1B 1-KW transmitter. Then add an RCA 12.5-KW UHF power amplifier later.

## ⑧ Space-Saving Mechanical Features

Horizontally sliding doors, front and back, save on workable floor space—give the operators more elbow room. Small cubicles (27" wide, 32" deep, 84" high) enable you to move them through standard doorways and in and out of standard elevators. Pre-formed inter-cabinet connecting cables reduce installation costs.

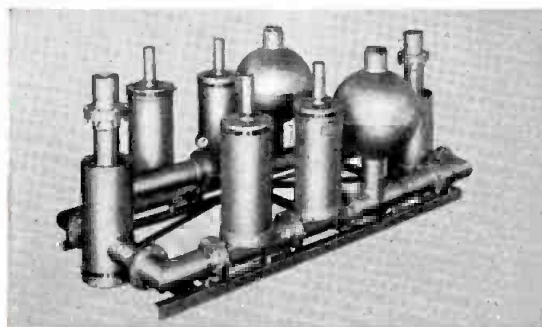


## ⑨ 10 Micro-Second, Fault-Protection

Unique electronic overload protection completely safeguards power tubes and circuitry against momentary or sustained overload. (For example, the protection circuit will remove power so fast it will prevent damage to a wire as fine as 0.005-inch diameter shorted across the 7000-volt power supply!)

## ⑩ Hi-Lo Cutback Reduces "Off-Air" Time

With the TTU-12A transmitter you can cut back to a generous 1-KW power level—and stay "on-air" while making emergency repairs to the 12½-KW amplifier. Moreover, small size tube cavities in the power amplifiers may be interchanged in less than 5 minutes—enabling you to return to full power promptly.



RCA TTU-12A Filterplexer

## ⑪ You Pay Nothing for "Extras"

The price of the RCA 12.5-KW UHF includes the complete transmitter package. No "extra" charge for UHF Filterplexer (combination sideband filter and diplexer). No "extra" charge for one complete set of tubes. No "extra" charge for two sets of crystals, two P.A. "glide-in" cavity dollies, one spare cavity, two water pumps, and pyranol-filled plate transformer.

## Specify a Completely Matched UHF System



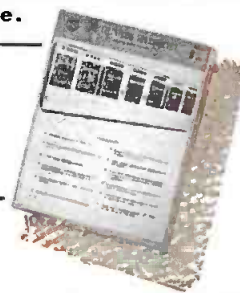
RCA can supply a completely matched system to meet any station requirement. This includes the antenna and tower, transmitter, console, monitoring equipment, transmission line or waveguide, and the many other accessories needed to put a UHF station on the air. Everything is matched for peak performance and you get everything from one reliable source—RCA!



RCA UHF Waveguide Section

For complete information on the RCA 12.5-KW UHF transmitter—and RCA UHF accessories—call your RCA Broadcast Sales Representative.

New brochure on the RCA 12.5-KW UHF transmitter. Includes technical specifications, floor plans. Free from your RCA Broadcast Sales Representative.



RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION



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



**GOOD**... advertising

always pays in the . . . . .

**RICH, GROWING  
NORTH CAROLINA  
MARKET**

**BETTER**... coverage

than ever before is yours with

RADIO in the . . . . .

**15-county  
Winston-Salem  
NORTH CAROLINA  
Market**

**BEST**... buy morning,  
afternoon and evening is

**WSJS**

**NBC**

AFFILIATE

600 KC—5 KW  
AM - FM

Represented by  
**HEADLEY-REED CO.**

## IN REVIEW

### GENERAL ELECTRIC THEATRE

AFTER ONE ACCEPTED the premise that Jack Benny has a face no one can remember, the CBS-TV *General Electric Theatre* presentation of "The Face Is Familiar" on Nov. 21 became sheer fun. The story, previously done by the comedian on a *Suspense* radio program, truly used tv to great advantage. As a non-descript waiter who is inveigled by a group of gangsters into robbing a bank for \$50,000, Mr. Benny was his usual smooth, perfectly-timed self as the man gullible enough to get into such a situation and then be unable to confess because nobody recognizes him.

Mr. Benny is competent as an actor when he gets the proper vehicle. He has the advantage, not common among comedians whose established individual personalities carry them along year after year, of submerging his hand mannerisms, facial expressions and delivery to fit the characterization. His waiter, as written, was compatible with the Benny of radio-tv but it was not limited to and by the latter.

The supporting cast was excellent. Otto Kruger enacted the "Boss." Jess White was the gangster who picks the waiter as the patsy, and Benny Rubin, as the vending machine man in line in the bank, was outstanding.

General Electric, dividing its Sunday evening series between live and film, is supposedly letting Executive Producer Mort Abrahams work without the limitations of a fixed budget and in addition has put out a call for "offbeat" scripts. The series has had remarkably few of the duds which usually follow any sort of experimentation and, instead, has come up with some top drawer half-hours. Notable, among others, have been "High Green Wall," taken from an Evelyn Waugh story, and Sherwood Anderson's "I'm a Fool." All in all, this is a noteworthy series.

Don Herbert, also known as Mr. Wizard, handles the institutional type of commercials with dignity and authority. Ronald Reagan proves a most gracious host in addition to serving as program supervisor.

Production cost: over \$50,000 (Nov. 21).

Sponsor: General Electric (institutional), through BBDO.

Produced on film through facilities of Revue Productions.

Executive producer: Mort Abrahams; producer:

Z. Wayne Griffin; director: Frank Tashlin.

Program supervisor and host: Ronald Reagan.

Cast: Jack Benny, Otto Kruger, Jess White, Chick Chandler, Benny Rubin, Joe Kearns, Grace Hayle (Nov. 21).

Writers: Howard Snyder and Hugh Wedlock, from an original story by Arthur Ross.

### MACBETH

THERE was a performance! We mean the Maurice Evans-Judith Anderson "Macbeth" colorcast on *Hallmark Hall of Fame*, NBC-TV, Nov. 28. It had virtually everything one could want. Above all it used the tv camera the way it should be used—close, tight shots to show the inner turmoil of the tortured Macbeth, power-hungry but fearful.

Not the least reason for the effectiveness of the Evans televersion was that it ran for a full two hours. This permitted a cumulative build-up of histrionics that overwhelmed the audience. For this was a true Shakespearean tragedy—blood and murder all over the lot.

Evans acted it to the hilt—'sblood, did he not? His characterization of the grasping thane, basically weak and afraid, but driven inexorably to his doom at Dunsinane, may have or may not have been great Shakespeare, but it certainly was magnificent tv. This portrayal was

enhanced by the happy concept of filling the screen with Evans' tormented face at the height of the famous soliloquies. Indubitably, it was Evans' show.

Judith Anderson's Lady Macbeth was the epitome of the scheming wife, pushing her husband to his infamous deeds and breaking under the horror of the bloodbath that follows her lust for power. If any one should be given the accolade for this outstanding production, it should be Miss Anderson. Her sleepwalking scene held this viewer breathless.

Other members of the cast performed excellently. Particularly effective was Pat O'Malley in the porter's drunk scene. Also worth special mention were the witches, whose presence was made more symbolic by the lighting and camera angles.

A special commendation should be given to the leading characters, who made Shakespeare's majestic language come alive. Undoubtedly, Shakespeare is meant to be played, not read, and this performance showed how true this is.

As to the colorcast, we are of two minds: It enhanced the pageantry in the scenes peopled by the full cast, but we don't believe it added anything significant to the basic production. After all, the whole tenor of Macbeth is that of a gray, brooding tragedy.

We're no authority on Shakespeare, God wot, and whether this was good Shakespeare or bad Shakespeare we won't attempt to decide. But, acknowledging the limitations of the tv screen for the presentation of full-peopled, multiple-plotted spectacles which are the essence of Shakespeare's tragedies, we feel that everyone concerned with this production has reason to be proud. Certainly, the set, the flow of scene into scene and the camera work were superior tv (and we should think very good Shakespeare). It bore out every promise Evans and company indicated in the previous telecasts of *Hamlet* and *Richard II*. It warrants a bow in the direction of the producers, the director and all of the production staff.

Production cost: \$35,000 to \$40,000

Sponsor: Hall Brothers through Foote, Cone & Belding.

Broadcast live on NBC-TV in color, Nov. 28, 4-6 p.m. EST.

Production and Tv Adaptation: Maurice Evans; director: George Shaefer; NBC producer-director: Hudson Faussett; NBC executive producer: Jack Rayel; associate producers: Mildred Freed Alberg, Emmett Rogers; associate director: Sutton Roley; technical director: Robert Long.

Music composed and conducted by Lehman Engel.

Settings: Otis Riggs

Costumes: Noel Taylor

Co-Stars: Maurice Evans as Macbeth; Judith Anderson as Lady Macbeth.

★ ★ ★

### BOOKS

TV SERVICE DATA BOOK, by Milton S. Kiver. Howard W. Sams & Co., Indianapolis. 112 pp. \$1.50.

THIS BOOK is designed as an "easily-used reference source for most of the data needed in daily service work" by technicians and technical students. It is described as a concise source for data which heretofore had been available only in large, complex works or in separate forms.

The book has four chapters covering servicing, installation, components and mathematics, with accompanying charts, tables and illustrations. Among the sub-titles: test probes, test patterns, tv channel frequencies, capacitor and resistor color codes, and conversion factors.



More reasons  
why WFBM-TV is  
"First in Indiana"

WFBM-TV

STATION B

COVERAGE

POPULATION, 1954 ---- 2,226,700

FAMILIES, 1954 ----- 695,840

Note: The population and number of families in WFBM-TV's 0.1 mv (figures listed above) are greater than the combined state totals in New Hampshire, Idaho, Vermont and South Dakota.

\* Circles indicate contours as registered with the FCC.



**WFBM-TV**  
**INDIANAPOLIS**

Represented Nationally by  
The Katz Agency

Affiliated with WEOA, Evansville;  
WFDF, Flint; WOOD AM  
& TV, Grand Rapids



**THE SHOW:** Out of this world

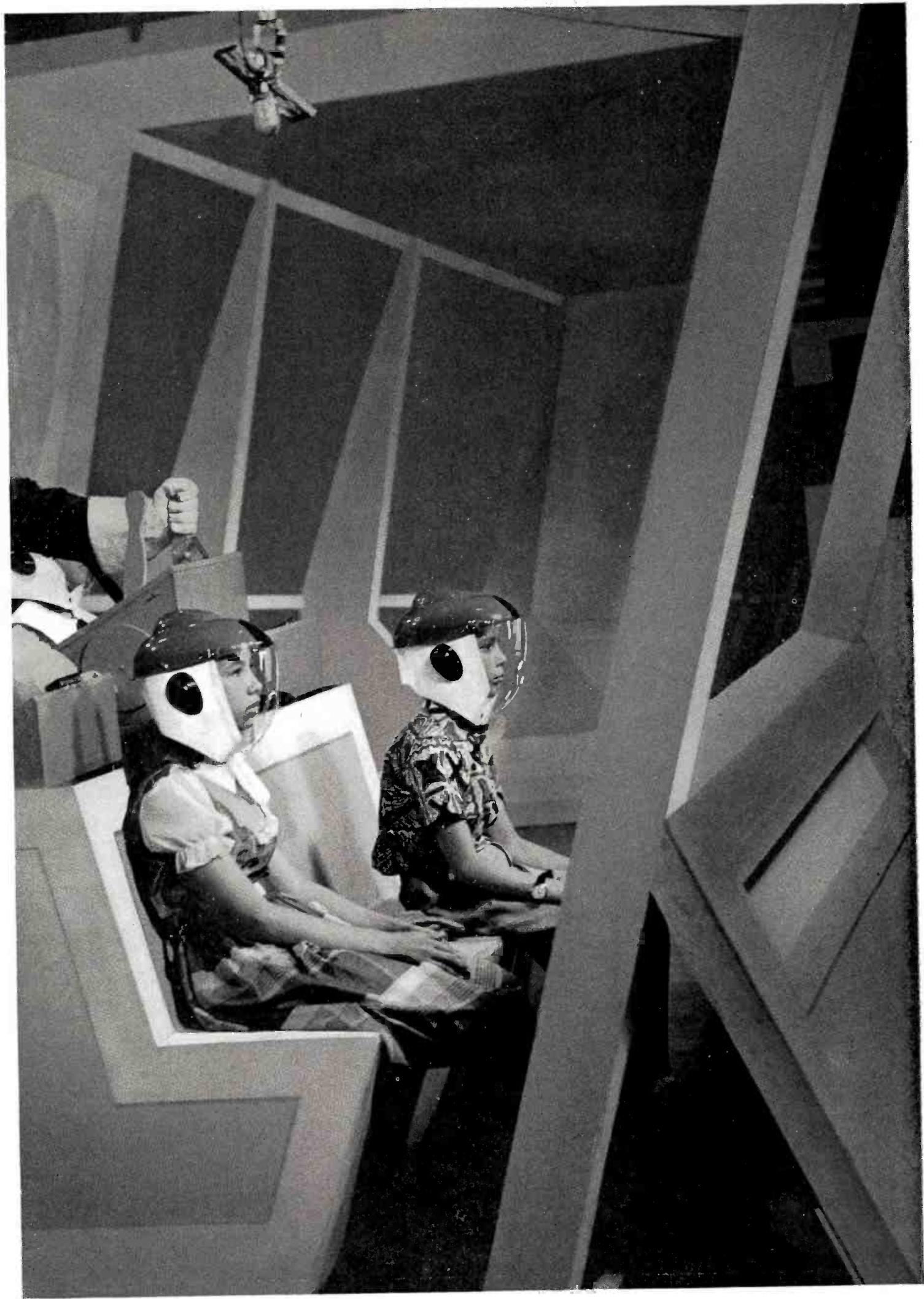
**THE RESULTS:** Down to earth

"Space Ship" is an original show which was created and is produced entirely by WDSU-TV for Ward Baking Company. WDSU-TV's outstanding team of producer-director-sound-script-art-lighting dreamed up a show which children eat up. They also eat up Ward's Tip Top products in a down-to-earth manner that seems to satisfy the sponsor very well.

"Space Ship" is typical of the locally produced, locally slanted shows that WDSU-TV puts on for a top-name roster of nationally distributed products. Why not let WDSU-TV create a show for you?

**WDSU-TV • NEW ORLEANS**





**WREX-TV  
CHANNEL 13  
ROCKFORD, ILLINOIS**

The ONLY Station  
covering the Bil-  
lion Dollar Rock-  
ford-Madison area  
market.

Rockford is 31%  
above NATIONAL  
AVERAGE on per  
capita income. ROCKFORD  
is 20% above  
NATIONAL AVERAGE  
on per family income.

**WRITE FOR  
WREX-TV  
COVERAGE MAP**

showing the "island  
of sales" with over  
1,000,000 people, and  
the non-duplicated  
CBS coverage.

**WREX-TV  
CBS 13 ABC  
Rockford Illinois**  
45,700 WATTS E. R. P.  
represented by  
**H-R  
TELEVISION  
INC.**

**Time to Crack Down**

EDITOR:

Isn't it about time that there was a crack-down on performers on radio and tv making so-called "clever" remarks at the expense of another medium? For example, recording artists who make their money from records played on radio stations getting on tv and saying "back in the days of radio," "you remember radio," etc.

If these artists do not appreciate the radio stations playing their records, I'm sure the disc jockeys across the nation will be most happy to play artists who are grateful for every single airing of a record they get. . . . Just imagine how fast an artist would vanish from the nationwide picture if the 3,000 plus radio stations stopped playing his records.

*Jim Stewart, Program Dir.  
WHEP Foley, Ala.*

**Tv Stock Offer Identified**

EDITOR:

I have your magazine for Nov. 22 and notice on page 5 your comment concerning the prospectus concerning a stock offer at \$1 per share to Rhode Island residents. Please be advised that your statement is entirely inaccurate as this company has no public stock offering of any sort.

Your comment presumably is based upon a stock offering by Television Associates Inc., which is not the permittee of Channel 16 but merely holds certain minority stock rights in the permittee which is Channel 16 of Rhode Island Inc.

Channel 16 of Rhode Island Inc. is entirely disassociated with such offer.

*Abraham Bellilove, Vice President  
Channel 16 of Rhode Island Inc.  
WNST Providence, R. I.*

**Competition Helps Fan Mags**

EDITOR:

We would like to point out something that apparently Mr. Earl Abrams completely overlooked in his feature, "Fan Magazines" [B•T, Nov. 22].

Mr. Abrams seems to accept a dim view of the future of local tv-listing magazines. We would like to point out our own sales pattern as an example of a situation we understand exists elsewhere in various markets.

The sale of *Tv News*, a local Indiana tv-listing magazine, has increased to an all-time high since the advent of *Tv Guide* in this area. In addition, we have knowledge that *Guide* is also enjoying a good sale in this area. . . . We feel Mr. Abrams overlooked the fact that often a competitive situation—whether it be in telecasting or in publishing—brings about a most happy circumstance for all parties involved. . . .

*Don Satterfield  
Publisher  
Tv News,  
Indianapolis, Ind.*

**WMAZ Has 103 for 4**

I am sure you will receive many letters telling those juniors at KMMJ to move over [OPEN MIKE, Nov. 15].

They mention 5 for a total of 85 years and ask if any other station can beat their record. Here at WMAZ George Rankin has been chief engineer for 32 years; I have been on the job 27; our porter has been general factotum for 23 years and "Red" Cross has been commercial manager 21—all 4 for a total of 103 years.

While he is not on our regular staff, our

county agent, D. F. Bruce, has been broadcasting regularly over WMAZ more years continuously than any other county agent in the U. S.—27 years. Just to keep adding to the record, our engineering department includes Bob Ingle, 14 years; Ed Discher, 14 years, and Bill Bryan, 13 years. Lloyd Harris has been announcing 11 years and Albert Sanders has completed 10 years. . . . We probably have five or six others who have been here more than the eight years KMMJ throws in to get their total, but we just don't start counting until they have served a 10-year apprenticeship!

*Wilton E. Cobb, Gen. Mgr.  
WMAZ Macon, Ga.*

[EDITOR'S NOTE: KMMJ Grand Island, Neb., reported five announcers with a total of 85 years at that station, asked if any other station could top that record.]

**Mixed Managers**

EDITOR:

Many thanks for the wonderful story in the Nov. 29 BROADCASTING • TELECASTING concerning the progress of the Storer Broadcasting Co.

I was quite surprised to see a nice photograph of Willard Dougherty [vice president and general manager, WDOK Cleveland] over my



MR. KELLY

MR. DOUGHERTY

name in connection with this story. Will and I have been good friends and business associates 10, these many years but I am sure that both Will and B•T would prefer to give the devil his due. Hence, I am enclosing a picture closely resembling a guy named Jack Kelly.

*John D. Kelly, Gen. Mgr.  
WJW Cleveland*

**Baptists Like 'Religion on the Air'**

EDITOR:

Thank you for the information you submitted to Rev. Paul Stevens regarding . . . the article "Religion on the Air" [B•T, Nov. 15].

What he actually wanted was permission to quote extensively from your article in our publication, *The Beam*. . . .

*Clarence Duncan  
Director of Publicity  
The Radio & Television  
Commission of the Southern  
Baptist Convention  
Atlanta, Ga.*

[EDITOR'S NOTE: Permission granted.]

**Copywriter's Strain**

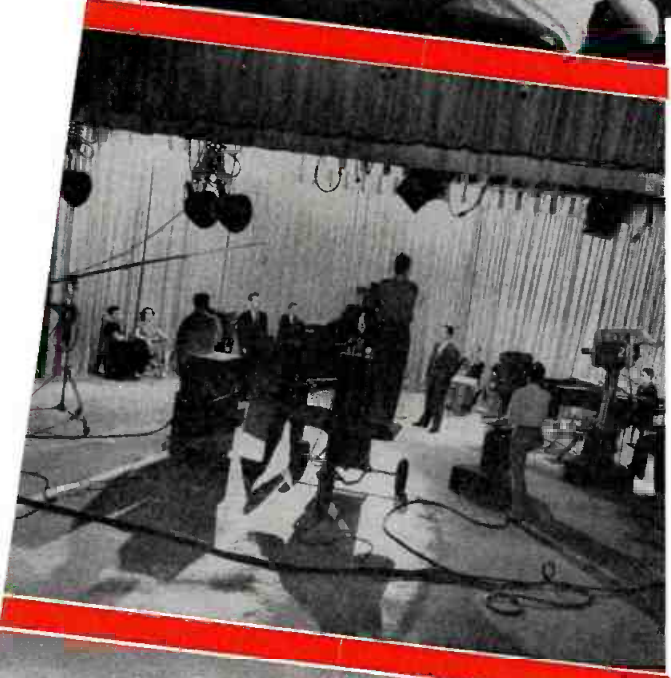
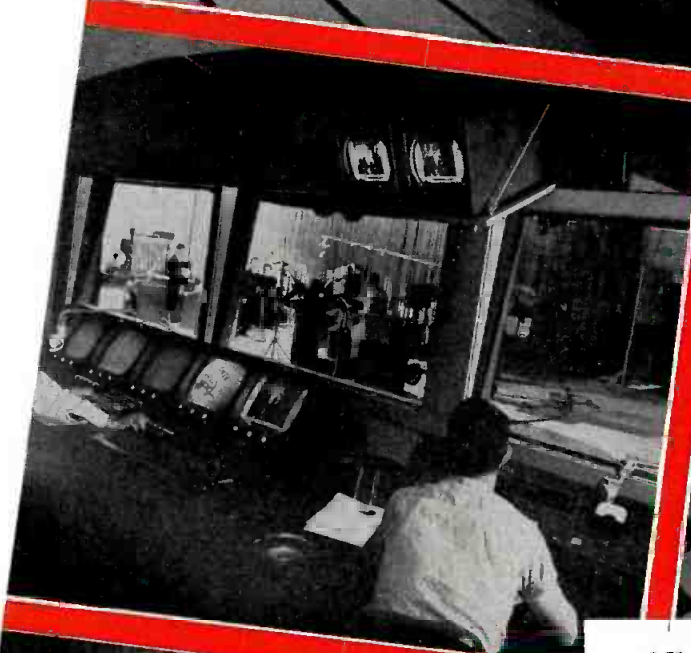
EDITOR:

I have just seen what you did with Jim Young's comments on "copywriter's strain" [B•T, Nov. 29].

Excellent!

*Maxwell Fox  
Public Relations Director  
The Advertising Council  
New York*

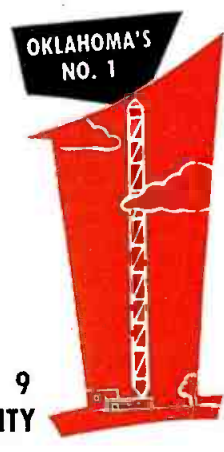




## KWTV MATCHES WORLD'S TALLEST TV TOWER WITH STUDIOS AMONG THE FINEST IN THE SOUTHWEST

Those thousands who come each week from "all over" to see the world's tallest man-made structure, are no less amazed at the magnitude of KWTV's new studios . . . the amazing completeness and complexities of its RCA equipment.

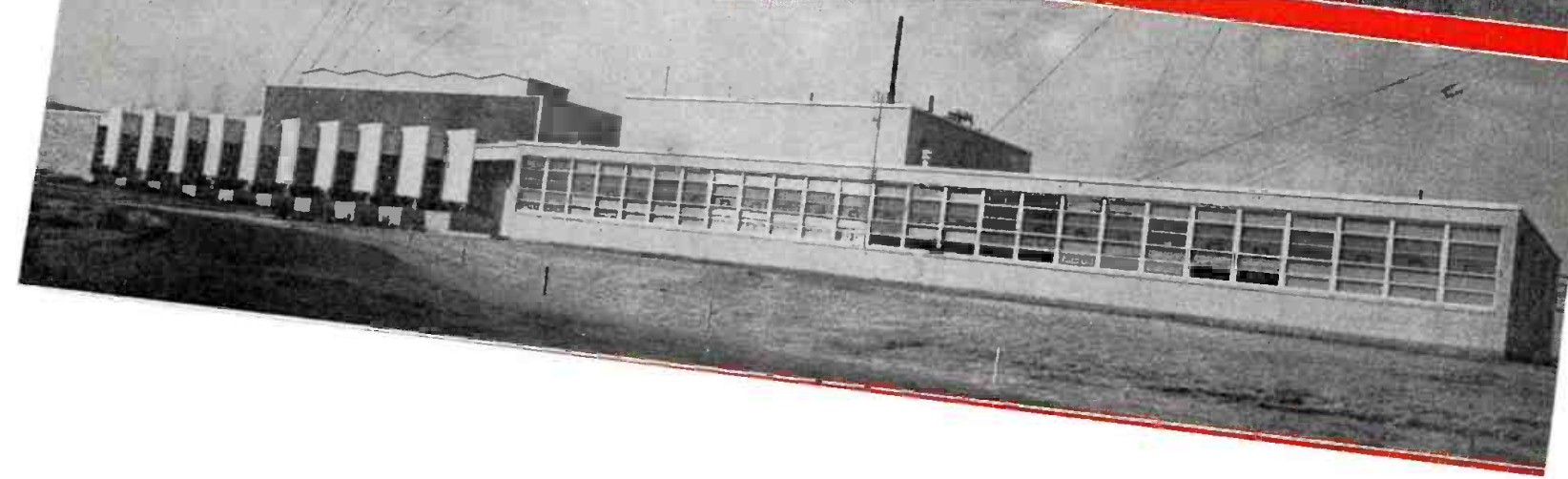
Along with KWTV's new studios and new power (316,000 watts), its programming and personalities combine to create a brand new TV picture in Oklahoma . . . a facility unmatched in sales-making ability by any other Oklahoma television station!



# KWTV

CHANNEL 9  
OKLAHOMA CITY

AFFILIATED MANAGEMENT KOMA-CBS-RADIO • REPRESENTED BY AVERY-KNODL, INC.  
EDGAR T. BELL, Executive Vice President      FRED L. VANCE, Sales Manager





A black and white photograph of a winter scene. The background is filled with snow-covered trees and branches, creating a dense, textured backdrop. In the foreground, a path or road is visible, also covered in snow. The overall atmosphere is cold and serene.

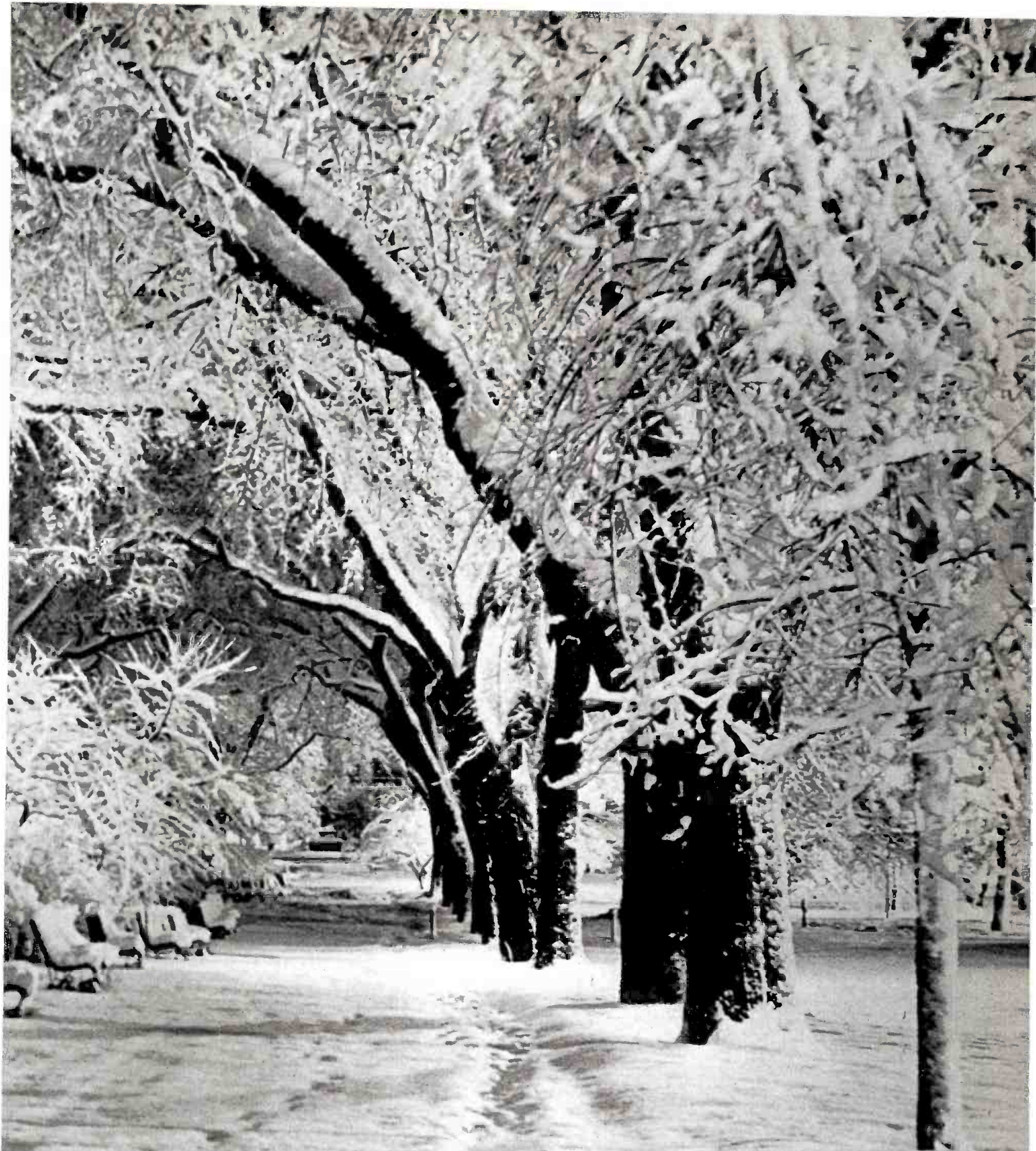
# Snowtime

Flakes replace folks on the benches  
and tune-ins rise as the mercury falls.

To reach these potential customers...

Sell 'em on a Storer Station





## STORER BROADCASTING COMPANY

WSPD • WSPD-TV  
Toledo, Ohio

KPTV  
Portland, Ore.

WAGA • WAGA-TV  
Atlanta, Ga.

WJBK • WJBK-TV  
Detroit, Mich.

WJW • WXEL-TV  
Cleveland, Ohio

WBRC • WBRC-TV  
Birmingham, Ala.

WWVA  
Wheeling, W. Va.

WGBS  
Miami, Fla.

### NATIONAL SALES HEADQUARTERS:

**TOM HARKER**, V. P., National Sales Director

**BOB WOOD**, Midwest National Sales Mgr.

118 E. 57th St., New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, Franklin 2-6498



the  
number 1  
station  
in  
west  
virginia's  
number 1  
market

wchs

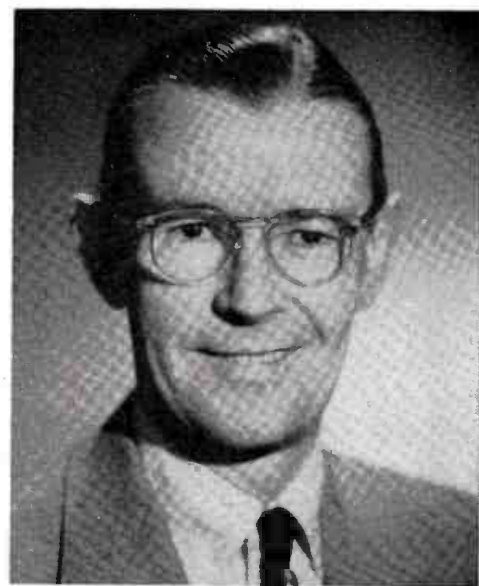
the  
tierney  
company

charleston  
west  
virginia

cbs

## our respects

to LESLIE FRANCIS MAWHINNEY



STILL VIVID in the memory of many Southern Californians is March 10, 1933, when a severe earthquake struck the area. To Leslie F. Mawhinney, news editor, Don Lee-Mutual Broadcasting System and KHJ-AM-TV, both Hollywood, and president of the newly-formed Associated Press Radio & Tv Assn. [B•T, Oct. 4], then a Don Lee Hollywood publicist, that day marked the start of a new era in radio news.

All normal telephone and wire service with the East was disrupted. In what he believed to be a futile effort, Mr. Mawhinney tried the office teletype machine. To his astonishment, Paul White, CBS New York news chief (Don Lee was then affiliated with CBS), answered, and for the entire night, almost the only contact Los Angeles had with the outside world rested on that single wire.

All night KHJ sent press reports to the East. Mr. Mawhinney recalls two young KHJ continuity writers, Sylvester Weaver and Jack Van Nostrand, who worked through the night to prepare a dramatization of the catastrophe, later broadcast on the network.

William S. Paley, CBS board chairman, now sold on radio news after previous months of discussion with Mr. White, authorized him to form the first radio press service, Columbia News Service. Mr. Mawhinney was assigned to organize CNS in the 11 western states.

### From British Columbia

A native westerner, Les Mawhinney, as he is usually known, was born in Kelowna, B. C., and educated in Canadian schools until his graduation from Victoria (B.C.) High School in 1919. As copyboy-reporter, he first practiced newsgathering on his uncle's newspaper, the *Victoria Daily Times*, during school vacations. However, following graduation, Mr. Mawhinney went to sea as a radio operator, reporting for the *Daily Times* between voyages.

Late in 1926 he moved to Los Angeles, entering commercial radio the next year as engineer for KPLA Los Angeles (later KECA and still later KABC Hollywood). Next, he joined the *Los Angeles Examiner* as navy and ships news reporter, but returned to radio as a Don Lee System publicist.

With the 1933 earthquake and the organization of Columbia News Service, Les Mawhinney found himself deep in a press-radio war. But when the networks and the major news services reached an armistice in 1935, wherein the services agreed to provide news if it were used only as a sustaining feature, CBS disbanded its news service.

However, some independents were dissatisfied, feeling radio had both the right to the news and to use it in any way it chose. Among them

was KNX Hollywood, then operated by Guy C. Earl Jr., former newspaper publisher. When several former CNS members formed Transradio Press Service, Les Mawhinney became West Coast manager and KNX news editor, a post he held until 1938.

"Transradio broke down the press-radio agreement," he says. "United Press and AP had to start unrestricted sale of radio news to the stations."

Mr. Mawhinney left Don Lee Broadcasting for a short stint with a Prescott, Ariz., station which never got built, and then spent several years as news editor for Arizona Radio Network and KOY, both Phoenix, before returning to Don Lee in 1942 in his present position.

Today, Mr. Mawhinney observes that as a mutual, cooperative, non-profit organization, AP must function through committees. When AP first established radio memberships in 1949 (a deep satisfaction to a press-radio war veteran), Les Mawhinney was a founding member of the California AP Radio Assn.

### Elected Chairman

In 1951, the AP Radio Member Committee was formed and Mr. Mawhinney, as West Coast representative, was elected chairman. Under his leadership, subcommittees on studios, news reporting and program sales were formed, but he derives greatest satisfaction from the constitution and by-laws written for the new AP Radio & Tv Assn., which places the group on a "strictly democratic, elective basis."

Commenting on news broadcasting from a background of nearly two decades in the field, Les Mawhinney feels tv news "will go more into documentaries and backgrounding of big news. It will never be able to compete with radio news. In sheer speed and mobility, radio will remain first in the field."

Integrity is more than a word with Les Mawhinney, and in newsgathering he believes it must transcend all, including station and sponsor. Pointing to his present position with Don Lee-Mutual as ideal, he states the news operation is absolutely independent.

On radio's future, he comments, "News is ideally suited to the medium. Radio follows you unobtrusively, allowing you to listen while doing something else. It suits the restless nature of the American public."

Twenty-six years ago Les Mawhinney married the former Iris Graham, also a former Canadian and then an M-G-M publicist. Presently, Mr. and Mrs. Mawhinney and their daughters, Anne, 19, and Kathryn, 17, live in their suburban Sunland, Calif. home. There, as an ardent amateur astronomer and former president of the Los Angeles Astronomical Society, he follows his favorite hobby of star-gazing.





# COVERS

## Michigan's major market

# LIKE A TENT!



The biggest buy in radio is Michigan's "Golden Triangle" . . . bounded by Detroit, Jackson and Flint! That's where you reach 77% of Michigan's 6-billion dollar buying power! That's where nearly 100% of the homes and over 85% of the automobiles have radios! That's where WKMH, WKHM and WKMF command the biggest listening audience because that's where *everybody* likes news, music and sports!

*BEST OF ALL . . . YOU CAN COVER MICHIGAN'S MAJOR MARKET LIKE A TENT AND SAVE 10% IN THE BARGAIN BY BUYING THE SMART THREE-STATION PACKAGE!*

# WKMH WKHM WKMF

**DEARBORN-DETROIT**  
5000 Watts (1000 WATTS NIGHTS)

**JACKSON**  
1000 Watts

**FLINT**  
1000 Watts

**REPRESENTED BY HEADLEY REED**



## KTUL PACKS The BALLYHOO PUNCH In TULSA!

In Tulsa . . . it takes radio station KTUL to put on a full promotion. And that's why new Shopping Centers just naturally call on KTUL to handle the Grand Opening.

KTUL offers a COMPLETE PROMOTION . . . advertising, publicity, remote broadcasts, personalities and western bands, clowns, balloons and a real old fashioned CALLIOPE and BANDWAGON.

When the fabulous RANCH ACRES Shopping Center opened recently, newspaper was used on a one shot basis. Radio station KTUL handled the promotion on an exclusive basis . . . AND chain store managers proclaimed it as the largest opening in the Southwest.

A few weeks later SHERIDAN VILLAGE climbed aboard the KTUL bandwagon for their grand opening. "It takes KTUL to better even their best promotions."

CBS Radio

# KTUL

Tulsa, Okla.

EVERY-KNODEL, INC., National Representative

L. A. Blust  
Vice Pres.-Gen. Mgr.

Ben Holmes  
Natl. Sales Manager

AFFILIATED WITH

KTVX - TV, Channel 8  
Muskogee, Okla.

KFPW - CBS Radio  
Fort Smith, Ark.

## IN PUBLIC INTEREST

### The Ten Commandments

IN AN EFFORT to counteract a series of crimes, reported to have been committed by juvenile gangs in Philadelphia, WIBG there has announced that it will air at intervals during its broadcast day, a recording of Clark Dennis singing "The Ten Commandments." The management said that it was playing the record "with the sincere hope that reacquaintance with the tenets set forth by the Supreme Being, will aid in reducing delinquency, both adult and juvenile, in our listening area."

### Scouting for Boys

WKNE Keene, N. H., is airing a series on Boy Scout activities titled *Scouting, 1954*. The programs, sometimes taped at actual troop meetings in the station's primary coverage area, are designed to foster interest in scouting.

### Amnesiac Identified

AN APPARENT amnesia victim in Pittsburgh, Pa., was reunited with his family after his description was broadcast on a newscast by Joe Gibson over WWSW there. The man's niece heard the program and this led to his identification.

### \$4,700.15 Day

RUTH LYON, Crosley Broadcasting (WLWT [TV] Cincinnati; WLWC [TV] Columbus; WLWD [TV] Dayton) personality, received \$4,700.15 in one day toward her eighth annual "Christmas Fund." So far the current drive has netted \$31,000. Last year \$70,000 was raised and since the beginning of the drive to aid hospitalized children in 1947 the fund has collected a total of \$340,000.

### Civic Senses Sharpened

WWDC Washington, D. C., recently began a weekly public service series titled *Your Capital Host* which presents programs built around civic events of current importance. Special convention activities, tourist attractions, pageants and similar affairs will be the main fare of the shows. Each program of the series will immediately follow the broadcasts of *Report to the People*—a weekly ad lib public service series featuring interviews with the commissioners of the District of Columbia.

### Spots on Churchgoing

WORL Boston, in cooperation with the Open Church Assn. of Gloucester, is programming one 15-minute show a day plus spot announcements throughout the day urging listeners to attend the church of their choice more frequently. The station reports that because of its campaign more churches are leaving their doors open even after Sunday services are over.

### 'Teenie' Voice

MOLLY of *Fibber McGee and Molly* fame, recorded a series of spot announcements using the voice of "Teenie," which she occasionally portrays on the air, for CKNW Vancouver, B. C., to help the station in its drive to raise \$15,000 for the CKNW-New Westminster Orphans' Fund.

### Safety Spots

HENRY HEIDE Inc. (candy), has purchased a series of one-minute spots to run each Wednesday at 6 p.m. on WABD (TV) New York from now until Feb. 16 incorporating safety suggestions for children. The announcements will caution children about accidents which occur because of carelessness in using matches, crossing streets, climbing and playing.

BROADCASTING • TELECASTING



# ***FIRST*** *in* *Spokane*

**KXLY-TV LEADS\***  
*in* **SHARE of AUDIENCE**

6 PM to MIDNITE, 7 DAYS PER WEEK

	<u>APRIL</u>	<u>AUGUST</u>	<u>OCTOBER</u>
<b>KXLY-TV</b>	39.0	46.7	<b>53.3</b>
STATION A	61.0	53.3	46.7

**AND KXLY-TV ALSO LEADS  
OUTSIDE OF SPOKANE CITY**

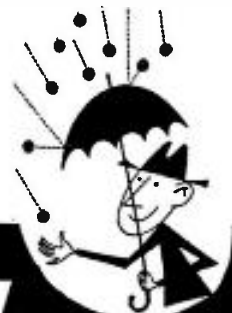
12 NOON to MIDNITE MONDAY THROUGH FRIDAY \*

	NORTH SAND POINT, IDA.	EAST WENATCHEE, WN.	SOUTH PASCO, WN.	WEST KALISPELL, MONT.
<b>KXLY-TV</b>	<b>56.45</b>	<b>41.54</b>	<b>48.3</b>	<b>100</b>
STATION A	43.55	40.10	41.9	
STATION B		18.36		
STATION C			9.8	

\* **OCTOBER "PULSE"**

**GREATEST  
AUDIENCES**

**WIDEST  
COVERAGE**



**SPOKANE**

**KXLY-TV**

**WASHINGTON**

**RICHARD E. JONES**  
vice pres. & gen. mgr.

Rep. - **AVERY-KNODEL**  
Moore & Lund: seattle, portland

*Everyone has something  
he does best...*



There are all kinds of experts. Whatever their specialties, they all have this in common: a brand of skill that comes through long concentration on what they do best. For quality performance, it's logical to call on specialists with the greatest concentration of experience.

In quality TV representation, *this* is Harrington, Righter and Parsons . . first to specialize exclusively in television . . first to realize the service the station owner needs can only come from the representative who concentrates on a limited list of quality stations. Inevitably, this attitude attracts the caliber of TV stations listed below.

## Harrington, Righter and Parsons, Inc.

New York  
Chicago  
San Francisco

television — the *only* medium we serve

WAAM	Baltimore
WBEN-TV	Buffalo
WFMY-TV	Greensboro
WDAF-TV	Kansas City
WHAS-TV	Louisville
WTMJ-TV	Milwaukee
WMTW	Mt. Washington



## WESTINGHOUSE PAYS RECORD TO BUY DUMONT'S WDTV (TV)

DuMont sells its Pittsburgh prize for \$9,750,000, prepares to curtail live networking. Meanwhile, there's more wheeling-dealing to change patterns of station ownership and network affiliation. Protests hit recent CBS-TV maneuvers.

ALL-TIME record in broadcast station sales was set Friday as Westinghouse Broadcasting Co. bought WDTV (TV), ch. 2 DuMont-owned Pittsburgh station, for \$9,750,000. The transfer is subject to FCC approval.

The sale is another step in a series of industry developments that is changing the whole face of the television station and network structure, with DuMont Tv Network likely to become a limited live hookup as Guild Films Co. negotiates lease of its production facilities.

Involved are network affiliations in a number of cities and a reshaping of the tv situation in Pittsburgh, for many years a one-station city and now tied up in a complicated hearing process.

Scanning developments last week as well as recent weeks, these situations are outstanding:

- Storer Broadcasting Co.'s WXEL (TV) is expected to become the CBS-TV network outlet in Cleveland, supplanting WEWS (TV), Scripps-Howard station, which has been notified its affiliation would not be renewed.

- Westinghouse, having bought WDTV Pittsburgh, apparently has sewed up the NBC-TV affiliation there and may arrange other affiliations as NBC-TV seeks outlets to be owned by it or Westinghouse in 14 top markets.

- Mergers among applicants for chs. 4 and 11 in Pittsburgh may develop.

- DuMont Tv Network will still own WABD (TV) New York and WTTG (TV) Washington but may cut back its networking to a basic sports, special-events hookup. It may acquire other tv outlets.

- DuMont is cozy about saying anything but it's known the company is hoping to use a new fast-recording process, possibly magnetic tv film.

- WJAS Pittsburgh, a tv applicant, is trying to block transfer of WSTV-TV Steubenville, Ohio, to CBS-TV for \$3 million [B•T, Nov. 22] on the ground the network is trying to "leapfrog" the station out of Steubenville-Wheeling into the Pittsburgh area.

- WTRI (TV) Albany, N. Y., ch. 35 CBS-TV affiliate, charges that CBS is rewarding a member of its own organization in acquisition by Lowell Thomas and associates of WROW-AM-TV Albany. WROW-TV is a ch. 41 outlet.

In a petition filed Friday with the FCC, WTRI alleged there was a secret agreement to give WROW-TV a CBS-TV affiliation, with a shift of WROW-TV to vhf ch. 10 having been asked last Nov. 4, the day after the WROW sale had been approved. The FCC is asked to void the Nov. 3 FCC approval on the ground the network in effect will have control of the WROW properties.

- WTRI also asked FCC to defer acting on CBS purchases of WSTV-TV Steubenville and WOKY-TV Milwaukee, contending that decisions on those before action on the Albany petition might prejudice that case in view of multiple-ownership and anti-trust angles along with alleged failure of CBS to disclose certain information.

As the week-by-week evolution of the still

young television industry proceeds in meteoric manner, with only three major live networks likely to be operating in the near future, it became apparent that the place of tv film production will become increasingly important.

DuMont's cutback on live programming and its development of fast film-tape recording are expected to pave the way for expanded Guild-Vitapix activity [B•T, Nov. 22]. Guild would lease the DuMont production facilities and DuMont's two remaining stations, WABD and WTTG, would become Vitapix members.

If Westinghouse and NBC-TV agree on a WDTV Pittsburgh affiliation, it is believed the action would lead to other negotiations by which the network would have affiliations in 14 major markets via NBC-owned or Westinghouse-owned outlets.

Westinghouse owns the pioneer radio station, KDKA Pittsburgh, which has had an NBC Radio affiliation since the network began.

With Westinghouse out of the ch. 11 picture in Pittsburgh, WWSW and WJAS will find the situation ripe for a merger and FCC approval is believed likely. This might speed a ch. 4 merger among the five applicants, or some form of coalition that would hasten settlement of the longtime Pittsburgh confusion. One uhf station, WENS (TV) on ch. 16, is operating in Pittsburgh with WKJF-TV, ch. 53, having suspended.

The contracts covering the WDTV sale to Westinghouse were signed at a meeting in New

### THE GOING PRICE IS GOING UP

THE vigorous growth of television broadcasting was clearly demonstrated in the \$9,750,000 price paid for WDTV (TV) Pittsburgh by Westinghouse Broadcasting Co. last week. It is indeed a far cry from the \$375,000 price paid for what was then KRSC-TV Seattle in mid-1949, the first tv transaction in U. S. television history.

Some sales figures of the past five years:

July 1949: KRSC-TV Seattle (now KING-TV), sold by P. K. Leberman to Mrs. A. Scott Bullitt and associates for \$375,000.

July 1950: WOIC (TV) Washington (now WTOP-TV), sold by Bamberger Broadcasting Co. to WTOP Inc. (55% owned by *Washington Post* and 45% owned by CBS) for \$1.4 million.

December 1950: KTSN (TV) Los Angeles (now KNXT [TV]), sold by Thomas S. Lee Enterprise Inc. (General Tire & Rubber Co.) to CBS for \$3.6 million.

August 1951: KFI-TV Los Angeles (now KHJ-TV), sold by Earle C. Anthony Inc. to General Teleradio Inc. for \$2.5 million.

September 1951: WOW-TV Omaha, sold by Francis B. Matthews and associates to Meredith Publishing Co. for \$2.5 million (with WOW).

January 1952: WOR-TV New York, sold by Bamberger Broadcasting Co. to General Teleradio Inc. for \$4.5 million, plus \$315,000 annual lease and 10% interest in purchasing company, by R. H. Macy Co., majority stockholder of Bamberger (including WOR-AM-FM).

February 1953: WBKB (TV) Chicago (now WBBM-TV), sold by Balaban & Katz Inc. (now part of American Broadcasting-Paramount Theatres Inc.) to CBS for \$6 million.

May 1953: WPTZ (TV) Philadelphia, sold by Philco Corp. to Westinghouse Broadcasting Co. for \$8.5 million.

June 1954: KLZ-TV Denver, sold by Aladdin Radio & Television Inc. to Time Inc. for \$3.5 million (including KLZ-AM-FM).

July 1954: KPIX (TV) San Francisco, sold by Wesley I. Dumm and associates to Westinghouse Broadcasting Co. for \$7.5 million.

December 1954: WDTV (TV) Pittsburgh, sold by DuMont to Westinghouse Broadcasting Co. for \$9,750,000.

The three largest sales in tv history all featured Westinghouse as buyer. The total: \$25,750,000.

York Friday morning. Action followed preliminary approval of the terms by the Westinghouse board of directors at a meeting Wednesday in Houston. Promptly after the authorization for the acquisition, which is subject to usual FCC approval, E. V. Huggins, vice president of the parent Westinghouse company and chairman of WBC, and Chris J. Witting, president of WBC, left for New York to close the transaction with the DuMont principals.

There were several points to be cleared, it's understood, and these were handled at the Friday session in New York. Transfer applications will be filed with the FCC this week.

WDTV will continue as a DuMont affiliate under a contract to be consummated upon transfer of the station following FCC approval, Dr. Allen B. DuMont, president of DuMont Labs, reported.

In a letter to DuMont Labs stockholders, sent coincident with the joint announcement by himself and Westinghouse Electric Co. President Gwilym A. Price, he also pointed out that WDTV has been profitable even though DuMont has suffered "substantial" overall broadcasting losses each year.

He also told the stockholders that the sale

not necessarily along conventional lines was emphasized following the Pittsburgh transaction. But it was also evident that the DuMont operation would be systematically curtailed as to cable and relay facilities, new live programming and general overhead expense.

DuMont plans to continue operation of its remaining owned stations—WABD (TV) New York and WTTG (TV) Washington—it was learned, and also is contemplating additional owned and operated outlets in both uhf and vhf. "We will be making some acquisitions," a spokesman said.

But it was reiterated that DuMont will still be a network and will still offer programs but possibly upon unorthodox lines.

Mention was made of a "mechanical invention" by DuMont but officials declined to elaborate on it. One spokesman would say only that it constituted a device for recording that is comparable to film (presumably using the DuMont two-camera innovation) which would permit transmission of programs to affiliates with an "extreme reduction in time" as compared to films made for tv.

Notification by CBS that it was cancelling its longtime affiliation with WEWS Cleveland

A hearing on the transfer is asked. Transfer of control back to Hudson Valley Broadcasting Co.'s former owners is sought.

WTRI argued that approval of the WROW-AM-TV sale to Messrs. Thomas and Smith will eliminate competition for CBS-TV affiliation just as though CBS itself were licensee, with WTRI losing CBS programs. FCC rules, policies and precedents are violated, especially those dealing with chain broadcasting, multiple ownership and competition, it is charged.

The petition said the purchase of 83.45% of Hudson Valley stock represented a cost to the buyer of \$112 per share, with the balance sheet showing a net worth giving the stock a value of no more than \$60 a share. Tying in losses of \$10,000 a month on tv, the value of stock was much less than \$60, it was charged.

In its petition, WTRI said, the buyers failed to disclose, as required, that Mr. Thomas' principal job is as a CBS Radio commentator or that Mr. Smith's main job was as business manager for Mr. Thomas.

WTRI contended the buyers and CBS had a "secret understanding" that WROW would get the CBS affiliation now held by WTRI if the sale were approved. The Thomas-Smith control in effect gives CBS control of the station, it is argued. In addition, it is stated that WTRI made studies showing how ch. 10 might be dropped in the area, revealing the data to CBS in confidence. WTRI contended CBS then entered into a secret understanding with the buyers offering a basic two-year affiliation if they secured control. WTRI claimed it will suffer serious economic losses if it loses the CBS affiliation.

Going into the anti-trust angle, WTRI said the CBS-Thomas relationship and their understanding "constitute together a tying agreement in violation of the Sherman and Clayton acts."

The CBS "monopoly power" is declared by WTRI to limit its right to select its affiliates, exclusion of WTRI amounting to a violation of Sec. 2 of the Sherman Act. The chain broadcasting rule governing term of affiliation is violated, WTRI charged, along with the requirements for full disclosure. The brief was filed by Paul A. Porter and George Bunn, of Arnold, Fortas & Porter, on behalf of Harry C. Wilder, president of WTRI.

#### Steubenville Protest

WJAS Pittsburgh moved in its petition that FCC dismiss the WSTV-TV application to move its main studio from Steubenville, Ohio, to Florence, Pa., and to move transmitter-antenna site from a point 1.3 miles south of Steubenville to a site 3½ miles from the business center of Pittsburgh, as well as to increase power and change equipment.

The WSTV-TV application is contingent on FCC approval of the \$3 million transfer of the station to CBS Inc. WJAS is an applicant for ch. 11 in Pittsburgh.

It was recalled by WJAS that WSTV Inc. in the tv rule-making proceedings had argued on behalf of allocation of ch. 9 to Wheeling-Steubenville; that allocation of the channel to Pittsburgh would deprive Steubenville of an outlet for local expression; that Sec. 307 (b) would not be met by allocation to Pittsburgh, and that the section required allocation to Wheeling-Steubenville.

FCC agreed with this argument, it was added. The present application of WSTV-TV is described "as an abortive attempt to maneuver under an erroneous interpretation of the Commission's rules so as to bring about a removal of ch. 9 from Wheeling-Steubenville to Pittsburgh, contrary to the Commission's decision in the Sixth Report and Order."

The petition was filed by William A. Porter, of Bingham, Collins, Porter & Kistler.



PRINCIPALS involved in highest-priced station transaction in history were (l to r): Allen B. DuMont, president of Allen B. DuMont Labs; Ted Bergmann, director of DuMont Tv Network; Chris J. Witting, president of Westinghouse Broadcasting Co., and E. V. Huggins, vice president of parent Westinghouse and chairman of WBC.

represents "one of the steps necessary to (1) making more working capital available and (2) putting your company in position to capitalize on profit opportunities in our research, development and manufacturing operations." [For third quarter report of Allen B. DuMont Labs, see page 90.]

Westinghouse President Price called the purchase "gratifying for Westinghouse," whose headquarters is in Pittsburgh.

President Witting of Westinghouse Broadcasting Co., radio-tv subsidiary which will operate the station, called WDTV "the most valuable single television station property in the nation" and said Harold C. Lund, general manager of WDTV, "will continue, of course, to be in complete charge." He said "one principal Westinghouse consideration" in the purchase was WDTV's ch. 2 assignment.

Mr. Witting said WBC "expects to grow to the maximum size as a tv station operator." WDTV becomes its fourth tv property. Others are WBZ-TV Boston (ch. 4), WPTZ (TV) Philadelphia (ch. 3) and KPIX (TV) San Francisco (ch. 5). WBZ-TV and WPTZ (TV) are NBC-TV affiliates; KPIX is on CBS-TV. Westinghouse is also an applicant for ch. 8 Portland, Ore. An initial decision has favored another, North Pacific Television Inc.

WBC's radio properties are WBZ Boston, KYW Philadelphia, KDKA Pittsburgh and WOWO Fort Wayne, all NBC Radio affiliates, and KEX Portland, Ore., an ABC outlet.

Mr. Witting said the FCC would be asked for permission to change the WDTV call letters to KDKA-TV.

That there will be a DuMont network but

brought no quotable comment from Scripps-Howard. The station, operating on ch. 5, has been affiliated with CBS since 1947 when it was the only commercial tv operation in the area. The letter from CBS-TV Station Relations Vice President Herbert V. Akerberg recited that the cancellation would be effective in 90 days or as of March 1, 1955.

While no formal announcement was made by Columbia, it was believed that on that date the affiliation would shift to ch. 8 WXEL, acquired by Storer in the \$8.5 million-plus Empire Coil transaction, approved by the FCC Oct. 27.

Storer also has acquired WJW Cleveland, now affiliated with ABC. A CBS spokesman said no cancellation notice had been sent to WGAR, its longtime am affiliate in Cleveland, and there was no present indication renewal would not be offered when the March 31 contract expiration date approaches.

Other Storer stations with CBS affiliations include WGBS-AM-FM Miami; WSPD-TV Toledo; WJBK-TV Detroit; WAGA-AM-TV Atlanta; WBRC-TV Birmingham; WWVA Wheeling.

It is expected WEWS will affiliate with ABC-TV and possibly also with DuMont. WXEL is present outlet for ABC and DuMont.

In charging that CBS was rewarding Lowell Thomas as "a valuable member of the CBS organization," WTRI contended this fact was not revealed, along with "secret" affiliation understandings involving WROW-AM-TV. Citing a long list of items, WTRI asked FCC to set aside the approval of the WROW-AM-TV sale to Mr. Thomas, Frank M. Smith, his business manager, holding control of the property.



# BBDO, NETWORKS SWEEP OUT COBWEBS ON RADIO'S STATUS

In a precedent move, the advertising agency which places \$49.5 million in radio and tv takes a "new" look at the older broadcasting medium and obtains factual reports, minus the usual sales hoopla, from the four radio networks. The New York luncheon meeting finds radio very much alive.

THE VITALITY of radio today was doubly recognized last week as a major advertising agency, tired of hearing it evaluated in terms of its past, solicited network contributions to an overall study in which the agency looks at radio as "a new medium"—"as if it had no past and as if we were unconcerned about its future."

The agency: BBDO, whose \$49.5 million in radio-tv led the agency billings parade last year.

The networks responded with sheaves of facts and figures, including results of a hitherto unpublished survey in which radio, although the test deprived it of its usually highly effective sound-effects devices, "proved just as effective as the 'eye' medium of magazines in affecting brand selection and delivering sales impact."

Some 125 BBDO New York account executives were on hand for the briefing, held at a luncheon Tuesday. It was part of a plan initiated by John Hoagland, in charge of programming and talent for the BBDO Radio-Tv Dept., and Robert L. Foreman, vice president in charge of radio and television, to offset recent years lacklustre pictures of radio, which BBDO considers "unfair to radio and thus ill-advised for the advertiser who notes them and is guided by them."

The meeting was billed to BBDO people as not an effort to "sell radio to you," but rather as "an attempt to clear away a lot of the nebulous thinking on what is still a vital medium so that we may be in a better position to discuss the matter with our clients should occasion arise."

## Joint Report

BBDO looked upon the occasion as "probably . . . the first time in the history of radio" that the four radio networks have operated "in concert" to present an up-to-date status report on radio.

The project also differed from standard "pitches" in that the networks were "instructed that under no circumstances is there to be any attempt made to 'sell'." BBDO wanted "a factual, up-to-the-minute review of radio today," and its radio and television department assigned a different phase of the status report to each network. It plans to compile the four reports into booklets for its account executives.

The assignments:

- CBS Radio: "Nose-count" of people listening, etc.
- NBC: Use of radio as (1) a basic medium and (2) as a supplement to television and print.
- Mutual: Findings from its survey, conducted by J. A. Ward Inc., on when various types of people listen and what programs they listen to, etc. [B•T, Oct. 4; see also page 40, this issue].
- ABC: Media impact study, conducted by Stewart, Dougall & Assoc. and not published before, showing relationship between visual and aural messages.

The presentations were made for the networks by Frank Nesbitt, CBS Radio manager of sales development; Howard Gardner, NBC di-

rector of radio network sales development; Jay Eliasberg, ABC coordinator of special projects, sales development and research, and Henry Poster, Mutual manager of planning.

The ABC study of the impact of radio as against that of magazines showed the two at a standoff. Conducted among 999 women who were offered one of two hypothetical brands of toothpaste according to their preference after reading a magazine advertisement describing one brand and hearing a radio commercial describing the other, the survey showed:

Influenced by magazine . . . . .	45.0%
Influenced by radio . . . . .	45.7%
Not influenced . . . . .	9.3%

The radio and magazine figures, the survey firm said, are not "statistically different." But there were variations in other phases. Younger women (20 to 39 years old) were influenced to a greater extent by radio (49.3% to 44.6%) while women 40 and over were influenced more by magazines (45.2% to 41.8%).

In the upper middle income group, radio and magazines were equally influential, each being responsible for the choice of 44.1% of those interviewed. In the lower-middle group radio pulled 49% to 40.4% for magazines, while in the lower economic group magazines led with 52.2% to 41.2%.

Most women—93.2%—made their choice on the basis of their reaction to claimed results. Only 13.8% based their preferences on reaction to media. The report noted: "There are few differences between the content and claims reasons given for magazines and radio. This is to be expected, since the copy material was varied for each medium. There is, however, a marked difference in the nature of media reasons. Fourteen percent of those selecting the brand presented by radio mention that they liked the voice, that it held the attention better, that it was more convincing."

Liking for pictures and charts, liking "to see and read things," and dislike of the announcer's voice in the commercial (1%) were principal factors that influenced the 13% who specifically linked their preferences to magazines.

The survey, which its makers cautioned should not be projected too broadly because it was limited to women, to a single product, and to a single city (Philadelphia), was conducted thus:

Two toothpaste advertisements were selected, one Colgate, one Pepsodent. The copy then was reproduced in two sets of four forms—radio commercial and magazine advertisement, in each of which there were (1) Pepsodent copy using "Wilson" as the brand name; (2) Pepsodent copy using "Thompson" as the brand name; (3) Colgate copy using "Wilson" as the brand name, and (4) Colgate copy using "Thompson" as the brand name.

Final analysis showed 50.7% of the women chose the hypothetical brand described in Colgate copy; 40% chose that described in Pepsodent copy; 9.3% had no choice, it was reported.

ABC explained: "Every possible combination of advertisement (print and radio) was used; i.e., the Colgate ad appeared as a Thompson magazine ad vs the Pepsodent radio ad delivered as a Wilson commercial—and every possible combination of medium, brand name, 'test name' and order of presentation was used."

"The magazine copy remained virtually unchanged for the radio script. A staff announcer of the ABC made each of the recordings to be used. Incidentally, it must be pointed out that this use of magazine copy for the radio commercial meant that, if anything, radio was being somewhat penalized in the test, since there was no effort to write the copy specifically for radio presentation. In addition, the radio presentation did not employ music, sound effects, or any of the other devices which are so used in radio commercials."

Houswives, who did not know the purpose of the survey, were told that a new toothpaste was being introduced and were asked to select one of the two brands after reading one of the magazine ads and hearing one of the commercials, which interviewers played on a portable record player.

The presentation to BBDO by NBC noted that network radio, magazines, Sunday supplements and network tv are the principal media used to reach today's national market of approximately 47,500,000 homes—and that radio is a powerful medium two ways, both as a basic medium and as a medium supplementing other media.

Aside from radio's overall reach into 98% of all homes, giving it far greater circulation than other media, NBC pointed out, "In any average morning minute 9,248,000 people in 7,837,000 homes are listening to the radio; in the average afternoon minute, this increases

## Shirts Test Program

AS THE RESULT of only six 20-second announcements on WTCN-TV Minneapolis, Bond Clothes sold 744 shirts in less than a day. The clothing firm, which



MR. SEVEREID

had been sponsoring *News With (Paul) Severeid* (Mon. thru Fri., 10:30-10:45 p.m.) for a few weeks, decided to test the power of the show.

For the promotion a shirt that normally sold for about \$4.99 was reduced to \$2.75 or two for \$5, but only if the customer mentioned that "Severeid told me about it," or in some other way linked the shirt sale to the program. Mr. Severeid, who is the brother of CBS news commentator Eric Severeid, made one announcement of the sale on his Friday night newscast. It was mentioned one other time on Friday and four times Saturday morning.

Two hours after Bond's opened on Saturday all standard sizes were sold out. The demand continued throughout the day and the store manager said he could have sold twice as many shirts if he had them on hand. Bond's Minneapolis store opened for business only 10 days prior to the test promotion.



# PREVIEW

## Poolmaster commercial gets into the swim

FIRST filmed television commercial to utilize under-water photography and to give its announcer a chance to display his skill as a skin-diver is making its appearance on tv stations in California, advertising a new swimming pool vacuum cleaner known as the "Poolmaster."

The one-minute commercial opens with a young housewife in a bathing suit standing beside her swimming pool and gazing in despair at its leaf-cluttered surface. "Oh, dear," she moans. "This pool—dirty again! And my friends will be here in an hour."

Out of the pool rises the begoggled head of the diver-announcer (Bill Edwards, West Coast tv personality whose hobby is skin-diving). He tells the lady to dry her tears and "get Poolmaster, the amazing new hydro-jet swimming pool vacuum cleaner." Showing the girl how easily the Poolmaster connects to a regulation outdoor faucet, he hands her the instrument, telling her that "anyone can use it" and to "try it yourself while I go below to watch the Poolmaster in action."

Underwater shots show the nozzle of the Poolmaster picking up assorted debris from the floor of the pool, with the diver's hand pointing as he says: "Look at that cleaning power! Poolmaster picks up leaves, sand, gravel, even metal objects. Watch those coins disappear. Presto, they're gone. Anyone can vacuum an entire pool in minutes."

The nozzle is shown cleaning the surface as Edwards continues: "Maintenance is sim-

ple, economical because you do it yourself. End your pool cleaning problems forever. The price—just \$69.50." Now out of the pool, as he removes his goggles, he urges the audience to call Poolmaster or the nearest pool dealer for a free demonstration and concludes: "And now, this is Bill Edwards, your old Frogman, saying—It's Poolmaster for cleaner swimming."

Hanna Enterprises, San Mateo, Calif., maker of the Poolmaster, whose agency is Sherman-Harkness Advertising, San Francisco, plans to show this commercial in areas of dense swimming pool ownership, beginning in the San Francisco Bay area, with special audience interest in San Mateo County to the south of San Francisco where there is large pool ownership. Next, the film will be shown in the Los Angeles and Palm Springs areas and then in the Florida markets.

The commercial was produced by Motion Picture Service Co., veteran San Francisco film production organization. Its initial telecast on KPIX (TV) San Francisco evoked a "very gratifying telephone response," according to L. D. Rashall, managing director of television productions for MPSC.

*Sponsor: Hanna Enterprises, advertising the "Poolmaster."*

*Agency: Sherman-Harkness Advertising.*

*Producer: Motion Pictures Service Co.*

*Director: Lee Rashall.*

*Cameraman: Russ Myer.*

*Talent: Bill Edwards, announcer-diver; Betty Von Martin, housewife.*



to 10,130,000 people in 7,976,000 homes, and in the evening the audience per minute swells to 12,164,000 people in 7,417,000 homes."

"Naturally," NBC continued, "it is important to advertisers that one single medium at any minute of the day or night is being used by more than one out of every six homes in the country." Experience, the presentation added, has shown that a network sponsor's commercial may be expected to reach at least 25% of all people listening to radio at any given time. On that basis, it was shown that:

In a quarter-hour daytime strip—a single commercial in a morning program will reach 2,300,000 listeners. With the 15 commercials available weekly, 34,500,000 listener impressions will be delivered, at a cost of only 63 cents per thousand. The delivered audience per month amounts to "nearly one out of every five homes in the country."

In a weekly half-hour evening program—each of the three commercials can reach 3,041,000 persons for a total of 9,123,000 impressions per broadcast, a cost of \$1.10 per thousand, at desirable times when all members of the family are apt to be present.

In participation sales programs—advertiser buying three one-minute full network participations a week (one morning, one afternoon, one evening) will reach 2,312,000 listeners in the morning, 2,533,000 in the afternoon and 3,041,000 in the evening for a weekly total of 7,866,000 commercial impressions, at a cost of \$1.11 per thousand. Due to audience turnover, a factor also present in daytime sponsorship, these three participations will be heard by 4,646,000 different homes in a single week and 8,325,000 different homes in four weeks.

NBC conceded "many sound reasons" to substitute a choice of other media for basic advertising.

### Limited Circulation

But if the basic is magazines, it was noted there is the problem of limited circulation: Four top ones (*Life*, *Look*, *Saturday Evening Post*, *Collier's*) together reach only 12,200,000 different households, or 26% of all U. S. homes as compared to radio's 98%.

Additionally, NBC cited a Magazine Advertising Bureau analysis which showed that, of the 45 leading magazines studied, one-third of the population reads three-fourths of the magazines and one out of three people read none.

If the basic is Sunday supplements the circulation problem comes up again, NBC's report pointed out, noting that *This Week*, *American Weekly*, *Parade* and *Metro* have an aggregate circulation of 40,000,000 but actually reach only 24,300,000 different households, or 51% of the U. S. total.

If television is the basic buy, the study continued "your circulation is again unable to cover your national market." If every set in the U. S. as of Sept. 1 were counted as a television home, there still would have been only 31,274,000 tv homes or 66% of all homes. "Realistically, it must be remembered that the average evening television network consists of 66 stations which have a circulation of but 24,200,000 homes, or 51% of all homes in the country."

If a combination of magazines and television is used as basic media, NBC said, overlapping circulation develops—all four of the magazines cited can add only an aggregate 6,673,000 more households to full network tv. Similarly, with a combination of Sunday supplements and television, from 59 to 73% of the former go into homes already covered by television, the study asserts, reporting that all four of the cited supplements can add only 12,760,000 homes to those which television reaches.

"Since radio's coverage extends to virtually all homes in the country it is obvious that radio



must duplicate every medium, almost 100%," NBC emphasized. Aside from being a powerful basic medium, it "offers economical and effective repetition of your sales message to homes which are covered by other media plus unduplicated coverage of tremendous segments of the national market which these other media cannot reach."

CBS Radio's presentation for the agency was based on its "Tune in Tomorrow" film, released early this fall [B•T, Oct. 4], which reviews the growth of radio, its scope and selling power; projects the expanding U. S. economy, and foresees another 40 million radios "in all sizes, in more places than ever before" by 1960.

Mutual's presentation similarly was based on material released earlier, the so-called Ward daily living habits survey, which give quarter-hour reports on where people are, whether they're listening to radio or watching television and what else they're doing while listening or watching—a survey designed to help advertisers and agencies plan their campaigns more knowledgeably as well as to sell them on radio generally.

## Case Joins Geyer Adv.

WINSLOW H. CASE, a vice president of Cunningham & Walsh, New York, has joined Geyer Adv. there as a vice president of the agency,



MR. CASE

B. B. Geyer, president, announced last week. Mr. Case has been in the advertising business for the past 20 years and was with Newell-Emmett and C & W, where he specialized in general creative work. He was formerly a senior vice president and director of Campbell-Ewald as well as manager of

the company's New York office, and served as chairman of the plans board and head of creative activities.

## Kraft May Assume News Series

KRAFT FOODS reportedly was negotiating with MBS last week on possible sponsorship of a package, currently sponsored by S. C. Johnson & Sons, of five five-minute news shows a day, five days a week. Billings were estimated unofficially at about \$1 million. The Johnson contract runs to the end of the year. The newscasts feature Frank Singiser from New York at 10:30 a.m., Holland Engle from Chicago at 11:25 a.m., Les Higbie from Washington at 12:15 p.m., Sam Hayes from Los Angeles at 2:25 p.m., and Cecil Brown from New York at 5:55 p.m. Needham, Louis & Brorby is agency for both Johnson and Kraft.

## Y&R Hires 'On Call' Writers

UNDER a deal negotiated by Nat Wolfe, vice president in charge of radio and tv at Young & Rubicam, Mel Shavelson and Jack Rose have taken up their consultant duties at the agency and will be "on call." Former radio writers, the pair recently completed writing, production and direction of "Seven Little Foys," Paramount Pictures' feature starring Bob Hope. Shows they create will be approved and filmed as pilots by Y&R, with complete ownership reverting to the team.

# PULSE HAS NEW MEASUREMENT APPROACH

Statistical agency announces that it will issue semi-annual reports on cumulative daily and weekly station audiences. An advantage of the new report will be its comparability with ABC newspaper ratings.

PULSE Inc. last week said it has come up with "a new concept in broadcast audience measurement" and beginning this month will provide subscribers with a regular station audience count on a daily and weekly basis.

According to Dr. Sydney Roslow, director of Pulse, the new measurement report, called Cumulative Pulse Audience, was considered necessary "because of the changing nature of spot broadcast advertising."

He asserted CPA would be of particular value to those advertisers who buy "saturation-type" schedules on individual stations and thus find quarter-hour ratings "not only inadequate but frequently deceptive since they give no indication of the changing nature of a station's audience."

### Semi-Annual Reports

At the outset the report will be issued semi-annually and will include data on the percentage of families listening to or viewing each station in a market on the average day and throughout the week.

Added to the all-day audience data, Pulse intends to provide separate radio-tv cumulative audience ratings for morning (6 a.m.-noon), noon (noon-6 p.m.), evening (6 p.m.-midnight) and "post-midnight" (midnight-6 a.m.). Weekly audiences, Pulse said, will be broken down into daytime, nighttime and post-midnight.

Among uses of CPA data listed by Pulse:

1. The data will provide a measure of both home and out-of-home total listening and viewing for the medium as a whole and for the individual stations in a market.

2. Advertisers can use the data as "a reliable basis" for buying saturation or run-of-station packages.

3. The data can be compared with newspaper and magazine circulation. "For example," Pulse said, "a station's average daily CPA rating can be checked against ABC data for daily newspapers."

4. The information would measure audience "turnover" on a station through the day and over a week's period.

5. CPA data can show duplication between audiences reached by different stations or by the same station at different times of the day.

6. It can provide "a periodic, continuing

measurement of the post-midnight audience—a long neglected segment of the broadcast audience."

7. Evaluation of the type of families listening to or viewing a particular station would be possible.

Information for the CPA reports will be obtained through personal interviewing during evening hours with all members of the family joining in the interview, Pulse said.

Pilot studies made last spring, Pulse said, showed "major differences in audiences reached by stations when comparisons were made between the average quarter-hour figures and the CPA data for broader time periods."

Dr. Roslow said the material provided would give subscribers "the kind of information they must have for a proper evaluation of radio and tv as spot advertising media."



GEORGE P. MEANY (r), president of The American Federation of Labor, discusses the upcoming ABC radio news series with Edward P. Morgan, who will be commentator [B•T, Nov. 29]. AFL has sponsored news commentary on MBS for the past four years. The new ABC series will be on 175 stations, Mon.-Fri., 10-10:15 p.m., EST effective Jan. 3.

## Beer-Wine Ads Acceptable To Majority of L. A. Survey

NO objection to wine and beer advertising on radio-tv was offered by a majority of middle-class Los Angeles women, most of whom have children 20 years or younger, according to a survey by U. of Southern California's department of telecommunications.

Among the ladies questioned, under supervision of Dr. Kenneth Harwood, department chairman, 51% favored such advertising, 45% opposed it and 4% expressed no opinion.

Most respondents were of Protestant faith and over 34 years old—a group usually considered conservative—university officials stated. However, 55% of ladies serve beer, wine or other alcoholic beverages in their households, the survey found.

## Three Firms to Split Tab On Pro Playoff Telecast

CHAMPIONSHIP playoff game of the National Football League will be sponsored by three advertisers on DuMont Television Network. The game is scheduled for Dec. 26 with the possibility that the date will change to Jan. 2 if there is a divisional tie necessitating a playoff

## Buys Christmas Show

FOR THE FIFTH consecutive year, the Mutual Benefit Health & Accident Assn. of Omaha, Neb., will present the special *Mutual of Omaha Calling* broadcast on Christmas Day over Mutual (2-2:45 p.m. EST), during which overseas servicemen will exchange holiday greetings with their families in the U. S. by means of short-wave and cable facilities. Overseas origination points will be Berlin and Tokyo, while members of families of servicemen will speak from Mutual studios in New York, Omaha and San Francisco. Bozell & Jacobs, Omaha, is the agency for Mutual of Omaha.

game in either the Eastern or Western Conference.

Miller Brewing Co. for its High Life beer will sponsor the first half nationally in all but the Northeast where the game has been signed for by Atlantic Refining Co. Mathisson & Assoc. Inc. is the agency for Miller. Atlantic's contract was handled by N. W. Ayer & Son.

The second half of the game will be sponsored by Buick Motor Div. of General Motors Corp., which will carry the event on 152 stations. Buick's agency is Kudner Inc.

## COMBINED NETWORK SALES GAIN 14.4%

Latest Publishers Information Bureau figures compare radio-tv network time sales for Jan.-Oct. 1954 and October 1954 with last year's totals.

COMBINED time sales of the nationwide radio and tv networks in October aggregated \$42,597,871, a gain of 14.4% over the combined gross of \$37,238,159 achieved in October 1953, according to Publishers Information Bureau. For the January-October period, this year's combined radio-tv network total is \$369,440,932, a gain of 18.4% over the gross of \$312,013,823 for the same 10-month period last year.

The tv networks during October had time sales 35.3% above the figure for the same month of 1953; for the 10-month period tv network time sales this year are 41.9% ahead of last. Radio network grosses, however, are down in comparison with last year, the October total being off 20.9% from October 1953 and the 10-month total lagging 13.3% behind the 1953 mark.

PIB network-by-network figures for radio and television, October and January-October, 1954 compared to 1953, follow:

NETWORK RADIO				
	OCT. 1954	OCT. 1953	JAN.-OCT. 1954	JAN.-OCT. 1953
American Broadcasting Company	\$ 2,502,439	\$ 2,671,103	\$ 24,199,694	\$ 24,173,422
Columbia Broadcasting System	4,131,628	5,478,455	45,567,675	51,422,613
Mutual Broadcasting System	1,570,952	2,185,598	17,141,113	18,940,801
National Broadcasting Company	2,735,080	3,493,950	28,106,616	38,145,994
<b>TOTAL</b>	<b>\$10,940,099</b>	<b>\$13,829,106</b>	<b>\$115,015,098</b>	<b>\$132,682,830</b>

NETWORK TELEVISION				
	OCT. 1954	OCT. 1953	JAN.-OCT. 1954	JAN.-OCT. 1953
American Broadcasting Company	\$ 3,890,802	\$ 2,297,862	\$ 26,584,163	\$ 16,094,615
Columbia Broadcasting System	14,033,536	9,381,816	117,032,072	77,328,337
DuMont Television Network	1,462,031	1,462,143	10,267,775	8,966,321
National Broadcasting Company	12,307,403	10,267,232	100,541,824	76,941,720
<b>TOTAL</b>	<b>\$31,657,772</b>	<b>\$23,409,053</b>	<b>\$254,425,834</b>	<b>\$179,330,993</b>

NETWORK RADIO TOTALS TO DATE					
	ABC	CBS	MBS	NBC	TOTAL
Jan.	\$ 2,830,654	\$ 5,166,174	\$ 1,896,925	\$ 3,391,873	\$ 13,285,626
Feb.	2,494,737	4,749,512	1,783,452	3,176,849	12,204,550
March	2,764,547	5,456,351	2,034,961	3,639,278	13,895,137
April	2,367,636	5,044,943	1,891,998	2,962,839	12,267,416
May	2,307,029	5,116,152	1,908,198	2,780,725	12,112,104
June	2,405,994	4,181,677	1,558,196	2,618,614	10,764,481
July	2,098,823	3,821,234*	1,481,767	2,127,192	9,529,016*
Aug.	2,160,025	3,844,135*	1,491,503*	2,075,531	9,571,194*
Sept.	2,267,810	4,055,869*	1,523,161	2,598,635	10,445,475*
Oct.	2,502,439	4,131,628	1,570,952	2,735,080	10,940,099
<b>TOTAL</b>	<b>\$24,199,694</b>	<b>\$45,567,675</b>	<b>\$17,141,113</b>	<b>\$28,106,616</b>	<b>\$115,015,098</b>

NETWORK TELEVISION TOTALS TO DATE					
	ABC	CBS	DuM	NBC	TOTAL
Jan.	\$ 2,780,574	\$ 10,713,329	\$ 1,445,608	\$ 10,116,937	\$ 25,056,448
Feb.	2,502,372	9,965,481	1,108,157	9,368,148	22,944,158
March	2,640,699	11,379,631	1,205,526	10,981,690	26,207,546
April	2,554,484	10,921,640	1,068,374	10,802,535	25,347,033
May	2,411,656	11,488,168	988,350	11,033,987	25,922,161
June	2,317,879	11,448,180	778,920	9,990,729	24,535,708
July	2,310,281	11,861,534	623,455	8,149,533	22,944,803
Aug.	2,514,815	12,275,908	820,633	8,057,484	23,668,840
Sept.	2,650,601	12,944,665*	802,721	9,733,378*	26,141,365*
Oct.	3,890,802	14,033,536	1,426,031	12,307,403	31,657,772
<b>TOTAL</b>	<b>\$26,584,163</b>	<b>\$117,032,072</b>	<b>\$10,267,775</b>	<b>\$100,541,824</b>	<b>\$254,425,834</b>

\* Revised as of December 1, 1954.

## \$8.5 Billion Industry Year In '55—Tv-Electronics Fund

OVERALL electronics volume for 1955 will be at \$8.5 billion, Chester D. Tripp, president of Television-Electronics Fund Inc., said in his annual report last week. Television set manufacturing will reach \$1.5 billion, he added. Mr. Tripp said some projections foresee a \$20 billion electronics industry in the 1960s.

Television-Electronics Fund's total net assets as of the end of the fiscal year (Oct. 31) were \$55,868,018 as compared to \$27,835,082 in the 1953 fiscal year, the report indicated. Net asset value per share was said to be \$9.47, compared to \$6.92 in 1953 (adjusted for a two-for-one stock split in January 1954). The fund had a net investment income for the year of more than \$1.5 million, and a net realized capital gain of more than \$2.5 million.

## Advertising Must Be Alert To Sound Research—Kobak

ADVERTISING people must become alert to sound research and facts, Edgar Kobak, station owner, consultant and president of the Advertising Research Foundation, asserted last week in a talk to the Des Moines Advertising Club.

Steadily increasing competition in marketing and merchandising requires alertness and the need to have reliable facts to help increase the return from the advertiser dollar by moving more goods at a lower cost through effective advertising, according to Mr. Kobak.

"I often wonder whether some advertising people aren't intellectually lazy," Mr. Kobak said. "I suspect that some of them are guilty of lazy thinking, of lazy analysis of their problems, of lazy use of data which are available to them, and of indifference toward sound research and good solid facts."

"What's the use of technical research in such fields as foods, drugs, farm equipment or raw

## LATEST RATINGS

### NIELSEN

Two Weeks Ending Oct. 23 (Radio)			Homes (000)
Rank	Program	(Average for all programs)	(1,259)
1	Jock Benny Show (CBS)		2,939
2	Amos 'n' Andy (CBS)		2,892
3	Dragnet (NBC)		2,612
4	Our Miss Brooks (Amer. Home) (CBS)		2,472
5	Our Miss Brooks (Toni) (CBS)		2,426
6	My Little Margie (CBS)		2,332
7	Bergen & McCarthy (CBS)		2,192
8	People Are Funny (NBC)		2,146
9	Arthur Godfrey's Scouts (CBS)		2,099
10	Roy Rogers Show (NBC)		2,052
Evening, Multi-Weekly			(933)
Rank	Program	(Average for all programs)	(1,586)
1	One Man's Family (NBC)		1,586
2	News of the World (NBC)		1,539
3	Amos 'n' Andy (CBS)		1,493
Weekday			(1,493)
Rank	Program	(Average for all programs)	(2,379)
1	Ma Perkins (CBS)		2,379
2	Arthur Godfrey (Frigidaire) (CBS)		2,332
3	Young Widder Brown (Toni) (NBC)		2,239
4	Road of Life (CBS)		2,239
5	Helen Trent (Participating) (CBS)		2,192
6	Stella Dallas (Toni) (NBC)		2,146
7	Arthur Godfrey (Toni) (CBS)		2,146
8	Arthur Godfrey (Adalphi) (CBS)		2,146
9	Our Gal, Sunday (Amer. Home) (CBS)		2,146
10	Perry Mason (CBS)		2,099
Day, Sunday			(513)
Rank	Program	(Average for all programs)	(1,120)
1	Sunday Gatherin' (CBS)		1,120
2	Galen Drake (Gen. Foods) (CBS)		1,073
3	Cecil Brown Commentary (MBS)		980
Day, Saturday			(886)
Rank	Program	(Average for all programs)	(1,586)
1	City Hospital (CBS)		1,586
2	Robert Q. Lewis (Van Camp) (CBS)		1,586
3	Robert Q. Lewis (H. Curtis) (CBS)		1,539

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materials and then being careless in an important phase which will help a business succeed—that of lowering costs through the more efficient spending of the advertising and sales dollar? Advertising and marketing research which is well done and properly applied will increase prosperity.

"Studies which improve these research methods and techniques, and which will give us a keener insight into consumer motivations, are needed to increase our knowledge of how to advertise more successfully and effectively," Mr. Kobak asserted.

## Three Buy Morning Segments

REXALL Drug Co., Eastco Inc. (Clearasil) and Campbell Cereal Co. (Malt-O-Meal), have signed for segments of CBS-TV's *The Morning Show*, five-day a week program, 7-9 a.m. EST. Rexall signed for three participations weekly on the complete *Morning Show* network, effective Feb. 15. The order, placed through BBDO, Los Angeles, includes *Panorama Pacific*, CBS-TV's West Coast version of *The Morning Show*.

Eastco, through Ruthrauff & Ryan Inc., will sponsor two participations weekly effective immediately. Business for Campbell, placed by Campbell-Mithun Inc., calls for two participations a week on the midwestern portion of the network.

## Miles Labs Changes Schedule

REPLACEMENT of its *Three Steps to Heaven* with *Modern Romances* on NBC-TV starting Dec. 8 was officially confirmed last week by Miles Labs (patent medicines), Elkhart, Ind. Miles will alternate sponsorship of the serial between Wednesdays and Thursdays, 4:45-5 p.m. EST, according to Geoffrey Wade Adv., which handles the account. Program is relevised across the board weekly and features actress Martha Scott in a complete story told in each week's episode.

[A&A continues on page 51]



# Morning Radio is UP in IOWA

## UP on **WHO**!

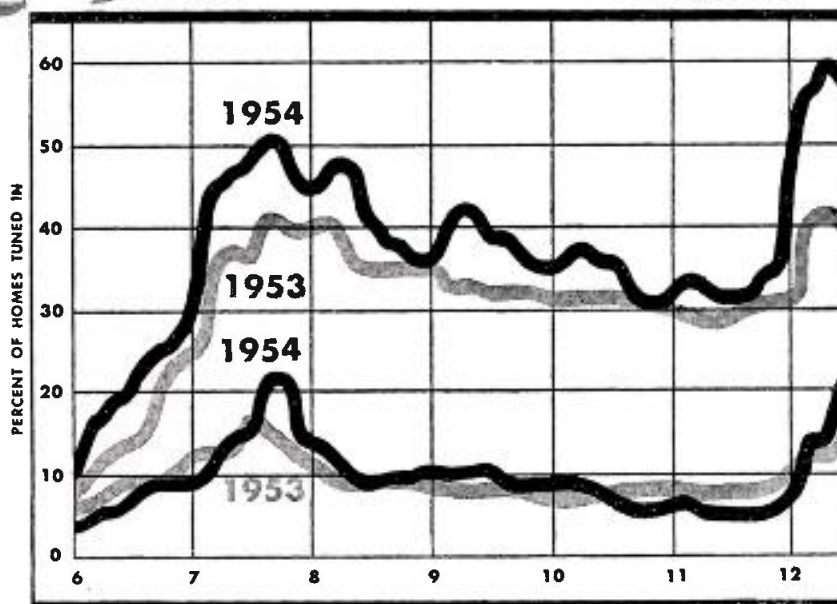


THE chart — taken from the 1954 Iowa Radio-Television Audience Survey — tells the story.

The two top lines show *morning radio listening* in 1954 as compared with 1953 — UP for all stations in Iowa.

The two lower lines are for WHO alone — UP for 1954, over '53 — and we hope you'll note that, at certain times, WHO alone accounts for as much as 45% of *all* the radio listening in the State!

The complete 1954 Survey will be out very soon, now. Write for an early copy — or ask Free & Peters!



PERCENT OF HOMES TUNED IN, MORNINGS — 1953 VS. 1954

# WHO

**for Iowa Plus!**

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives





## MT. WASHINGTON TV



*"Best darn salesman I've ever seen!"*

Seriously, Mt. Washington TV is one of the "best darn salesmen you've ever seen" . . . and a good many people have found it out already!

The sponsors of I Love Lucy, Omnibus and Bishop Sheen know that the Mountain is a "born salesman" . . . it reaches most of Maine, New Hampshire and Vermont at about half the cost of any other 3 TV stations in the area combined.

CBS-ABC

WMTW

Channel 8

John H. Norton, Jr., Vice Pres. and General Manager

REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, Inc.



GEORGE KERN



# BUYING & SELLING: TWO VIEWPOINTS

## AN AGENCY BUYER AND A BROADCASTER VOICE THEIR OPINIONS

*THE Radio & Television Executives Society, New York, held a time buying and selling seminar at its meeting last Tuesday. An agencyman and a station man were the speakers: George Kern, associate media director of Lennen & Newell Inc., and Robert M. Reuschle, national sales manager, WHUM-TV Reading, Pa. Moderator was Vera Brennan, head timebuyer at Scheideler, Beck & Werner, New York. The text of Mr. Kern's speech follows below; Mr. Reuschle's remarks appear on page 38.*

### CONCERNING:

- 1) The agencies' relationship with their clients and with the broadcasters, and
- 2) The agencies' responsibilities to their clients and to the broadcasters.

THIS might be "old-hat" to many, but we thought it a worthy reminder to all.

An agency's position is a peculiar one in that it acts as an agent for both the client and the broadcaster. An agency therefore becomes a buyer and a seller and as a result he is right in the middle. He buys for his client and sells for the broadcaster. The agency takes its orders from the client and gives orders to the broadcaster who pays him his commissions.

This is a point most agency timebuyers, their bosses and their clients too often lose sight of. It's the broadcaster who pays the agency commission—not the client. So let's treat him with the respect he deserves.

The thing we must all remember—advertiser, broadcaster, agency—is that we are a team and that we are in this together. We survive and succeed only so long as we work as a team. We need each other. The advertiser needs the vehicle to carry his advertising message—and he needs the agency to prepare the kind of message that will produce sales results which will enable him to continue to use the vehicle. The station needs the agency to represent him in selling the effectiveness of his vehicle and keep it sold by the results gained from the sales producing messages he prepares. The agency needs both the advertiser and the broadcaster—the advertiser to hire him and the broadcaster to pay him.

You can see this becomes a vicious and important cycle—we need each other—advertiser, agency and broadcaster.

Now let's talk about responsibility.

You remember I said that if we all assume our responsibilities, we'll get along a lot better—and do a better job. As far as an agency is concerned, his first responsibility is to his client—the advertiser.

The agency acts on behalf of his client in all his dealings with the broadcaster. As an expert in the advertising profession, he recommends without prejudice the stations and time periods which will best fit his client's needs. He is responsible for producing the best selling messages—messages that result in sales—that result in the continued use of the stations which produce the results.

The agency is responsible for protecting his client in every way possible in his negotiations with the broadcaster. He must see that

his client gets the best available time periods at the lowest possible cost. He must protect his client contractually on rates, rebates, pre-emptions, cancellation privileges, legal entanglements—and every other way. And remember it is the agency who is solely liable to the broadcaster to fulfill all of the terms and conditions of the contract he signs on behalf of his client.

The agency has a responsibility to the broadcaster beyond his contractual commitments.

He should respect the important part the broadcaster plays in the community he represents. He should regard the broadcaster as an equally important part on a three man team. He should give the broadcaster an opportunity to submit proposals on a competitive basis—and be ready to tell him why he did not get the order.

In the interest of his client and the industry as a whole, the buyer should be fair in his dealings with broadcasters in requests for make goods, credits for interruptions and pre-emptions, publicity and merchandising.

Remember, any request which puts a higher overhead on a station's operation is ultimately going to be reflected in the rate card. So let's not force stations to render services which raise the rates to the point where they kill the medium. Sure, take advantage of all the services a station has to offer—but don't abuse them to the point they affect the rate structure.

Now, I want to get back to the subject of contracts.

As I said before, the agency is solely liable for the contract he signs with the broadcaster.

We are fortunate in having a standard contract which was developed after many months of work on the part of the NARTB and the American Assn. of Advertising Agencies and is accepted pretty generally in the industry. It contains a few clauses which some of you may not agree with, but as one of the 4A representatives who labored over the drafting of all clauses, I feel we ended up with something we can all live with. It seems to cover the agency and the broadcaster in an equally equitable way. The thing I want to explain, however, is that you should not just take this contract for granted. Don't just sign it because it has the seal of approval of the NARTB and the 4A's.

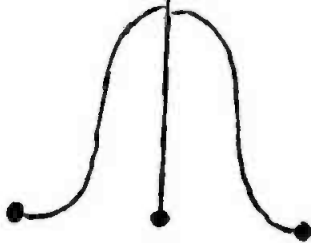
Know what the contract contains? What are the agency's obligations to the station? What are the station's obligations to the agency? What are the cancellation privileges on the part of the agency? the station? What happens when your program is pre-empted? What protection do you get on rate increases? Who indemnifies whom? and for what? The knowledge of the terms and conditions of this standard contract on the part of buyer and seller has resulted in the unusual relationship which exists between agency and broadcaster. Because of the close cooperation between broadcasters and agencies through their respective associations in the development of a standard contract, verbal orders get the acceptance they do. A timebuyer's word to a station or network is all that is necessary to kick off a million dollar campaign.

There is a code of ethics in this business that says a man's or a woman's word is all we need. Let's keep it that way.

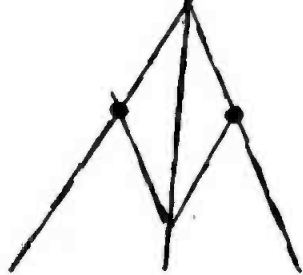
Let's not have anyone—the client, account executive or anyone



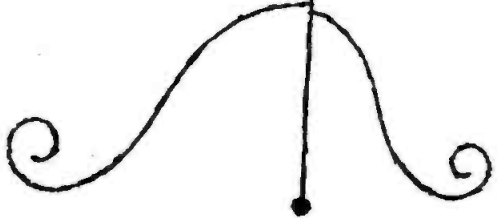
"Satin & Spurs"



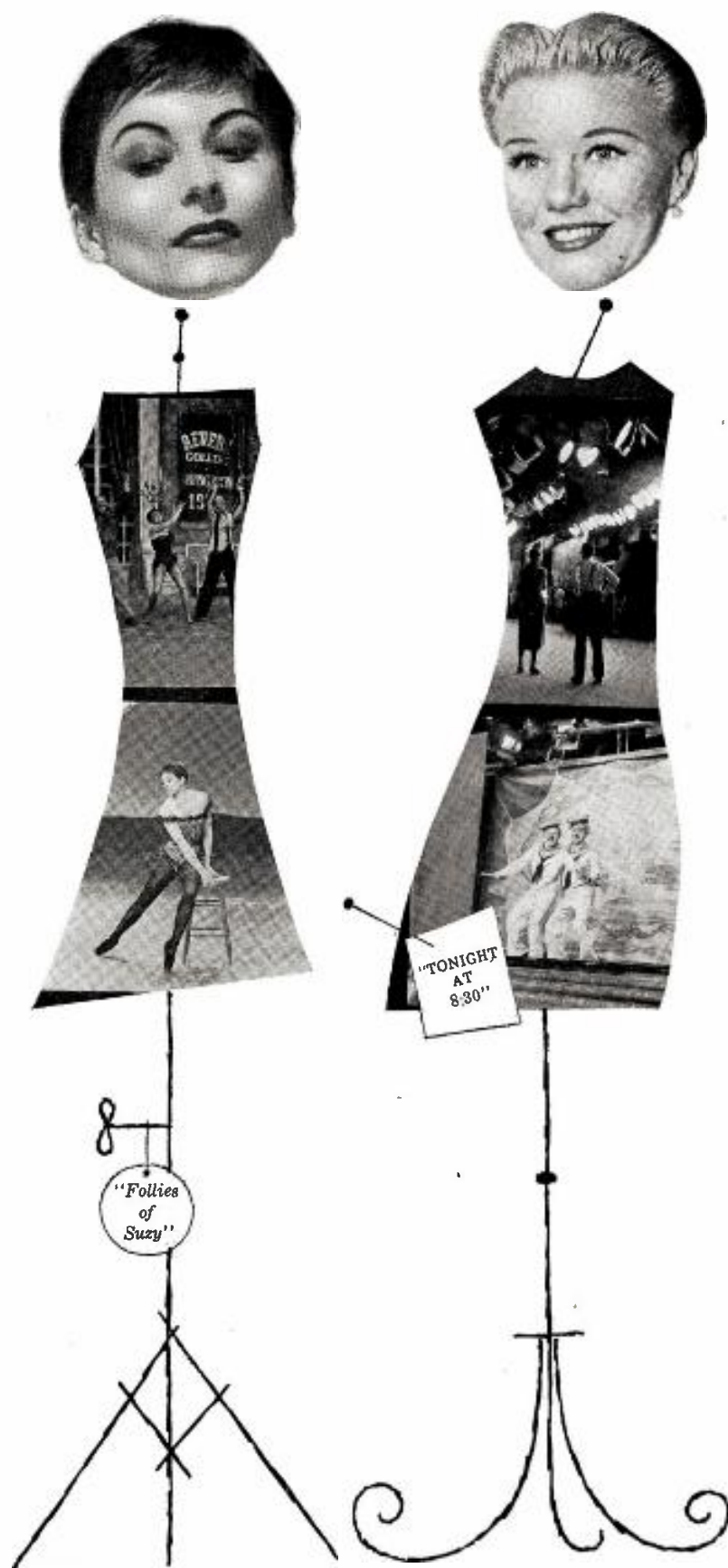
"Lady  
in  
the  
Dark"



"Sunday in Town"







## THEY'RE BUYING THE NEW STYLE

To break established patterns and create a bold new style is one thing; to win acceptance in the market-place is another. NBC-TV Color Spectaculars were daring departures from conventional television programming. Now the first sizable block of figures is in.

Of the first five of these 90-minute super-shows to be rated by Nielsen, four have won top-ten-size audiences. The fifth missed by a whisker. Each of the five has been seen in more than 10,000,000 homes.

"Tonight at 8:30" and "Sunday in Town" are both in the top ten in the latest Nielsen ratings, each reaching over 10,700,000 homes. In earlier ratings, "Lady in the Dark" was in fourth place with 11,347,000 homes. "Satins and Spurs," according to a Special Nielsen Tabulation, was also seen in more than 11,000,000 homes, and "The Follies of Suzy," another NBC Spectacular, was enjoyed in 10,249,000 homes.

But ratings are only one part of the picture. NBC Color Spectaculars have achieved nation-wide impact. People talk about them, read about them. They're big, exciting, newsworthy. Last week's Judy Holliday cover on LIFE is an example of the constant attention they attract. Equally impressive is their merchandising magic. Dealers are more than enthusiastic about the response at point-of-sale. And perhaps most important, these Spectaculars have provided vital impetus to the greatest selling medium yet devised . . . color television.

Creation of the Color Spectacular is only one aspect of NBC's dynamic program leadership in Television — leadership that brings more families to the average evening program on NBC-TV than any other network.

**NBC TELEVISION**  
a service of 

else, have us try to get out from under a commitment, just because it is not in writing—or because the contract has not yet been signed.

The agency has a reputation to maintain—an order is a commitment and obligation whether it be verbal or in writing.

This is why it is important for buyers to know what they have contractually agreed to. This is why they must know every clause of the contract—and that they convey the terms and conditions of such commitments to their account men and clients.

To sum up—if:

- 1) We work as a team—advertiser, agency and broadcaster, and
- 2) We know our relationship with each other and our responsibilities to each other, we can't help but have a smooth-working and successful team.

ROBERT REUSCHLE



I HAVE BEEN on three sides of the fence: timebuyer . . . station man . . . and station representative (he's the man in the middle).

Every timebuyer should try being a salesman . . . and every salesman should just try being a timebuyer. Or, to put it more bluntly, did you ever have to stay home and feed and diaper the kids while your wife spent the whole day in New York shopping? You know the other fellow's job is not always as easy as it looks.

Somebody said the other day, "The best advertising men are those who best understand women" . . . and I like to think, "The best timebuyers are also those who best understand salesmen." Salesmen are the CATALYST to our whole economy . . . something like the sparkplug in your car. Therefore let's begin by recognizing that saleswork, like timebuying, is a profession too . . . it's not "piddling" . . . nor is it "peddling!"

Probably some of you might be asking yourselves how to learn timebuying quickly. One of the best ways is to ask questions of salesmen. Take the salesman into your confidence whenever you can do so . . . you might be surprised how much he can help you . . . admit what you don't know, or don't understand . . . don't try to bluff . . . an inquiring mind will pay you great dividends, and you and the salesman will both profit by it.

Salesmen can often help you sell your ideas on radio-tv values if you will welcome sales calls on your account executives and clients. Timebuyers feel they have the right to contact stations direct—and rightly so, for it leads to a better understanding and a solution of many problems all the way around. Of course, timebuyers should let the salesman know this is being done, just as the salesman should first cover the agency before going to the client. Sales calls on clients is not a serious complaint. . . . However, it is a fact that the print media boys have a better working relationship in this regard.

In other fields of endeavor, many thousands of dollars are exchanged or committed by a simple raising of the hand, or a nod of the head. When a station representative gets a telephone order, many wheels start to turn.

Station people would like to see timebuyers make more trips into the field to see markets and observe local conditions first hand. Your clients and account executives usually have this experience or go out and get it by riding delivery trucks; calling on jobbers; selling their products from behind the retail counter; checking shelf display and merchandising, etc. While it is true that the busy timebuyer is often confined to his desk, it is hoped the buyers will take every opportunity to get out in the field and, at the very least, get the feel of some local markets. When you see the local shows and meet the personalities, you will have a much better idea of what you bought and the kind of audience this show reaches. You will discover new ways to use and merchandise these programs. Just think of some of the New York programs you are so familiar

with and I think you will agree, if you can make more trips to stations you will be even better buyers.

In my early days as a buyer I once had a tendency to have preconceived notions about—

"My client will only buy 50,000 watters" . . . or . . .

"We can only buy network stations" . . . etc.

Just as the character of our business keeps changing . . . so do the relative values of radio-tv stations. You all know that power, frequency, network affiliation and program or personality changes can sometimes quickly affect a station's audience pulling power. It is possible for one station to go from independent to network affiliate and increase its audience. The same thing can happen in reverse. Perhaps just a short six months ago you considered station "X" to be the buy in its area . . . but something happened in the meantime. I remember once calling the client to happily announce: "I have been able to get your spots in that hot disc jockey show, *The Katzenjammer Kid* . . . only to have the client tell me *Katzenjammer* moved to the other station two months ago!

Remember the station representative has a responsibility to his client too . . . the station. He is at least responsible for knowing what campaigns are breaking . . . and getting a shot at the business. The point is . . . you can do a better job for your client, and yourself, if you ask for availabilities on all stations in the market before you buy.

The sales fraternity is always a little concerned about the way some media market lists are prepared for print and radio-tv . . . (and that's probably the understatement of the year) . . . and while it is true that the seller of time can never be in a position to know the intimate details of an advertiser's marketing and media strategy . . . just one word of caution. . . . Ranking markets for local media use by such yardsticks as households, effective buying income, population, retail sales, etc.—may all be important and useful approaches—but we wonder at times whether sufficient attention is given to the fact that you can't build a fence around a radio or television station signal. These media and their programming fare have large audiences beyond the metropolitan city, where people in the urban-rural areas are influenced by the advertising on these two electronic media. Many urban-rural families do a large share of their purchasing in the big cities . . . thus inflating the meaning perhaps of retail sales in that city. To assume that magazines have deep penetration right across the country is a mistake.

For example: one of the largest weekly magazines reaches about 14% of the families in WHUM-TV's area . . . and only 19% of all the people if we allow 4.75 readers per copy to account for pass-on circulation. Remember this 19% is its total potential audience . . . we haven't taken into account any research ratings on the reading or noting of any ad. Markets are people, wherever they are, and radio-tv reaches them best. We would like to see more emphasis put on radio-tv's total audience . . . by the timebuyers who help to sell it.

There is one small gripe . . . salespeople have. It is the amount of time wasted waiting in advertising agency reception rooms . . . Timebuyers calculate cost-per-thousand . . . cost-per-rating-point . . . cost-per-commercial. But did you know that: the Cost-Per-Hour, in Reception Rooms, Per Salesman is about \$5.48?

Please try to remember that a salesman's time is just as valuable as yours. We know that all too often timebuyers are called into those inevitable meetings at the last minute . . . but do the guy a favor and see that he isn't told of this after waiting around for half an hour. Brief your luscious secretary on this problem . . . she might be able to come to the lobby and handle the call and save you time. And for us, the call won't be a total loss.

One last thought: Armed as you must be, with intestinal fortitude, and a sense of humor . . . and after you have examined all the yardsticks . . . power; frequency; coverage, gross and net; cost; ratings, gross, net and cumulative; cost-per-thousand; cost-per-rating point; cost-per-commercial; audience composition; programs preceding and following; competition; merchandising pluses; sales potential; package rates; overlap of other stations or other media, *AD INFINITUM* . . . try to remember that sometimes "a philosophy is more important than a formula" . . . and let your good common sense smile through!



**ON THE AIR FROM 7A.M. TO 1A.M.**

basic CBS shows + top ABC shows  
+ ST. LOUIS' FAVORITE PERSONALITIES



**ED WILSON**

4:15 — 5:00 P. M.



**TOM DAILEY**

12:30 — 1:00 P. M.



**GIL NEWSOME**

5:00 — 5:30 P. M.

**UNBEATABLE ENTERTAINMENT  
AND  
ZOOMING SALES**

**FOR YOU**

**you'll sell more...**

*in St. Louis on channel*

1,560,000 POPULATION

100,000 WATTS — OVER 650,000 RECEIVERS

Represented Nationally by THE KATZ AGENCY, INC.

**KWK-TV**



# MARKET RESEARCH MEANS PEOPLE, TOO

## IN RADIO-TV, WHAT COUNTS IS WHO LISTENS TO WHAT, AND WHEN

*WHAT is a market? Different things for different products at different times in different media, according to J. A. Ward, president of the market research firm of J. A. Ward Inc., which recently completed a nationwide survey of listening and viewing habits for Mutual. Audience composition can mean more to an advertiser than audience size, and commercials timed to coincide with appropriate listener activity (such as advertising a detergent to women at dishwashing time) can be much more effective than at other times, Mr. Ward told the Nov. 23 session of the Radio Television Executives Society timebuying and selling seminar in New York, in a talk excerpted here.*

THE ANSWER requires a knowledge of the product to be sold, its uses, its competition and its distribution. These are the elements which determine the characteristics a mar-

keting man looks for and establish the relative importance of special groups in marketing.

In the final analysis, markets are people who may buy the item you are trying to sell. It is to them you aim all your sales ammunition.

The first step usually taken in defining your markets is to classify people into convenient groupings so that you can analyze your marketing problem more systematically. Standardized groupings based on objective nose counts of age, sex, geographic location and buying power are essential to knowing your market; but they may be misleading unless further evaluations are made in terms of interest in the product and its competition.

As a market researcher, I'm the last one to minimize the importance of these definitions of markets—but I think I can make a

better contribution to your thinking by restricting myself to the application of my subject to radio and tv.

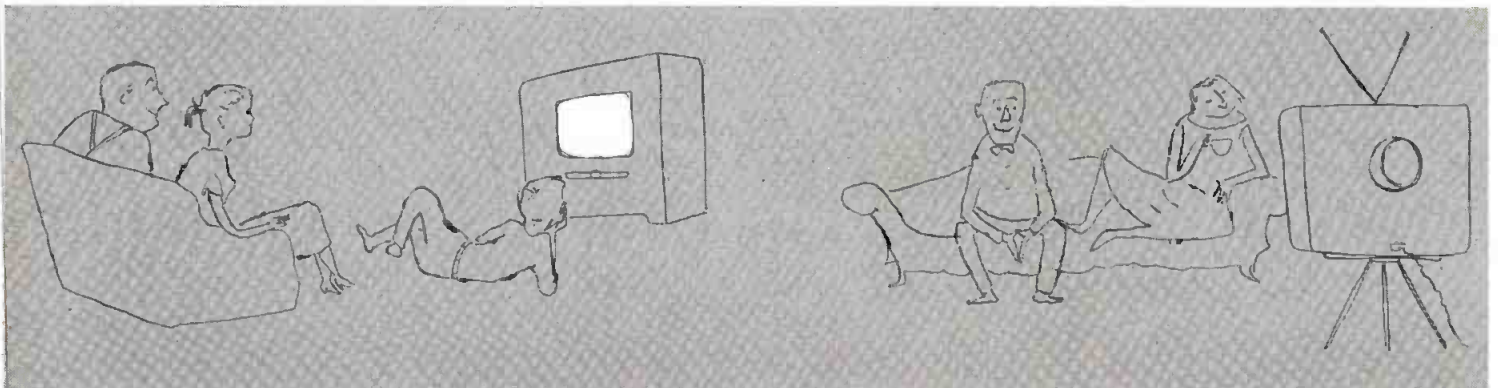
Our organization has just completed a study of air media [B•T, Oct. 4] which I believe permits for the first time market interpretations of these media in terms of people. Practically all previous measurements of the size and characteristics of the various markets reached by air media have been expressed in terms of sets or families. This means these measurements give equal value to each family regardless of the number of people they contain.

Our study differs from these because we have given equal value to each individual person, thereby permitting a specific examination of the markets represented by air media. This difference in the unit of measurement developed information that is, in many respects, dramatically different from previous data.

### IN THE DAYTIME: OF ALL THE TIME PEOPLE SPEND LISTENING AND



### IN THE NIGHTTIME: OF ALL THE TIME PEOPLE SPEND LISTENING AND





Perhaps the most startling difference we found was in a comparison of the amount of time spent with each media during a given day. Previous measurements have indicated that the average tv set use is much greater than average radio use during a day. Our study indicates that among all viewers about two hours a day is spent viewing television and approximately the *same amount of time* is devoted to listening to a radio by the average radio listener.

The point is that most research has measured total set use, which obviously is greater than the amount of time most individuals can spare from their normal daily activities. For example, in my home the television set is on for probably more than five hours each day. However, there is not a single person in the family who can, or does, spend that much time viewing television. They come in and out of the audience at different times.

Thus, by one form of measurement—the family unit—the casual interpretation would be that tv enjoys perhaps a 3 to 2 superiority over radio. Our study clearly indicates that this is not so—that there is a high degree of equality between both media over a full day of operation.

For example, we found that in the course of an average weekday, both radio and tv reach about 60% of all the people in the country over the age of 5. And, instead of the commonly accepted idea that tv dominates the major proportion of air time (by air time I mean the total radio-television exposures combined), the amount of time devoted to each medium is about the same.

The reason the study shows this is simple—instead of measuring warm tubes, we measured *people* and their activities. And in doing so, we measured markets.

Now, of course, there are some major differences between the markets reached by radio and those reached by tv. Television reaches more 6-to-12-year-olds than does radio. Radio reaches more persons in rural

areas than does tv. Radio reaches more adults, especially women.

But this is over a full day. Nobody can buy or sell *all of radio or all of tv*, so the question of what sort of market you can reach by using one or the other medium narrows down to specific time periods and networks. In each such segment of the total time, the markets or people you can reach may vary considerably.

For example, before 6 p.m., of all the *time* people spend with radio or television 70% is devoted to radio listening. After 6 p.m., 75% of all such time is devoted to tv. And, furthermore, of the total time people devote to air media, roughly half occurs *before* 6 p.m., the other half *after* 6 p.m.

A part of the process of knowing your markets involves knowing why these things occur. We developed some fairly clear reasons as to why radio-tv markets divide up the way they do. The basis of our study was a complete measurement of the daily living habits of the people in this country. We studied their activities throughout the day, from the time they got up in the morning until they went to bed at night.

Of all this waking time each individual has during a full day, a certain proportion is devoted to dressing, eating, working and leisure time. What we found was that people can and do listen to the radio when engaged in any of these activities. Of course, the nature of the medium permits this. The housewife can listen while she works. Also, most homes have kitchen radios or car



J. A. WARD

radios, in addition to a living room radio. So, people can listen in more than one place.

Tv, on the other hand, is more restricted. In the first place, almost nine out of ten tv sets are located in living rooms. In the second place, full use of tv requires the use of the eyes as well as the ears and makes more difficult the performance of other chores simultaneously. Thus the vast majority of all tv viewing is done during leisure time—and most leisure time occurs in the evening hours.

All of this points up the fact that radio and tv, as a whole, are not what you

could call *a market*—but represent many, many markets, different for each broadcast period.

It was one of the objectives of our study to examine the characteristics of these hundreds of individual markets. To do so we made analyses of individual time periods by the age, sex, geographic location and income of the people we studied. Some of each type were, of course, listening to the radio, some were watching television. Thus we are able to examine the audience composition of both media. And study the market factors that buyers and sellers of time require for the best implementation of these media.

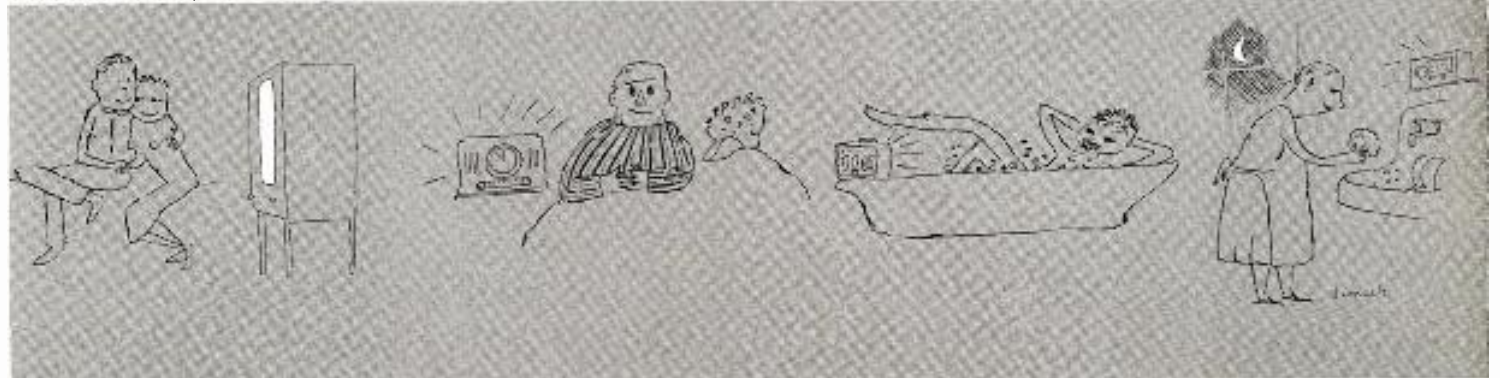
Up to this point, I have been making comparisons and contrasts between radio and tv. Now I would like to tell you a little about what we found with respect to how these characteristics vary by periods. For the sake of avoiding confusion I'll stick to radio.

I mentioned earlier that there are always some subjective standards for measuring

## VIEWING, 70% IS SPENT WITH RADIO WHILE 30% IS SPENT WITH TV



## VIEWING, 75% IS SPENT WITH TV WHILE 25% IS SPENT WITH RADIO



# THESE ARE THE STATIONS NATIONAL SPOT

## FREE & PETERS INC.

*Pioneer Station Representatives Since 1932*

NEW YORK  
444 Madison Ave.  
Plaza 1-2700

CHICAGO  
230 N. Michigan Ave.  
Franklin 2-6373

DETROIT  
Penobscot Bldg.  
Woodward 1-4255

ATLANTA  
Glenn Bldg.  
Main 5667

FT. WORTH  
406 W. Seventh St.  
Fortune 3349

HOLLYWOOD  
6331 Hollywood Blva.  
Hollywood 9-2151

SAN FRANCISCO  
Russ Building  
Sutter 1-3798





FOR YOUR

# RADIO CAMPAIGN . . .

## EAST, SOUTHEAST

WBZ+WBZA	Boston-Springfield	NBC	51,000
WGR	Buffalo	NBC	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
. . . . .			
WCSC	Charleston, S. C.	CBS	5,000
WIST	Charlotte	MBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WPTF	Raleigh—Durham	NBC	50,000
WDBJ	Roanoke	CBS	5,000

## MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth—Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	50,000
WIRE	Indianapolis	NBC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
. . . . .			
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth—Dallas	NBC-ABC	50,000
KENS	San Antonio	CBS	50,000

## MOUNTAIN AND WEST

KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu—Hilo	CBS	5,000
KEX	Portland	ABC	50,000
KIRO	Seattle	CBS	50,000

# TOP BILLING AT KEX GOES TO RADIO NEWS

markets—such as the degree of interest people have in your product. As I said, we found that radio listening goes on even while the listener is engaged in other activities. Now, if you are concerned with a food product, it might seem important to you to reach women while they are in the act of preparing or eating food. There are times each day when most women are doing just that.

Radio has the peculiar ability to reach people at the point of use. For instance, we have analyzed a number of time periods and networks and find that there is a period where one radio network delivers over 3.5 million listeners, of whom over one-third are women who are eating or preparing food.

Exactly 45 minutes later, this same network delivers the same total audience—but only 1/10th of this audience is composed of women preparing food at the time.

We also found that during the period between 4 and 5 p.m. EST, there are more people in this country riding in automobiles than at any other weekday time. The gasoline manufacturer who wants to reach potential customers by means of the *auto radio* will examine such a time period carefully. He might ask: Who are the people riding in automobiles at this time? What proportion are men?—because there is another time period, when fewer people are riding in automobiles, but when more men are in the *auto-radio* audience.

Let me give you a few more illustrations of the way the characteristics of audience vary. By age, for example. In our study, one network had almost equal total audiences at periods about three hours apart. In the first period, almost half the audience was under 19 years of age; in the second period, nearly half was 40 years or older.

We found many other market differences in the periods we studied. There are time periods in which southern markets represent a third of total audience, in contrast to periods of equal audience size in which a third of the listeners are in the western market.

Another period had an audience of almost twice as many persons with family incomes in excess of \$5,000, on a *different* day.

Beside these physical differences of audiences, we found enormous contrasts in the activities of the audience during different time periods. For example, in comparing two daytime quarter hours—in the first, 2/3 of the women listeners were doing household chores, in the second, 2/3 were at leisure. The differences were so great that we frequently found larger “specific markets” (such as men) during periods when the total audience was smaller than it was during other periods.

I hope these brief examples serve to illustrate the point that air media cover widely different markets at different times. The more you know about these shifting markets, the better you can both buy and sell radio and tv time.

It is my belief that it's more important for you to know the composition of the audiences in the time periods you are buying or selling than it is to know the sheer size of that audience, whether the size is expressed in terms of total sets, total families or total individuals. In radio-tv, audience is shifting so constantly that its characteristics become vitally important, lest you waste ammunition on the wrong targets.

RADIO WAS BORN with a news broadcast. The first regularly scheduled commercial broadcast was the Harding-Cox election results on Nov. 2, 1920. Today, no station manager would think of not allotting a generous share of his air time to news shows.

Not every station manager agrees on the amount of time which should be devoted to news. But at least one, J. B. (Steve) Conley of KEX, the Westinghouse station in Portland, Ore., believes it isn't possible to get too much. He says flatly, “News is not only the backbone of radio but also a service in which radio excels any other means of communication.”

That's why KEX devotes 18% of its best air time—almost four hours between 6 a.m. and 10:15 p.m.—exclusively to news.

Says Mr. Conley, “I've been around radio a long time, but it took television to make me see the value of good news coverage to a radio station. There's no getting away from it, television competition was rough. But where tv can do a better job on some things like dramatic programs and variety shows, we can lick them consistently on news because of immediacy and flexibility.”

Figures show that KEX's income from sponsored news broadcasts has almost tripled since 1950. In 1951, revenue from news shows was 131% of the 1950 figure. By 1952 it was 166%. Last year the total was 229% of the 1950 revenue, and this year it will hit 287%.

Only 8% of the station's total income in 1950 came from news. It was up to 10% in 1951, 13% in 1952 and 16% last year. Today, as Steve Conley points out, “Twenty-two per cent of all KEX's revenue comes from news broadcasts. Twenty years ago, I never would have believed it possible.”

News director of KEX is Bob Thomas, who had amassed ten years of newspaper experience before joining KEX in April 1945. A soft-spoken, slightly-built man with greying hair, he looks, talks and thinks like a newspaperman, and he firmly believes that the best radio news shows are those put together by following basic newspaper practices.

Since he has been in radio, Mr. Thomas has developed some positive ideas about pure radio problems. For one thing, he insists mere staff announcers don't make good newscasters. He explains:

“An announcer is accustomed to reading commercials—to selling things. He may do it very well. But a news broadcaster should have a high sense of drama. He is being called upon to act out a highly dramatic situation.”

One of the most important members of the KEX news staff, like its city editor, never goes near a microphone. That's ace “legman” Mary Margaret Whittemore, a New York girl who worked on magazines there

before marrying a Portland pediatrician.

You can find “Mike” covering the day's top local story—the big murder trial, the controversial council meeting or the six-alarm fire. Hourly she phones the station with last-minute bulletins, only leaving the scene of the news at 11 a.m.—when she hurries in to write her story for Washburn's 12:15 p.m. broadcast—and at 5 p.m., when she returns to the station to bring the story up-to-the-minute for McGowan's 6 p.m. show.

For the other members of the KEX news staff, who gather news mostly by telephone, life is made easier by Station Manager Conley's edict that they are to have unlimited use of the long-distance phones. “With our three-hour time advantage over the East Coast, that means a lot,” Mr. Thomas observes. “We can call Washington or New York on a story with a Portland angle and often get what we want before the wire services can get it to us. For example, we can get a quote from Interior Secretary McKay (former governor of Oregon) on our 7 a.m. broadcast about something that happened in Washington at 9:30 a.m.”

With such calls supplementing the full UP and INS service for national news, plus the ABC network news shows KEX carries, the station's Thomas-trained KEX news staff devotes itself to ferreting out fresh angles for the local news. Sherman Washburn and George McGowan do the bulk of the newscasting. Mr. Washburn handles five news broadcasts daily, his first at 6 a.m. and his final at 12:15 p.m. Mr. McGowan does six newscasts from 2 to 10 p.m.

In addition, there are a half-dozen other newscasts, written by Bob Thomas and his staff and put on the air by announcers. And, of course, there are break-ins for bulletins on big stories.

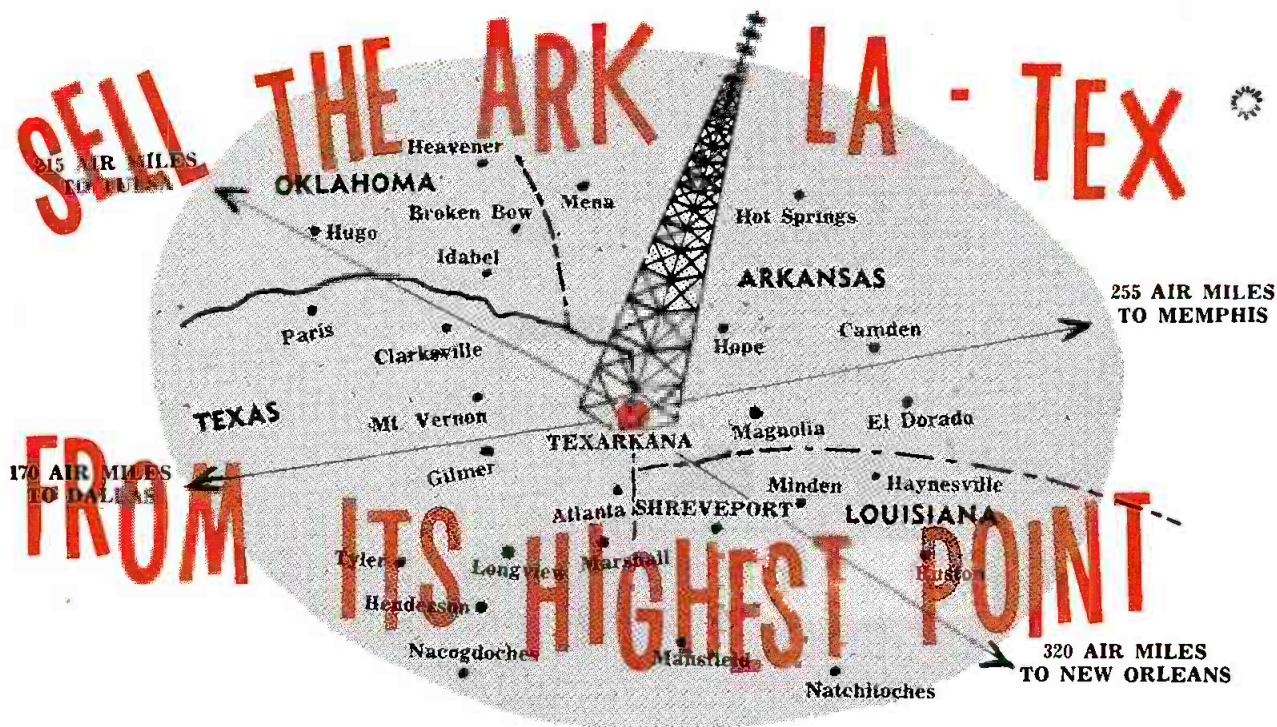
Mr. Thomas says: “For the two million people in our basic 50 kw area, we try to be a front page and a darned good one.”

The surest sign of his success, he believes, is that news sources call him instead of just the newspapers when a story breaks. But to Station Manager Conley, there's a surer sign that Thomas has found the right formula for radio—the ever-mounting revenues from news broadcasts and the ease in finding sponsors for KEX's unusually heavy schedule of news shows.

NEWS DIRECTOR THOMAS, 'MIKE' WHITEMORE







The KCMC-TV Tower is the HIGHEST POINT within a 72-mile radius. In the Level Terrain of this Rich Area, No Hill, No Man-Made Object Rises Above the Channel 6 Mast at Texarkana—the HUB of the ARK-LA-TEX \*.



THE ONLY FULL POWER STATION  
between Memphis & Dallas—425 miles  
between Tulsa & New Orleans—535 miles.

\* Southwest Arkansas, Northwest Louisiana, Northeast Texas—PLUS a KCMC-TV bonus of Southeast Oklahoma.



Represented Nationally by Venard, Rintoul & McConnell, Inc.



# BEAUTICIANS TO TV COOKERY



## VIDEO VITTLES MAKES VIDEO FOOD LOOK GOOD ENOUGH TO EAT

By Rocco Famighetti

DOES the chocolate cake in your tv commercial have that tired, worn-out look? Do you want to perk up the spinach so that the kiddies watching their favorite tv program will really want to eat that vegetable? Do your tomato soup and fried eggs come through on television like something that you wouldn't feed your worst enemy?

Well, if these are some of your trials and tribulations, you can be saved. Just as a station operator with technical problems calls on a consulting engineer and a film producer with copyright headaches seeks help from a lawyer-specialist, television commercial organizations plagued by "fouled-up food" can utilize special services.

Video Vittles Inc., New York, has a scope of operations that extends much further than that of a mere catering service, which television has had since its inception. It is a complete packaging-consultancy-catering operation which currently is servicing more than a dozen clients, furnishing drawingboard to on-the-air service on food commercials.

The driving forces behind Video Vittles are Kit Kinne, food editor of NBC-TV's *Home* show, and her lawyer-husband Charles Sigety. As with many thriving business enterprises, Video Vittles emerged from

a chain of circumstances, starting about three years ago when Miss Kinne was the "Sally Smart" of WOR-TV New York's *Sally Smart's Kitchen*. Miss Kinne received a telephone call to bake some cakes for Pillsbury for CBS-TV's *Godfrey and his Friends* program. The word circulated that Miss Kinne, a graduate home economist out of Cornell U., was preparing the Pillsbury commercials, and other food companies availed themselves of her services.

Business began to boom to the point that it could no longer flourish on a modest scale, and nine months ago, Miss Kinne and her husband formed Video Vittles. They currently maintain a completely equipped kitchen covering 225 sq. ft. of space at 135 E. 95th St. in New York, and employ four full-time cooks and home economists, and a number of part-timers when business is particularly frisky.

One indication of the scope of business activity, Mr. Sigety said, is that the food bill alone amounts to \$1,500-\$2,000 a month. When color programming accelerates its pace next year, he added, food expenditures will blossom into an even larger item.

Mr. Sigety, a graduate of the Yale Law School and a one-time member of the

Compton advertising agency's staff, contends that expert food advice is needed by agencies and sponsors on black-and-white as well as color commercials. In fact, Mr. Sigety believes that guidance is even more important with respect to black-and-white because it is imperative that discrimination be attained in terms of shading.

A steak or hamburger in black-and-white looks like a black mass when cooked, Mr. Sigety explained, so Video Vittles recommends that it be shown raw, thus achieving a light tonal effect. A rich spaghetti sauce would look "like mud," according to Mr. Sigety, unless it is assisted by overhead lighting.

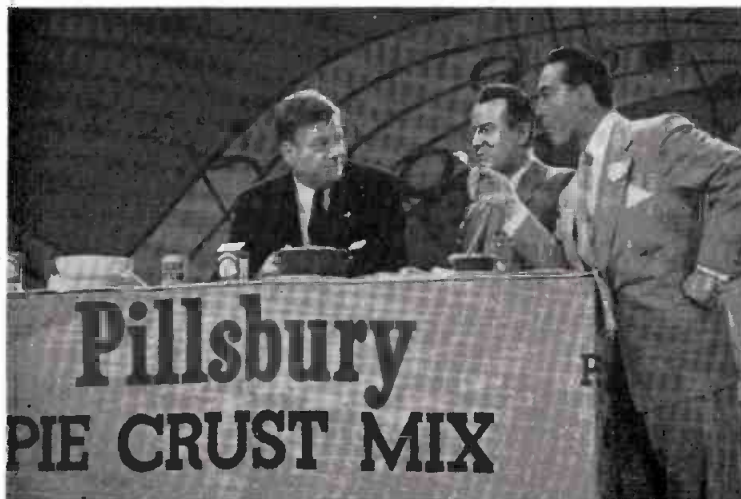
Another important consideration in black-and-white, Miss Kinne interjected, is the selection of "accessory" foods which will blend well with the *piece de resistance*.

Over the past few years, Miss Kinne and her husband have gleaned from their experiences a card file of *do's* and *don'ts* for the telecasting of food commercials in color. For instance, they have learned that tomato soup will look palatable if only a certain amount is used in the bowl and a headlight

AT TOP (l to r): Video Vittles' Kit Kinne, Martha Arvin, Sally Wells, Charles Sigety.

GODFREY AND FRIENDS TRY THE PIE . . .

. . . WHILE ARLENE FRANCIS EXTOLS A RECIPE







## other members of the **FARM** family, too

Of the 533,000 TV homes served best by WCCO-TV, 180,000 are big-buying farm households. And the folks out on the rich Minnesota-Wisconsin acres welcome WCCO-TV into their family circle—just as their city cousins do.

From 8 am to 6 pm every day, the average ARB\* rating:

	<i>city</i>	<i>farm</i>
WCCO-TV	6.0	8.2
Second station	3.6	4.6
Third station	4.6	1.4

\*October Telepulse

Inside and outside the Minneapolis-St. Paul metropolitan area, it's the same pattern of WCCO-TV family acceptance.

**WCCO-TV** The other member of the family **MINNEAPOLIS-ST. PAUL CBS**

is placed directly over the bowl; scallions should be tinted white with vegetable dye; hard-boiled eggs look appetizing if the white part is tinted slightly yellow; and vegetables of extreme colors—either light or dark, such as spinach, kale and cauliflower—do not photograph well and “accessory” foods must be selected carefully to produce an appetizing picture.

A commercial in which Video Vittles participates usually begins at the script stage at the agency, with Miss Kinne and Mr. Sigety called in for suggestions on demonstration treatment, background, props, etc. (The company maintains a complete line of props, including dishes.) Subsequently, they work closely with the agency and talent through rehearsal and up to the actual on-the-air commercial. (There's no problem in disposing of the food left over after a television program; the stagehands and

actors always seem to take care of it.)

Before the commercial is placed on the air, however, there is considerable experimentation. Mr. Sigety points out that it is often necessary to fry 80 pork chops during experimentation at Video Vittles' kitchen in order to prepare for a commercial involving six pork chops, and to fry 25 pounds of bacon for a commercial using merely eight slices. This extensive pre-testing and accumulated experience, Mr. Sigety noted, are placed at the disposal of the client.

Among the clients for which Video Vittles works are Perrin-Paus (Sunbeam kitchen utensils); Leo Burnett (Pillsbury and Converted Rice Inc.); Fitzgerald Agency (Wesson Oil); Maxon (Heinz); Dancer-Fitzgerald-Sample (American Chicle and Nestle), and others.

Miss Kinne and Mr. Sigety predict a roseate future for Video Vittles, particularly

when color television becomes more widespread, because agencies and sponsors are becoming increasingly aware of the value performed by VV. Currently they are in the process of educating prospective clients to the need for hiring the expert to help prepare their food commercials. They acknowledge frankly that some agencies view it as an added expense that they had not considered previously, but there is a growing tendency on the part of agencies to think in terms of Video Vittles when they plan a food commercial.

“After all,” Mr. Sigety said, “food is probably the number one advertiser on network television. If the viewer sees an unappetizing commercial, the advertiser's efforts have all been for naught. As any housewife can tell you, food needs care. Particularly, on television, you can't ‘mess around’ with food.”

## CINCINNATI HOTELS LIKE HOLLOWAY'S WAY

PROOF that the views of a contemporary critic of the American scene, honestly and humorously presented, are good radio for sponsors as well as listeners comes from the Cincinnati Hotels Assn., which has renewed Hubert Holloway's *I See Today*, on WKRC Cincinnati, Sun., 5:45-6 p.m.

In announcing the renewal, Thomas G. Corcoran, president of the hotel group, said: “Our Association has long been alert to the need for community understanding and appreciation of hotels. We feel that Hubert Holloway's Sunday program is a fine approach. His down-to-earth comment, common sense objectivity and humor stick with listeners. The Association renews its WKRC-Holloway contract for another six months with confidence that the program is a hotel-community contribution. It will be given wide hotel promotion to assure the maximum listening audience.”

Mr. Holloway, former Washington correspondent and public relations consultant, added the Sunday broadcasts to his five-

minute Monday-Friday series, sponsored by the *Cincinnati Times-Star* (owner of WKRC), which also carries a daily column under the same title, after these broadcasts had increased the paper's circulation and readership [B•T, Oct. 26, 1953].

Mr. Holloway employs a friendly, informal style in delivering the middle commercials for his Sunday sponsor. On one September program dealing with the transition from summer to fall, his commercial comments went like this:

“You know, the changing seasons and the shifting plans of humans remind me somewhat of hotels. Take for instance the last week. Cincinnati has been host to our bal-

lot ruling fathers who are no longer slim, but have a slim control in Congress. They were here to whoop it up for the Grand Old Party. They called it a shirt-sleeves convention, but wore coats on account of the air-conditioning. There was a report that the Queen City was selected on account of our fine hotels being air-conditioned—and noted for facilities and service.

“But what I wanted to tell you is this: If you want to see democracy in action, visit your favorite hotel. Conventions of diverse groups with diverse purposes follow each other. In the same rooms where the postal folks blasted President Ike for ruining their Christmas by vetoing a raise, the GOP lauded the President as being the first man to ever give us complete, unhampered peace and prosperity.

“The postal folks also had signs urging folks to go to Boston next, but the GOP ignored their signs. They're trying to get back to Washington. It was funny seeing waiters who are Democrats serving Republican bigwigs without even spilling soup on 'em. It just shows how hotels are non-political service institutions for everybody.

“And here's a tip if you want to get the little woman out of the ‘summer blues.’ A dinner or weekend in your favorite summer hotel. Just take her to one of the many fine hotel restaurants or dining rooms and tell her she is the prettiest woman there. Let the management know you're coming and head waiters will greet you like the celebrity you are. Americans are the greatest celebrities—aren't we entertaining the world, with little applause?”

One fan described his programs as “instructive, interesting, enjoyable, spirit-provoking, outstanding, unafraid and truth-seeking.” Dick Huntington, editor of *Hotel World-Review*, in an editorial, called the Hotels Assn. sponsorship of his Sunday series “one of the best public relations jobs being done by any group in the hotel field.”

### CREDIT WHERE CREDIT IS DUE

PUBLIC SERVICE has taken a new twist in a suburban Chicago community, rebounding to the benefit of advertisers and listeners alike.

For some months now, WNMP Evanston, Ill., a small 1 kw daytime-only station, has been airing special announcements before and after sustaining broadcasts crediting local advertisers with making possible all of the station's programs. Previously, such programs had been labeled conventionally as “a public service by this station.”

WNMP tells its listeners that it is “able to bring this program of public service to you, as it does all other programs on this station, through the broad commercial support it receives from its sponsors and advertisers.” It then mentions an advertiser's name and address.

The idea was conceived locally by Angus D. Pfaff, owner-president and general manager of the outlet, who ex-

presses hope it may be adopted by other stations, “if only as an occasional reminder of the blessings of our free system of broadcasting.” Agency timebuyers have expressed appreciation for the bonus air mention over and above their contracts, Mr. Pfaff says.

The project, according to Mr. Pfaff, pays off in three ways: (1) reminds the listener of the benefits of the free American system of broadcasting, (2) acknowledges the station's thanks for advertising contributions, and (3) affords clients “valuable attention at a psychologically favorable moment.” WNMP airs a standard disclaimer making plain the particular advertiser mentioned is “in no way connected with the broadcast itself.” Thus far, no WNMP advertiser has declined to extend permission for placing its name on the public service list. The clients are rotated without regard to the amount of business they place on WNMP.



MR. HOLLOWAY



# IMPORTANT ANNOUNCEMENT

re: the *Mitchell*  
16mm Professional Camera

## IMMEDIATE SHIPMENTS

are currently  
being made



### THE CAMERA WITH A HERITAGE

There is no substitute for a heritage of GREAT ENGINEERING. No 16mm motion picture camera made anywhere in the world can match the technical perfection which a Mitchell 16 brings to your film. Each 16mm camera has the same supreme custom workmanship and Mitchell's exclusive, positive operation that is today world-famous ... wherever truly professional films are made.

...with this announcement

the Mitchell  
Camera Corporation,  
for the first time  
in history,  
now offers you  
shipment of the  
famed Mitchell 16mm  
Professional Camera  
on receipt  
of your order.

# Mitchell Camera CORPORATION

666 West Harvard Street • Glendale 4, Calif. • Cable Address: "MITCAMCO"



85% of the professional motion pictures shown throughout the world are filmed with a Mitchell

# UBS MAKES SURE THE SHOW GOES ON

## UNIVERSAL BROADCASTING PROVIDES EQUIPMENT FOR VIDEO'S EMERGENCIES AND SPECIAL EVENTS

ONE WEEKEND last spring, United Cerebral Palsy had scheduled a telethon in the Wilkes-Barre-Scranton (Pa.) area. It was to be telecast over a two-station hookup, starting at 10 Saturday evening and running until 2 Sunday afternoon. Everything was set. Then, on Thursday, the network which was to supply the equipment notified UCP's national headquarters in New York that complications had occurred and it would be unable to live up to its commitment.

That same afternoon, UCP called Universal Broadcasting System and placed an order. By Friday evening three cameras, plus sound equipment and microphones and a three-man crew, were on their way from Boston and Detroit. The telethon went on as scheduled, with crews from the local stations manning the cameras, while UBS technicians handled the sound and video controls. The show continued without interruption until 4 p.m. Sunday.

To meet its customers' needs, fortunately not always as urgent as those of UCP, Universal Broadcasting System maintains three complete four-camera remote chains with full microwave facilities. It has three crews for broadcast work, including producer, director, control men, cameramen, announcers, film cameramen and even an advance publicity man.

### And Auxiliary Needs

In addition to the actual camera coverage of an event, UBS will provide or arrange for everything needed from renting the hall and lighting it to obtaining microwave links and telephone lines, including recording the program on tape or film or both. UBS jobs are about equally divided between live remote broadcasts and closed-circuit demonstrations. A typical closed-circuit operation is the one the company has staged for several years at the Michigan State Fair. There a tv set manufacturer employs UBS facilities to attract people to see themselves on tv, and then demonstrates its receivers to the assembled crowd.

UBS got into the business of providing tv equipment for special jobs more or less accidentally. Back in 1949, when the company's main business was a radio transcription service, it also acted as sales agent for sound equipment and that year added to its line the industrial and broadcast cameras made by Dage Electronics Div. of Thompson Products Co.

When UBS salesmen started calling on tv station operators, they found most of them newcomers to television and, with big investments to be paid off, hesitant about

buying any equipment they did not absolutely have to have. The station operators realized that remote equipment would come in handy from time to time, but they doubted that they could use it often enough to be profitable.

One station manager listened to the UBS sales talk, sighed and said: "I like your equipment a lot, but you know how things are. I know a spot where I could use some remote gear, all right. This may be a silly question, but do you rent or lease this equipment?"

That started it. UBS did that job and realized that here was a new field, one which met a definite need and one which stood

a good chance of solid success. UBS acquired the special remote equipment to do a complete job, together with trained personnel to operate it, and went looking for business.

As UBS crews learned from experience what was needed to do a job right, the company's laboratory in Detroit set about modifying standard equipment for easy shipment far and fast and to make it ready for work on arrival. When closed-circuit work was started, equipment and procedures were developed to meet its special requirements.

Begun as a partnership, UBS was incorporated in 1952. It maintains offices in Boston, where President Richard L. Colton makes his headquarters, and in Detroit, where John L. Mayer, UBS treasurer, is in charge. Robert P. Bigelow is secretary and general counsel. P. C. Huellmantel is vice president in charge of tv production and network facilities.

UBS is expanding its facilities and personnel to meet the increased demand (also its capital structure by means of a new stock issue). UBS operated at 80% the capacity of its closed-circuit equipment and manpower last year and has been completely sold out some months this fall, in addition to making a good number of live broadcasts, and has contracts already signed to cover three conventions and 11 state fairs next season.

## A FORMULA FOR FOUNDATIONS ON TV

THE PROBLEMS of telecasting department store promotion for foundation garments, brassieres and panty girdles haven't baffled Block & Kuhl Co., midwestern chain.

Using the Quincy (Ill.) - Hannibal (Mo.) market as a proving ground, Block & Kuhl worked out a formula with KHQA-TV. The idea was simple.

A model wore a new fashion. The foundation garment was kept in the background, being of a type suited to the model and to the fashion on display. The undergarment was "floated" on a plastic torso form as its sales points were explained.

This method effectively carried out the theory that a fashion cannot be at its best unless worn over the right foundation garment. Viewers, of course, were reminded that Block & Kuhl was well stocked to provide both garments and foundations.

The technique—fashion in the foreground, foundation in the background—was used also on spots on another Quincy-Hannibal station, WGEM-TV. At times representatives of corset manufacturers appeared on Block & Kuhl telecasts.

Television is an excellent prestige builder and stimulates general interest in the department, according to Mrs. Mildren Purpus, head of the B&K foundation department in Quincy. She said response often is delayed rather than immediate. "Tv brings in the sales," she said, after a long period of asking customers where they saw a specified garment advertised, noting that tv answers were far more numerous than newspaper responses.

Block & Kuhl has had several years experience with radio advertising, using the WTAD Quincy *Hospitality Time*, but only the Quincy store of the 19-unit chain has used tv advertising.

Block & Kuhl is reportedly shopping around for other suitable broadcast vehicles, possibly a tv fashion show, for foundation advertising. A roving-reporter type of radio program also is being considered. In recent months B&K's broadcast promotion has been based on spots and a film show.



THIS IS THE WAY the Block & Kuhl department store chain has carried out its tv formula—fashion in the foreground, foundation in the background. Here is a scene in the KHQA-TV Quincy (Ill.)-Hannibal (Mo.) studios.



(A &amp; A continues from page 32)



THE AGREEMENT to sell the Snow Crop Div. of Clinton Foods to Minute Maid Corp. is signed by John M. Fox (r), Minute Maid president, and Mark Candee, Clinton vice president and general counsel. The purchase adds frozen vegetables, fruits, juices and fish products to Minute Maid's line of frozen juices.

## Ballantine Takes Cantor

P. BALLANTINE & SONS (beer), Newark, N. J., will cancel its sponsorship of the *Foreign Intrigue* series in 25 major markets, effective in March, and will substitute Ziv Television's *Eddie Cantor Comedy Theatre* filmed program in these same markets.

In confirming plans for Ballantine, a spokesman for J. Walter Thompson Co., its agency, told B•T last week that "It's just a matter of dropping one program and taking on another." Ballantine has sponsored *Foreign Intrigue*, a Sheldon Reynolds production, for the past three years.

## HH&McD Elect Zitz

ELECTION of Martin Zitz as president of Henri, Hurst & McDonald Inc. was announced by that Chicago advertising agency last Monday. He succeeds W. B. Henri, who has headed the agency since it was formed. E. F. Hascall was promoted from executive vice president to vice chairman of the board and Mr. Henri was named chairman of the executive committee.

## 'Tonight' Shows Way

TRIBUTE was paid last week by Hicks & Greist Inc., New York and Los Angeles, to NBC-TV's *Tonight* show (Mon.-Fri., 11:30 a.m.-1 p.m. EST) when the agency reported that a single announcement on the show on Nov. 19 on behalf of the Peerless Corp. (Broil-Quik Super Chef rotisseries) had brought in 137,834 letters and postcards [B•T, Nov. 29] up to last Wednesday.

The torrent of mail poured in after Steve Allen, emcee of *Tonight*, casually invited viewers to send in their name and address on a letter or post card, adding he would select five persons as recipients of a Broil-Quik rotisserie. Commented Ted Grunewald, director of radio and television, Hicks & Greist: "Broil-Quik, as Steve Allen's first charter client, has the kind of Christmas present we both like to give our clients . . . results. Congratulations to you [Mr. Matthew J. Culligan, national sales manager of NBC-TV] and everyone else at NBC-TV who have pioneered late nighttime 'live' network television."

## Snow Crop Purchased By Minute Maid Corp.

MINUTE MAID Corp. (frozen juice concentrate), New York, has purchased the Snow Crop Div. of Clinton Foods (producers of frozen fruits, vegetables and juices), John M. Fox, president of Minute Maid, announced last week.

"In acquiring Snow Crop, we are planning no major changes in its operating or sales personnel, nor in its distribution channels," Mr. Fox said.

## Bumper Crop of Clients Renew Time on CBS-TV

SERIES of renewals of CBS-TV programs were announced by that network last week. Hamm Brewing Co. and American Oil Co. have again signed for alternate sponsorship of *Person to Person*, Fridays, 10:30-11 p.m. EST, for 52 weeks. New contract became effective Friday. Campbell Mithun, Minneapolis, handles the Hamm account. The Joseph Katz Co. is agency for American, which has also signed for *Years of Crisis* one-time hour-long show Jan. 2.

A renewal for 52 weeks, starting Dec. 26, has been signed by General Electric Co. for *Sunday Night Theatre*, Sunday, 9-9:30 p.m. EST. GE has also renewed *Jane Froman Show* for 52 weeks, Thursday, 7:45-8 p.m. EST, as of Dec. 26. GE's agency is BBDO. Ed Sullivan's *Toast of the Town*, Sunday, 8-9 p.m. EST, has been renewed by Lincoln Mercury Dealers, commencing Jan. 2. Agency is Kenyon & Eckhardt. Electric Companies of America again has signed for alternate-week presentation of *You Are There*, Sunday, 6:30-7 p.m., effective Jan. 2.

Alternate Mondays, the 10-10:15 a.m. segment of the *Garry Moore Show* will be presented for C. H. Masland & Sons, also a 52-week renewal, effective today (Monday). Masland agency is Anderson & Cairns. Bristol Myers Co. has also renewed its segment of the Moore telecast, alternating with Masland. Bristol Myers' agency is Doherty, Clifford, Steers & Shenfield.

## NEW BUSINESS

San Francisco Brewing Co. (Burgermeister beer), S. F., starts *Burgie Music Box* (Mon. through Fri. 9:30-10 p.m. PST) on 12 Don Lee Broadcasting System radio stations in three Pacific Coast states, for 52 weeks from Jan. 3. Agency: BBDO, S. F.

Procter & Gamble Co., Cincinnati, for Crisco, Ivory Flakes and Drene, to sponsor *Road of Life*, daily serial on radio for 17 years, on CBS-TV five-times-weekly, effective Dec. 13. Mon.-Fri. show will be 15-minute segment (1:15-1:30 p.m. EST). Agency is Compton Adv., N. Y.

General Electric Co., Telechron Dept., Louisville, Ky., will sponsor NBC-TV's coverage of New Year's Eve celebration from Times Square, N. Y. Fifteen-minute portion (11:55 p.m.-12:10 a.m.) of NBC-TV *Tonight* will be cancelled to accommodate program.

## RENEWALS

Assemblies of God, Springfield, Mo., signs 52-week renewal for *Revival Time* on ABC Radio (Sun., 10:30-11 p.m. EST). Agency: Walter F. Bennett & Co., Chicago.

See's Candy Shops, L. A., for second consecutive year will sponsor Tournament of Roses Parade on nine ABC-TV California stations, (Jan. 1, 9-10:30 a.m. PST). Stations are KABC-TV Los Angeles, KBAK-TV Bakersfield, KJEO-TV Fresno, KEYT (TV) Santa Barbara, KVEC-TV San Luis Obispo, KSBW-TV Salinas, KGO-TV San Francisco, KCCC-TV Sacramento and KHSL-TV Chico. Agency: Geoffrey Wade Adv., Hollywood.

Aero Mayflower Transit Co., Indianapolis, renews sponsorship of *Mayflower Evening News* over ABC Radio (Tues.-Fri., 7:55-8 p.m. and 9:55-10 p.m. EST), effective Jan. 4. Agency: Sidener & Van Riper, Indianapolis.

Goodyear Tire & Rubber Co., Akron, Ohio, renews *The Greatest Story Ever Told* (Sun., 5:30-6 p.m. EST) for 52 weeks on full ABC Radio network, effective Jan. 2. Agency: Kudner Agency, N. Y.

## AGENCY APPOINTMENTS

Griesedieck Bros. Brewery Co., St. Louis, reappoints Ruthrauff & Ryan, N. Y., effective Jan. 15. Agency handled account from 1942 to 1952 when Krupnick & Assoc., St. Louis, was appointed. Radio will be used.

W. P. Fuller & Co. (paint manufacturers), S. F., has appointed Young & Rubicam, same city, effective Jan. 1.

## ADVERTISERS & AGENCIES PEOPLE

Richard C. Bouton, William Weintraub & Co., N. Y., elected vice president, effective Jan. 3.

Lynn A. Saylor, formerly advertising and sales promotion manager, Certain-Teed Products Corp., to Burnet-Kuhn Adv. Co., Chicago, as vice president in charge of special services.

Locke W. Turner, assistant account executive, BBDO, L. A., promoted to media director, succeeding Porter Harder, resigned.

Donna DeCamp, former film supervisor, WOITV Ames, Iowa, appointed tv director, Cary-Hill Inc., Des Moines.

Eugene B. Colin to Phil Gordon Agency Inc., Chicago, as merchandising director and account executive.

Fred Harris, copy chief, Kal, Ehrlich & Merrick, Washington, appointed account executive.

Sylvester Cleary, Foote, Cone & Belding, N. Y., to Sullivan, Stauffer, Colwell & Bayles, same city, in account executive department.

Stewart Schackne, assistant manager, public relations dept., Standard Oil Co. (New Jersey), N. Y., promoted to manager of department, succeeding George H. Freyermuth, who has been elected executive vice president and director, Esso Export Corp., same city.

Robert F. McIntosh appointed sales manager of conventional washing machines, Norge Div. of Borg-Warner Corp., Chicago.

# IN OKLAHOMA CITY

*Survey after Survey tells the Story of*

**PULSE . . . . . October 8-14, 1954**

**HOOPER . . . . . October 13-19, 1954**

**ARB . . . . . October 21-27, 1954**

As in past surveys, this recent vote of overwhelming viewer-preference is not confined to a few network shows *but embraces the entire WKY-TV program schedule of local live, film and network shows!*

**PULSE-**

**8 OF TOP 10 SHOWS . . .**

**21 OF TOP 25 SHOWS . . .**

**43 OF TOP 50 . . .**

**are on WKY-TV!**

THE NATION'S FIRST COLOR TELEVISION STATION



**WKY-TV** *Continuing Dominance!*

**HOOVER-**

9 OF TOP 10 SHOWS...

23 OF TOP 25 SHOWS...

48 OF TOP 50...

are on WKY-TV!

**ARB-**

8 OF TOP 10 SHOWS...

23 OF TOP 25 SHOWS...

48 OF TOP 50...

are on WKY-TV!

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## CBS-TV, USAF PLAN MAJOR FILM SERIES

More than 150 million feet of historical film will be culled for inclusion in 26 half-hour shows to be presented next fall on CBS Television.

PRODUCTION of a major film series to be presented by CBS-TV in the fall of next year is being announced today (Monday) by CBS-TV President J. L. Van Volkenburg and Air Force Secretary Harold E. Talbott.

It will comprise 26-weekly half-hour programs depicting the growth of aviation and of the Air Force under the title of *Conquest of The Air*.

CBS-TV is producing the series with the cooperation of the Air Force, which will make available as source material its stockpile of more than 99 million feet of film in its Depository at Wright-Patterson Air Force Base (Dayton). The Air Force also will help CBS-TV to obtain aviation films from other official sources—the Army, the Navy and various government agencies, as well as from private producers, airlines, aircraft manufacturers and foreign governments. Total supply of historical film to be made available will exceed 150 million feet, it was said.

With this footage, from which it will select material to add to its own camera shooting, the network plans to tell the story of flight "from Kitty Hawk to Eniwetok and on into the future."

Mr. Talbott, noted that most Americans take for granted the "startling developments"

affairs department will be used, CBS-TV said. Its New York, Washington and London offices and a special Wright-Patterson office will select and process original material for the project's principal unit, to be located in New York. The latter office will serve as headquarters for research, writing and recording and will assemble, mount, and edit the completed films.

Each program in the series will be complete in itself. According to Sig Mickelson, CBS vice president in charge of news and public affairs, *Conquest* will incorporate voices and personalities of actual participants in the story of flight. He said: "Doolittle will take us over Tokyo. FDR will call for 50,000 planes a year. Edward R. Murrow will give us his version of 'orchestrated hell' with the RAF. We'll go up in a rocket with 'Arabella,' the test monkey at White Sands. We'll sweat it out with Ernie Pyle. We'll fly with the weather patrol and with the planes that knocked out Ploesti and Regensburg and Schweinfurt."

Col. Robert L. Scott Jr., USAF, one of the U. S. aces of World War II and author of *God Is My Co-Pilot*, is technical advisor for *Conquest*. Capt. Lucille Busch, USAF, is liaison officer.

## Hearings Closed in Suit Charging Premature Release

TEN-month-old hearings in the \$2.5 million Los Angeles Superior Court suit, involving charges by six independent motion picture companies against five distribution firms for premature release of their feature films to tv, were closed last week following summation by both sides last Monday and Tuesday. With more than 2,000 documents to be studied, which were submitted as evidence, Judge John J. Ford is not expected to render his decision in less than a month.

The suit was filed last year [B•T, March 2, 1953] by Equity Films, Equity Pictures, Orbit Productions, Orbit Pictures, Jack Schwarz Productions, Frost Films, Russ Vincent and Dave Kessel, and alleges that 11 feature films, produced in 1949, were contracted for by Chesapeake Industries (then Pathe Industries), their theatrical distribution then assigned to Eagle Lion Films, a subsidiary, and later turned over to Eagle Lion Classics. When Pathe sold Eagle Lion Classics to United Artists, UA continued theatrical distribution and turned over tv distribution to Motion Pictures for Television. The plaintiffs, through Los Angeles attorney Adele I. Springer, claim the films were released to tv without authorization and before their theatrical runs were completed.

## WATV-TV Buys Hygo Films

ACQUISITION by WATV (TV) Newark, N. J., of a package of 156 cartoons from Hygo Television Films Inc., New York, has been announced by the station. The transaction grants WATV exclusive tv rights to the package in the New York metropolitan area.

The package, originally produced by Columbia Pictures, gives WATV a backlog of 856 cartoons, a station spokesman said, noting that this marked the first time since 1947 that a major tv firm has released cartoons for television. The cartoons will be used on the station's six-a-day-week *Junior Frolics* program.



CHECK in payment of royalties accrued from the sales of the tv film series *John Kieran's Kaleidoscope* is handed to Mr. Kieran (l) by George T. Shupert, president of ABC Film Syndication Inc.

## GUILD FILMS PLANS SPOT DISTRIBUTION

IN LINE with its agreement with the Vitapix Corp. [B•T, Oct. 25], Guild Films Co., New York, reported last week it was forming plans for the national spot sale of its filmed properties. Sales will start next year at varying dates, depending on the expiration dates of current contracts on Guild shows.

Guild's film properties, currently sold on a syndicated basis, will be put up for national sale on the Vitapix lineup of stations, said to now total 35 but expected to expand to 60. A Guild spokesman explained that once a property is sold nationally it will be re-opened for sale in local and regional markets not covered by Vitapix stations or other stations for which the national advertiser has contracted.

Guild's *Liberace* program, for example, is covered in current contracts through Aug. 31, 1955. After that time; a Guild spokesman said, it will be offered for sale initially on the Vitapix lineup either to a single client or a group of national advertisers. The same procedure will be followed for Guild's other properties. The spokesman said new Guild properties currently in production will be offered for national spot sale as soon as they are released.

## Ziv's 'Corliss Archer' Sold in 156 Markets

A TOTAL of 156 markets are sold for *Meet Corliss Archer*, family comedy series syndicated by Ziv Television Programs, M. J. Rifkin, vice president in charge of sales, reports. New purchases include stations in Las Vegas, Rockford, Ill., and Eau Claire, Wis., markets; Neuhoff Packing Co. and Weston Biscuit Co. for alternating weeks in Temple, Tex., and B. C. Packing Co. of Canada on a co-sponsorship basis with S. O. S. of Canada for Edmonton and Calgary, Alberta (adding these markets to 11 Canadian already bought); Pacific-Gamble-Robinson Co. for Waterloo, Iowa; Arpeako Inc., through Milton Seager Agency, for Watertown and with Netherland Dairy as co-sponsor for Syracuse; Standard Oil, through Dan White Agency, for Roswell, N. M.; Olney Motors for Missoula, Mont.; Don Hall Restaurants for Fort Wayne; Shedd-Bartush, through Ralph Sharpe Agency, for Bay City and Grand Rapids, Mich.



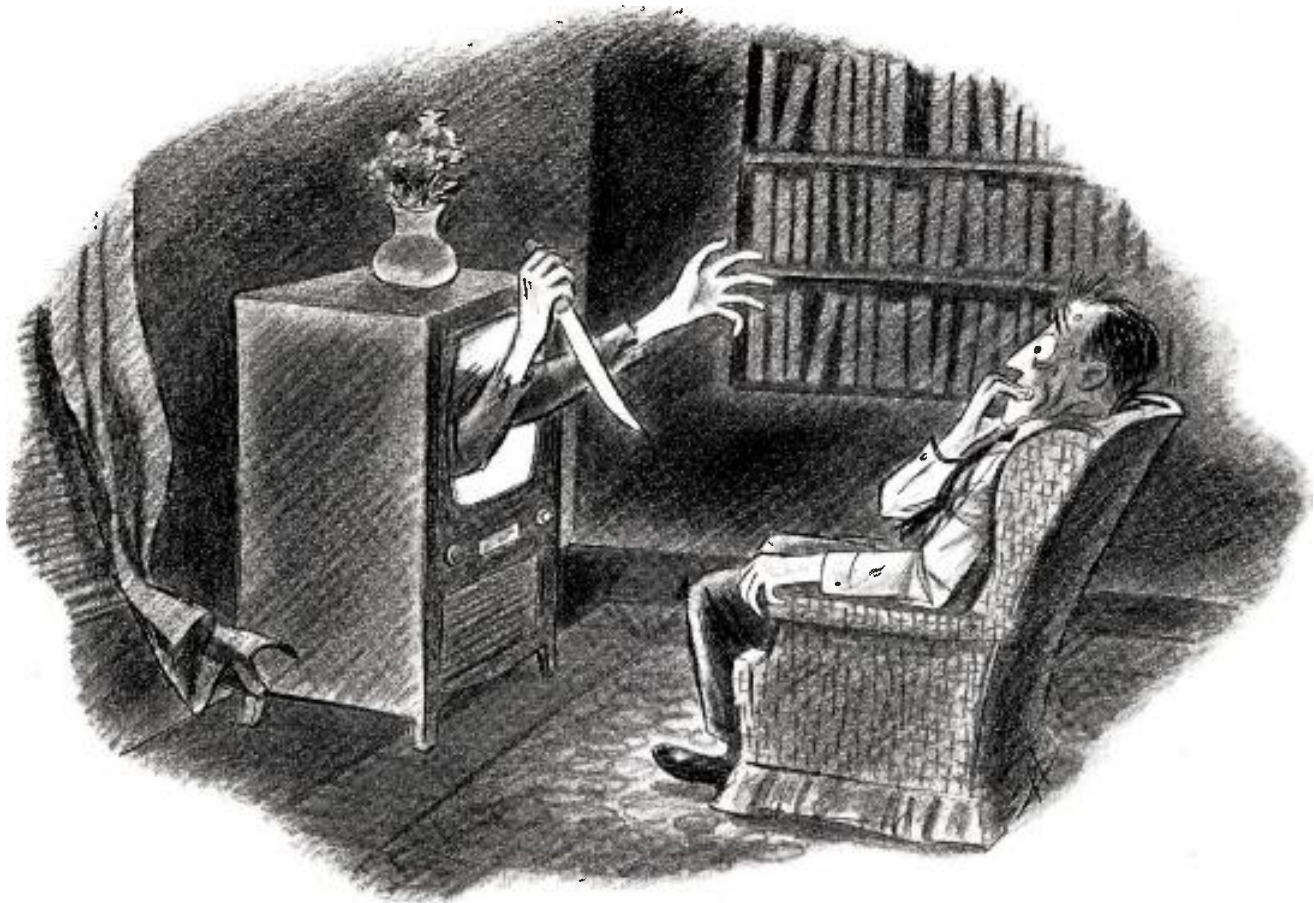
J. L. VAN VOLKENBURG (l), president of CBS Television, and Secretary of the Air Force Harold E. Talbott, jointly announce the new tv series, *Conquest of the Air*, to be produced by CBS-TV with the Air Force.

in air power, stressing that the USAF is "a bulwark of American defense policy" and "the dominant factor" in bolstering the nation's security. Thus, he indicated, the film's close look at the history of U. S. airpower will help the public to understand "the daily contribution made by airmen, officers, scientists and industry towards keeping our Air Force strong and our nation secure."

Mr. Van Volkenburg said CBS-TV and the Air Force intend to tell this story "objectively, dramatically and comprehensively," making an interested public also an informed public.

"Full resources" of its news and public





# Comes the bewitching hour...

## (North Texas Style)

When the youngsters are shuttled off to their rooms—the last  
 “Daddy, I want a drink of water” satisfied—comes the bewitching hour.  
 North Texans perch expectantly on the edges of their  
 chairs as WFAA-TV’s “Mystery Playhouse” gives their goose bumps  
 goose bumps and stands their hair on end.

**Even the competition pales!** “Mystery Playhouse” dominates the  
 10:30-11:00 P.M. Monday-through-Saturday strip, claiming top position  
 four nights and strong seconds the other two.  
 (Oct., 1954, Dallas Telepulse)

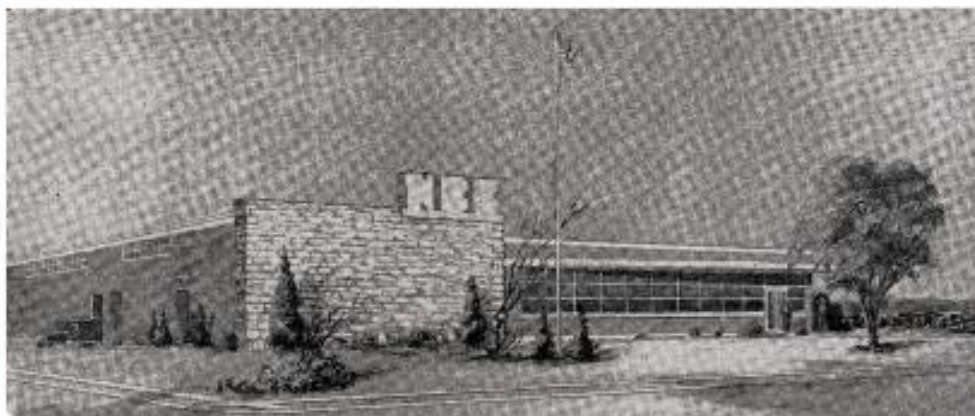
To create excitement for your sales story, pitch to an audience  
 that’s already bewitched—sponsor fully or in participation  
 these top “Mystery Playhouse” shows: *Colonel March of  
 Scotland Yard*, *Boston Blackie*, *Inspector Mark Sabre*, *I Am the Law*,  
*Inner Sanctum*, *Dangerous Assignment*. A Petry man will  
 clue you regarding availabilities.

Channel

8

**WFAA-TV**  
**DALLAS**

NBC • ABC • DUMONT



NBC Film Exchange will be housed early next year in this specially constructed building in Englewood Cliffs, N. J. Carl M. Stanton, NBC vice president in charge of the Film Division said the move was being made because of a steady increase of sales by the division. Ground was broken last week about one mile north of the New Jersey side of the George Washington Bridge on Route 9-W. The building will be of brick and Briar Hill cut stone. The exchange services 360 stations in the U. S. and abroad. The 3,500 prints handled weekly include tv film programs syndicated by the division, NBC tv network film programs and kinescopes of live network shows.

## UA Charges Nassers With Contract Breach

IN COURT almost continuously for the past three years, James and George Nasser have been charged with infringement of copyright and breach of contract in two suits filed Nov. 26 in Federal District Court, Los Angeles, by United Artists. Involving the release to tv of three feature films, "Cover Up," "Without Honor" and "A Kiss for Corliss," one suit also names as defendants Strand Productions, Quality Films, Charles Weintraub, George T. Goggin, five Does and five Doe corporations. The other action substitutes Ressen Films for Strand Productions and covers the feature, "Don't Trust Your Husband."

Precipitated by the Ninth Circuit Court of Appeals opinion, handed down last October, which said, in effect, that the original contract with UA included tv as well as theatrical distribution rights, UA claims the defendants have received in excess of \$100,000 from tv distribution and asks for an accounting and a judgment.

The brothers, owners of General Service Studios, in December 1951 filed suit, through attorney Groggin, against UA to secure the four films, which they had produced for the purpose of distribution to tv [B•T, Jan. 7, 1952]. In February, federal referee-in-bankruptcy Benno M. Brink ruled that the brothers should have the tv rights as UA forfeited its rights in the contract by failing to distribute the features to tv. He held at the time that UA had no intention of releasing features to video until other major distributors did and that "tv as a commercial practice does not begin when other majors enter the field" [B•T, March 10, 1952].

That decision, appealed by UA, was reversed five months later by U. S. District Court Judge Harry C. Westover, who ruled that release to tv of movies made originally for theatrical exhibition had not become "commercial practice" [B•T, Aug. 11, 1952]. At a rehearing the following month, Judge Westover reversed his earlier opinion in favor of the Nassers [B•T, Sept. 29, 1952].

Quality Films, headed by Charles Weintraub, took over video distribution after the Nassers

had won a decision [B•T, April 7, 1952] over American Federation of Musicians' attempt to collect re-scoring fees and 5% royalty formula. Current suit was filed on UA's behalf through the Los Angeles law firm of Wright, Wright, Green & Wright.

## ABC-TV May Undertake Daytime Film Serial Venture

ABC-TV was reported last week to be considering a plan for entering the daytime "soap opera" field by means of a block of film series to be produced in cooperation with ABC Film Syndication. A spokesman said that although the project is under consideration, plans are still in the "talking stage."

It was pointed out that the project, if put into operation, would provide ABC-TV with daytime serials on film that could be sold to advertisers at a price competitive with live serials and supply ABC Film Syndication with properties that could be syndicated in non-network markets. Among the properties reported being considered for the venture are *My True Story* and *Life Can Be Beautiful*.

## FILM SALES

Ziv Television Programs, N. Y., has sold *Eddie Cantor Comedy Theatre* in 60 markets in first two weeks of national sales drive, according to M. J. Rifkin, vice president in charge of sales, who noted 23 markets were sold before drive began.

Louis Weiss & Co., L. A., announces sale of *Little Story Shop*, Christmas series of five quarter-hour films, to WSUN-TV St. Petersburg, Fla.; WSLI-TV Jackson, Miss.; WGN-TV and WNBQ (TV) Chicago, and Stagg's Construction Co. for Phoenix, Ariz. Firm also has set 52 westerns for KAKE-TV Wichita, Kan., covering one-year period.

Brent Guntz Productions, Baltimore, announces sales of *Shadow Stumpers*, tv silhouette guessing game, to: WABC-TV New York; WDBO-TV Orlando, Fla.; WWJ-TV Detroit; WKRC-TV Cincinnati; WBTV (TV) Charlotte, N. C.; KPTV (TV) Portland, Ore.; WDAN-TV Danville, Ill., and KREM-TV Spokane, Wash.

## FILM PRODUCTION

Jay Kay Productions, Hollywood, has completed shooting 12 of first 26 *Long John Silver* half-hour films, color tv series based on Robert Louis Stevenson character. Series, featuring Robert Newton in title role, is being made in Australia.

Joseph Green Productions, N. Y., announces new tv series, *Slaves of Beauty*, starring Morey Amsterdam with panel of beauty authorities. Show is directed by Mike Case and written by I. J. Alexander and Bob Van Scoyk.

## FILM PEOPLE

David A. Bader, general sales manager, Atlantic Television Corp., N. Y., elected vice president.

Hans Tiesler, associate producer, Loucks & Norling Studios Inc., N. Y., elected vice president and director.

Robert O'Donnell, formerly with WSYR Syracuse, N. Y., to Good News Productions, Chester Springs, Pa., as producer-director.

George A. Ottine, supervisor of tv spots, Transfilm Inc., N. Y., appointed manager, animation department.

George Foley, creator and producer, *Tales of Tomorrow*, TeeVee Co., Beverly Hills, Calif., appointed New York representative to help explore and develop new properties of firm.

Mitzi Green signed for starring role in upcoming NBC-TV *So This Is Hollywood* film series, succeeding Cass Daley.

Robert Sable, formerly with Wilding Picture Productions, Chicago, to Kling Film Productions, same city.

Ray Bolger, *Ray Bolger Show*, ABC-TV, to head American National Red Cross four-week drive for added blood donors.

Young Whilhoite III, production staff, McCadden Corp., Hollywood, father of girl, Laura Jean.

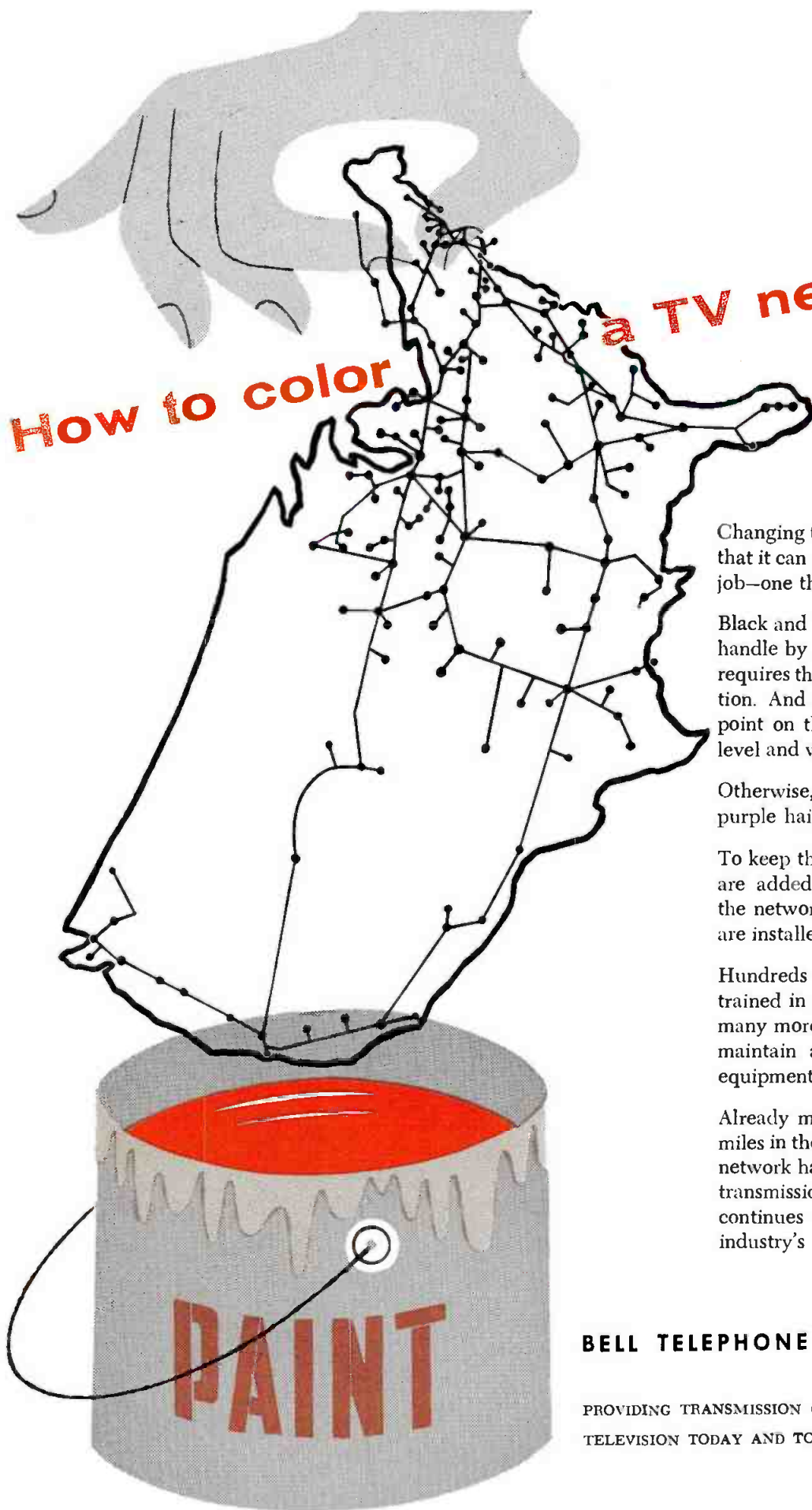
Marvin Briggs, 43, former account executive, George Bagnall & Assoc. (tv film distribution), Hollywood, died Nov. 21.



SPONSORSHIP on WDAY-TV Fargo, N. D., of the Sterling Television Co. film series *Music for Everybody* is agreed to by Doveau Music Co. Viewing the contract are (l to r): Stan Larson, Doveau's manager in Moorhead, Minn.; A. J. Daveau, and Jim McKnight, WDAY-TV account executive.



# How to color a TV network...



Changing the television network so that it can carry color pictures is a big job—one that is still going on.

Black and white pictures are easy to handle by comparison. But color requires three times as much information. And all of it must reach every point on the network at the correct level and without being changed.

Otherwise, the actress might have purple hair instead of red.

To keep the colors true, equalizers are added at many locations along the network, and more amplifiers are installed to boost the signal.

Hundreds of technicians have been trained in color techniques and many more are being taught to maintain and adjust the added equipment to exact standards.

Already more than 36,000 channel miles in the nationwide television network have been adapted for color transmission, as the Bell System continues to keep pace with the industry's rapidly expanding needs.

**BELL TELEPHONE SYSTEM**



PROVIDING TRANSMISSION CHANNELS FOR INTERCITY  
TELEVISION TODAY AND TOMORROW

## TV CODE REVIEW BOARD SEEKS TO WIDEN SELF-REGULATION WITHIN INDUSTRY

Under a new plan, film program producers and possibly other groups may be invited to join NARTB's tv code system. Three representatives from the American Assn. of Advertising Agencies sit in on the meetings to discuss self-regulation problems.

TELEVISION film program producers and possibly other industry groups may be invited to join NARTB's television code system in an effort to broaden the self-regulation of commercial and program practices, under a new plan adopted Thursday by the NARTB Television Code Review Board.

At a time when tv stations and networks are serving as targets for pressure groups and legislators, the code group has developed the plan to extend affiliation "to others allied with the television industry whose product comprises now a large share of the programming viewed in the American home." It was not stated if the idea includes advertisers, agencies, distributors and other related industries.

The plan will go to the NARTB Tv Board in January.

In the three years of code operation, affiliation with the code and right to display its seal have been granted tv stations and networks. Last week the code group showed its interest in broadening the code's impact by inviting three representatives of the American Assn. of Advertising Agencies to meet with it to discuss common problems of self-regulation. Representing AAAA were Ken Dyke, AAAA director and chairman of the Improvement of Advertising Content Committee and vice president of Young & Rubicam; Harold L. McClinton, member of the AAAA Advertising Content Committee and president of Calkins & Holden, and August Nelson, AAAA senior staff executive.

### Report to Senate

The code board, after a two-day meeting, adopted a report to be submitted to the Senate Subcommittee on Juvenile Delinquency. This report deals with five films shown on tv stations which the subcommittee asked the code board to review. Examining three and a half hours of film programming, the board prepared reports to be submitted to the stations involved. It handled such other routine matters as staff monitoring activities; changes in the tv code seal to make it more effective for display, and adopted a program expanding its activity in telling the public about the code and industry self-regulation.

Code board members at the meeting were Chairman John E. Fetzer, head of the Fetzer stations; Vice Chairman J. Leonard Reinsch, WSB-TV Atlanta; Mrs. A. Scott Bullitt, KING-TV Seattle; William B. Quarton, WMT-TV Cedar Rapids, Iowa, and G. Richard Shafro, WIS-TV Columbia, S. C. Also attending were President Harold E. Fellows, of NARTB; Edward H. Bronson, director of television code affairs, and his assistant, Charles S. Cady, and Thad H. Brown Jr., tv vice president and counsel.

The code board's statement to the Senate Juvenile Delinquency subcommittee explained that the code board had inspected the films reviewed Oct. 19 by the subcommittee [B•T, Oct. 25]. One of the stations involved was not a code subscriber, it was explained.

The board found that portions of a film shown to the subcommittee, and involved in the discussion of tv programming, had actually been edited out of the station's telecast program.

Individual comments sent to stations in regard to films are kept in confidence in line with code board policy.

The board reached the following conclusions after viewing the films:

"(1) That despite the fact that some of the films were the subject of considerable editing by the stations, both for the purpose of timing and deletion of objectionable content, the Television Code Board expresses doubt as to whether portions of certain of the films are wholly within the spirit of the code.

"(2) That some instances of excessive violence were noted in some of the individual reports to the stations.

"(3) That all of the films under review were produced originally for theatre display, not for television presentation. Three of the five films are 'westerns,' and this type of film product for programs constitutes a substantial percentage of such products available to the television broadcasters from the output of motion picture studios. This type of film product has been available for theatre display in this country for over two decades.

"(4) Four of the five films reviewed were approved for theatre presentation by the National Board of Review of the Motion Picture Industry. The fifth, a British import, was approved by the motion picture review board of that country.

"(5) Thus, it is felt that previous clearance by such theatre review boards, did not take into consideration the intimate viewing by family groups as provided by television. Such action does not necessarily provide proper clearance for television.

"(6) With the foregoing in mind, all subscribers to the Television Code, networks and stations are being reminded that they should exercise particular care in reviewing all programming designed for, or subject to viewing by children, with specific emphasis upon film falling in so-called 'western', mystery and adventure categories, where such film product is old and produced originally for the theatre, not for television."

The board asked subscribers, it told the Sen-

ate group, to pay special attention to code paragraphs dealing with horror and brutality content in programs; responsibility toward children, and to review their entire schedules "to be reasonably certain there is not a cumulative effect of continuous programming containing sequences of violent action during children's viewing hours."

Subscribers were notified to pay special attention "to clearance before acceptance of all film productions manufactured before the first television station went on the air."

The board's statement to the subcommittee conceded errors of judgment have been made in programming, noting that otherwise there would be no need of a code or administrative board. It added:

"The incidence of such errors has dropped sharply as television management has developed new sources of programming, especially designed for exhibition by tv stations. This new source of programming, combined with the increased activity by networks and stations themselves are closing the gap between supply and demand.

"The board is convinced that there will be fewer instances of code departures as this process of self-regulation and the expansion of program sources continues; and restates the proposition that, thus far, no case of departure so persistent or flagrant as to require the board to censure a station by withdrawing use of the television code seal has come to the board's attention.

"The board acknowledged the seriousness of the Senate subcommittee's inquiry and commends the thoroughness and care with which it is being conducted. The board reiterates the determination of the nation's television broadcasters to give full cooperation to such Congressional investigations."

## Frank Atwood Elected To Head Farm Directors

FRANK ATWOOD, WTIC Hartford, Conn., was elected president and John McDonald, WSM Nashville, vice president of the National Assn. of Television and Radio Farm Directors for 1955 during the closing sessions of its annual convention in Chicago Nov. 26-28. Mr. Atwood, who had been vice president, succeeds Jack Jackson, KCMO Kansas City, Mo.

Sessions on farm radio and tv rounded out the Sunday (Nov. 28) agenda of the convention at Chicago's Conrad Hilton Hotel. A plea for better farm information and data was delivered by John Cory, Chicago vice president, Free &



COMMON TV PROBLEMS of agencies and broadcasters were discussed Thursday at conclusion of the two-day NARTB Tv Code Board meeting. Taking part in the NARTB-American Assn. of Advertising Agencies session, were (l to r): Harold L. McClinton, Calkins & Holden; August Nelson, AAAA; G. Richard Shafro, WIS-TV Columbia, S. C.; Ken R. Dyke, Young & Rubicam; John E. Fetzer, Fetzer Stations, Code Board chairman; J. Leonard Reinsch, WSB-TV Atlanta, board vice chairman; William B. Quarton, WMT-TV Cedar Rapids, Iowa; Mrs. A. Scott Bullitt, KING-TV Seattle, and Edward H. Bronson, director of television code affairs.



# Of course flowers can talk!

You can make them do it any time you wish; and you can be sure of what they're saying, too. These and other stunts are available in great variety—ready to be used to change pace, or to clinch a point. Easy, economical, too, when you **USE EASTMAN FILM.**



For complete information—what film to use, latest processing technics—write to:

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 Avenue  
Chicago 2, Illinois

West Coast Division  
6706 Santa Monica Blvd.  
Hollywood 38, California

Agents for the distribution and sale of Eastman Professional Motion Picture Films:

**W. J. GERMAN, INC.**

Fort Lee, N. J.; Chicago, Ill.; Hollywood, California

Lovely in black and white? Yes! But think of it in **COLOR!**

Peters, station representative firm. Consensus of spokesmen on a television panel was that radio will continue as the basic medium for farm programming in the immediate future.

Other officers elected were Jack Timmons, KWKH Shreveport, La., as secretary-treasurer, and Herb Plambeck, WHO Des Moines, re-elected historian for another term. Mr. Jackson won an award from the American Farm Bureau at its Sunday dinner for outstanding service to agriculture at KCMO. Convention was highlighted with presentation of National Safety Council Public Interest Awards for Farm Safety to networks and stations [B•T, Nov. 29].

## TvB OFFICIALLY GETS UNDERWAY

TELEVISION Bureau of Advertising Inc. (TvB), with about \$100,000 already at its disposal, officially opened its quarters Wednesday in New York on the fourth floor of 444 Madison Ave.

A two-day TvB board meeting was held coincident with the debut of the tv promotion and sales organization.

At the meeting, it was disclosed that:

- Some 25% of TvB's \$400,000 minimum annual total budget for 1955 has been received in voluntary membership checks from tv stations.

- Two of the top 25 advertisers have referred to TvB "certain television advertising questions" for study and evaluation.

- Before Jan. 1, effective date of TvB charter memberships, the Bureau will acquaint stations with membership requirements and applications.

The request from advertisers for a study, which apparently was made on their own and not solicited, was announced by Oliver Treyz, former director of the ABC Radio network, who actively assumed office Wednesday as TvB's first president. President Treyz also told the board that TvB still was screening applicants for executive positions and that at least two appointments would be announced this month.

Receipt of station checks and a reminder on membership plans were announced to the board by Co-Chairmen Clair McCollough, Steinman Stations, and Richard A. Moore, KTTV (TV) Los Angeles.

At the same time, TvB's regional membership committees were announced. They follow:

Southwest—W. D. (Dub) Rogers Jr., KDUB-TV Lubbock, Tex., chairman; John Esau, KTQV (TV) Oklahoma City; Ralph Nimmons, WFAA-TV Dallas; Colin M. Selph, KEYT (TV) Santa Barbara, Calif.; Don Searle, KOA-TV Denver; Richard B. Rawls, KPHO-TV Phoenix.

Southeast—H. W. Slavick, WMCT (TV) Memphis, chairman; Gaines Kelley, WFMV-TV Greensboro, N. C.; Charles H. Crutchfield, WBT (TV) Charlotte, N. C.; Henry P. Johnston, WABT (TV) Birmingham, Ala.; Walter L. Dennis, WJNO-TV Palm Beach, Fla.

Northeast—Kenneth L. Carter, WAAM (TV) Baltimore, chairman; John H. Bone, WNEM-TV Bay City, Mich.; William H. Rines, WCSH-TV Portland, Me.; Paul Adanti, WHEN-TV Syracuse, N. Y.; Gordon Gray, WOR-TV New York; Robert Lemon, WTTV (TV) Bloomington, Ind.; Frank Schreiber, WGN-TV Chicago; Frank Snyder, WXEL (TV) Cleveland, Ohio.

Northwest—Otto Brandt, KING-TV Seattle, chairman; G. Bennett Larson, KTVT (TV) Salt Lake City; Robert Tinscher, KVTY (TV) Sioux City; C. Howard Lane, KOIN-TV Portland, Ore.; Frank Fogarty, WOW-TV Omaha.

Attending last week's board meeting, in addition to Messrs. McCollough and Moore, were Campbell Arnoux, WTAR-TV Norfolk, Va.; Mr. Carter; Roger W. Clipp, WFIL-TV Philadelphia; Merle Jones, CBS-TV vice president; Lawrence H. (Bud) Rogers, WSAZ-TV Huntington, W. Va.; Mr. (Dub) Rogers, and Mr. Slavick.

## NCAA TV COMMITTEE TAKES FIRST STEP TO RENEW GRID RESTRICTIONS FOR 1955

The 12-man group says it will recommend that national controls on tv coverage of intercollegiate football games be retained. Door is left open, however, for regional and other plans as a concession to the Big Ten and other conferences. Notre Dame U. bucks for unrestricted tv coverage.

DESPITE an obvious undercurrent of dissatisfaction over present tv policy among smaller member schools, particularly in the Midwest, and in broadcast industry ranks, NCAA's Television Committee last week took the first step for renewal of national restrictions over intercollegiate football in 1955.

The 12-man group, meeting in Chicago's La Salle Hotel last Tuesday and Wednesday, reviewed operations for the past year and announced it will recommend that national controls be retained. It also started—but did not finalize—a draft of a report to be submitted to the NCAA's 49th annual convention at the Hotel New Yorker in New York Jan. 5-7.

The committee made plain that whatever approach materializes under any resolution adopted by the association, as later worked out by the incoming 1955 Tv Committee, it still favors national restrictions, whatever the feelings of the smaller colleges.

"The recommendation doesn't imply that controls will be national in the sense it is sometimes used," Harvey Cassill, U. of Washington, Tv Committee chairman, told a news conference. "It does not mean that we will recommend a program for 1955 similar to the one in effect this year." Walter Byers, NCAA executive director, noted that "within national controls you can have many different things." The approach will be left in the lap of the 1955 group.

Thus, the door was left open for adoption of regional and other type plans as a concession to the Big Ten and other conferences with strong voices in the NCAA hierarchy, not including Notre Dame U., which has consistently advocated unrestricted football on television.

With regard to the voice of smaller colleges in determining NCAA tv policy, he observed: "Those setting policy in television are those with a definite tv problem in intercollegiate football."



WARD DORRELL (l), director of research, John Blair Co., is greeted by Walter Erickson (r), president of the Television Assn. of Philadelphia, and Alexander W. Dannenbaum Jr., TAP vice president and commercial manager of WPTZ (TV) that city. Mr. Dorrell addressed the TAP meeting on rating services.

Mr. Byers said the committee will meet again in advance of the national conclave to finalize its conclusions and report. As in the past, a resolution will be offered on the floor for national controls. The policy would become operative with two-thirds majority vote in a mail referendum of the membership in accordance with the resolution. A new group then would be set up to draft a working plan, which would in turn be submitted to networks for presentation to agencies and their clients.

Mr. Cassill said that by and large, he felt the 1954 plan—which called for a nationally-televised game each Saturday and the substitution of certain regional tv broadcasts on a few occasions—was successful. He acknowledged that it never had been an "unqualified success."

NCAA spokesmen were wont to shrug off any presumptions that national advertisers might hesitate to pick up the tab for a season of NCAA contests because of financial considerations or dissatisfaction over the slate of games. They pointed out this was the network's problem, once such a schedule is devised, and that NCAA is not directly involved in setting the package price with the sponsor.

### Loss This Season

ABC-TV reportedly lost close to \$2 million on NCAA football this fall and only recently dropped a schedule of other NCAA sports events that had been included in the package.

Spokesmen also brushed aside charges by Bert Bell, commissioner of the National Football League, that the Big Ten, while plumping for regional controls within the NCAA, was actually desirous of any restrictions designed to curb unlimited Notre Dame football on the nation's viewing screens. This despite the knowledge that the Big Ten reportedly stood to profit financially had it been able to sell its own games to a regional sponsor, which it had in tow.

Mr. Cassill revealed that NCAA would continue independent studies by the national opinion research center at the U. of Chicago measuring tv's impact on football attendance. The committee also favors more studies on basketball, authorized at NCAA's Cincinnati convention this past year. Saturation factors will be carefully weighed in the football surveys, he added.

Mr. Byers observed that the association's smaller colleges are adequately represented through mail referendum, if not through the actual convention machinery."

Aside from Notre Dame, whose athletic director, Ed (Moose) Krause, has consistently branded the NCAA tv policy as "artificial and arbitrary," a number of privately-endowed, smaller midwestern colleges have attacked controls the past fortnight.

On the eve of the committee meeting, Bob Hall, former NCAA Tv Committee chairman, said on a television program last Monday that the committee this year would not recommend





# WHY **WSLS-TV** IS MOST VIEWED IN WESTERN VIRGINIA

## PROGRAMS LIKE "Community Headlines" IS THE ANSWER

Because WSLs-TV serves a vast area in Virginia, West Virginia, and North Carolina, (63 counties), it has become the obligation of WSLs-TV to be a part of many communities. With the cooperation of some 40 newspapers, Andy Petersen reports news stories of local interest each weekend. As he reads, the masthead of the paper is brought into view; and many times he shows a photograph from the paper. Each week "Community Headlines" salutes one of the towns or cities in a five-minute film story showing industry, retail stores, churches, schools, hospitals, etc.

Much publicity is given in advance of the salute through the local paper in the town to be saluted and also over Channel 10. All filming is done by WSLs-TV personnel and background material is furnished through the local Chambers of Commerce. The majority of these newspapers publish the WSLs-TV program listings.

Just one of many WSLs-TV programs designed to consider viewers' interest in the complete coverage area . . . not just in the Roanoke City Limits.

# **WSLS-TV** **CHANNEL 10**

**ROANOKE**  
NATIONAL REP AVERY-KNODEL

a regional tv plan to the NCAA's January convention.

At the same time, he also labeled as "the worst plan," the college proposal that NCAA permit games to be telecast regionally. "It would be better to throw the entire televising of football wide open as it was prior to the 1951 season than to televise regionally," he declared. A regional tv policy is supported among others, by the Big Ten, the Pacific Coast Conference, U. of Pennsylvania and Notre Dame.

Reason given by Mr. Hall for his distaste of regional tv was that it would mean the top game in each area would be telecast in the general area where the game was being played. This, he said, would have disastrous effects at the gate.

Mr. Hall predicted the NCAA games would be telecast next season with a sponsor because "there will always be sponsors that want to get to the vast tv audience the football games attract."

The conference teams or others won't crack the controlled tv program because the sanctioning of schools and matters of scheduling sports events would restrain the school or group from breaking any plan approved by NCAA colleges as a unit.

If not for the need of gate receipts to support athletic programs of the individual colleges, he asserted, an unlimited tv plan could be adopted.

NCAA, he said, does not put a price on the tv package but presents the plan to sponsors and networks who then bid for it. Money paid for the package, Mr. Hall said, goes to schools taking part in the games scheduled. In some cases, conferences have their own rules, dividing tv money among all member schools.

Mr. Hall appeared on *College Press Conference*, seen Mondays, 9-9:30 p.m. EST on ABC-TV, which carried NCAA's '54 schedule.

## FELLOWS ATTACKS SPOT PRACTICES

THE PRACTICE of cutting-short network programs to permit triple and quadruple spots is "just downright bad programming and the time will come when it will catch up with stations which practice it," NARTB President Harold E. Fellows said in a letter to Roy M. Kirtland, vice president of Gordon Best Co., Chicago agency.

Mr. Kirtland had written Mr. Fellows to complain about spotting practices involving one of the agency's clients. He said that in some instances, stations had curtailed his client's announcements to "allow for triple-spotting." He solicited Mr. Fellows' personal views on the problem.

Citing the NARTB Tv Code, Mr. Fellows wrote "the principle is the thing—that there should not be more than two separate commercial announcements in the 30-second period . . . except in extenuating circumstances" such as when the World Series is in progress or when programs have been cancelled because of an event of national significance where advertisers, even though bunched up, would like to have an adjacency.

Mr. Fellows said that an agency which ascertains that its client's announcements have been curtailed to accommodate triple-spotting in violation of its contract should cancel the pact, could "refuse to pay, or demand a full-length substitution at an equally valuable time." Another alternative might be legal action, he suggested.

"The final answer to worthy conduct by the

television station in America depends upon everybody's observation of an agreed-upon standard of ethics. The advertisers and the agencies must want to do business with those stations which behave; and the stations must want to do business with advertisers and agencies which have proper respect for the media," he said.

## NARTB COMMITTEE SCANS FM FIELD

FM BROADCASTERS, whose once-aggressive promotion has given way to a quieter existence, promise once again to search jointly for new revenues from their facilities.

NARTB's Fm Committee, at a meeting in Washington Wednesday, peered into the possibilities of new income sources. They considered such matters as multiplexing, set circulation and regulatory problems. At luncheon they met with two FCC Commissioners—E. M. Webster and Robert T. Bartley.

Supporting the fm group's interest in the future is the Advertising Research Foundation's finding that 11,210,000 fm-equipped receivers are in circulation, or 21.6% of the nation's 45,020,000 radio households.

Multiplexing was considered by the committee as a possible field to be exploited inasmuch as FCC is expected to hand down a decision permitting extended use of fm facilities for extra services performed simultaneously. These services can be put out at the same time because the wide fm band of 200 kc is adapted to such multiple use.

The committee wants the NARTB board to reaffirm its belief that the 88-108 mc fm band should be maintained, pointing to efforts to appropriate part of the band for vhf television and other services. It felt, too, that radio set manufacturers should look seriously into the idea of producing fm receivers for new automobiles. This idea has been advanced for nearly a decade, but it has run afoul of factory production problems and cost factors.

Multiplexed services would require an adapter. Stations could broadcast more than one program at the same time, depending on the fidelity needed. Two multiplexed programs, for example, would each have 7,500-cycle band width. Three would be 4,500 cycles wide, and five would each be 3,000 cycles wide.

Among uses for multiplexing would be functional music services, with no need to mute portions of the program by automatic devices at receiver locations. Independent operation of multicast channels permits a functional musical program separate from the regular fm program, or even two or three extra channels. Improved protection against bootlegging is afforded, providing program security. Legal protection would be available, similar to that given point-to-point services and a protection considered attractive to commercial users. The lock-and-key control method could be used to give selective programming at specific receiver locations, providing desired services for certain subscribers.

Multicast methods are described as offering advantages over present storecast services, with superaudible control signals. Several specialized storecasting programs could be broadcast simultaneously, with a larger potential revenue. The fm channel is adaptable to facsimile, teleprinter or other graphic recording transmissions to supplement audio programs.

Trafficast service also has been developed, such as the New York City traffic programming by fm to the Lincoln Tunnel where the program is relayed on 550 kc for reception by motorists

in the tunnel. Transitcast service also could be exploited.

Other multiplexing uses include informational services on a subscriber basis, using taped news summaries, for example. Semi-broadcast special services could provide different programs from one station for different audiences.

Network interconnection is a type of multiplex service used regionally, offering many advantages and permitting service communication and other inter-station traffic. Quality of facsimile transmissions by the Navy in tests using Rural Radio Network in New York and WTOP-FM Washington is described by the Navy as better than telephone transmissions for the distances.

Stereophonic broadcasting promises significant service for fm stations through use of multiplexing methods.

Presiding at the Fm Committee's meeting was Ben Strouse, WWDC-FM Washington, its chairman. Attending were Walter J. Brown, WDXV (FM) Spartanburg, S. C.; H. Quenton Cox, KGW-FM Portland, Ore.; Donald deNeuf, Rural Radio Network; Carl George, WGAR-FM Cleveland; J. R. Livesay, WLBH-FM Mattoon, Ill., and Edward A. Wheeler, WEAU (FM) Evanston, Ill. Taking part from the NARTB staff were President Harold E. Fellows; John F. Meagher, radio vice president; John H. Smith Jr., public affairs manager; A. Prose Walker, engineering manager; Richard M. Allerton, research manager; Vincent T. Wasilewski, chief attorney and C. E. Arney Jr., secretary-treasurer.

## Weaver Talks Policy At S. F. Ad Club Meet

"AT NBC we let the advertiser determine how he wants to use television," Sylvester (Pat) Weaver, NBC president, told some 400 members of the San Francisco Ad Club last week.

"Our advertising policies are to build a pattern of uses in national television that will range from five-second identifications to all-night explosions, from 365 day continuity to once-a-year spectaculars," Weaver told his audience.

Stressing the importance of color in the television advertising field, Weaver predicted, "Color will be here sooner than even the optimists predict, and when the public sees more color they will flock to the tv dealers of the nation to buy sets. As advertisers see more and more color they'll demand its use."

Weaver defended the spectaculars: "Last year our *Bob Hope Show* broke down the last possible hesitancy in my mind regarding the commercial success of the early one-shot holiday shows. We now know that the spectaculars could be a great marketing success."

## Committee Lineups Listed For New Radio Adv. Bureau

NEW committees and their memberships were announced last week by Broadcast Advertising Bureau, which becomes Radio Advertising Bureau on Jan. 1.

The committee membership also is effective at the first of the year, according to Joseph E. Baudino, Westinghouse Broadcasting Co., who becomes RAB board chairman on that date. The committees:

Executive—Kenyon Brown, KWFT, Wichita Falls, chairman; Charles C. Caley, WMBD Peoria, Ill.; William H. Fineshriber Jr., NBC; Ward D. Ingram, KHJ Los Angeles; William B. McGrath, WHDH Boston; Adrian Murphy, CBS; Allen M. Woodall, WDAK Columbus, Ga.  
Finance—John Hayes, WTOP Washington, chairman; Charles T. Ayres, ABC; Simon Goldman, WJTN Jamestown, N. Y.; Howard Lane, KOIN Portland, Ore.; William B. Quanton, WMT



In HOUSTON—the South's giant No. 1 Market • pioneer station KXYZ inaugurates a ...

## BRAND NEW CONCEPT OF RADIO SELLING

# RPM



## \*Realistic Pricing Method

Giving practical assurance to every advertiser of soundest possible value every hour of the day, every day in the week, KXYZ's new, published rate structure (effective Dec. 1, 1954) *completely revitalizes the radio selling picture in Houston!* And actually, no other station in the country as yet offers the same realistic approach to audience contact at such economical costs.

For example: With RPM\* working for an advertiser, he pays less for a minute commercial at 1 p.m. than he would at 8 a.m., based on actual KXYZ audience records. Similarly, a spot announcement at 5:30 p.m. costs somewhat more than one at 10 p.m.

*And don't forget these three KXYZ basics, too—*  
**FASTEST GROWING MARKET IN THE SOUTH**  
25 eager-to-buy counties...with Houston: population now more than a million strong.  
**ECONOMICAL COVERAGE**  
with Houston's best-sounding radio signal, 24 hours a day.  
**SOUND SELLING SUPPORT**  
Not just merchandising, but support planned and executed by one of the nation's best-known marketing experts.

With KXYZ's Realistic Pricing Method...

you have your FIRST buy in the South's FIRST market!



The Shamrock Broadcasting Company  
HOUSTON, TEXAS  
A Glenn McCarthy Enterprise

*NOW represented nationally by*

# AVERY KNODEL

I N C O R P O R A T E D

New York • Chicago • San Francisco • Los Angeles  
Dallas • Atlanta

Cedar Rapids; Robert A. Schmid, MBS; Donald W. Thornburg, WCAU Philadelphia.  
 Membership—George Higgins, KMBC Kansas City, chairman; John P. Blair, John Blair & Co.; John C. Cohan, KSBW Salinas, Calif.; Ralph McElroy, KWWL Waterloo, Iowa; Al Spokes, WJOY Burlington, Vt.  
 By-laws—James H. Moore, WSLR Roanoke, Va., chairman; John F. Patt, WJR Detroit; Frank Schreiber, WGN Chicago.

Committee members also are members of RAB's 1955 board of directors.

## BAB Plans 102 Sales Clinics in '55

BAB will hold 102 sales clinics in 1955, nearly three times the number of meetings held this year, it was announced last week by BAB President Kevin B. Sweeney.

Mr. Sweeney noted that BAB—to be known as Radio Advertising Bureau Inc., effective Jan. 1—held 37 clinics in 1954, concentrated in the summer. During 1955, he said, the clinics will be "spread out evenly over ten months, thereby avoiding the summer vacation problem, which has prevented attendance by numerous managers and salesmen." He predicted that attendance at 1955 clinics will rise to about 2,500 from its 1954 record of 1,400.

The schedule is as follows:

Jan. 10, Miami; Jan. 11, Jacksonville, Fla.; Jan. 12, Birmingham, Ala.; Jan. 13, Atlanta; Jan. 14, Augusta, Ga.; Jan. 24, Chattanooga, Tenn.; Jan. 25, Nashville; Jan. 26, Columbia, S. C.; Jan. 27, Charlotte, N. C.; Jan. 28, Raleigh, N. C.  
 Feb. 7, Phoenix, Ariz.; Feb. 8, Los Angeles; Feb. 9, Fresno, Calif.; Feb. 10, San Francisco; Feb. 11, Sacramento, Calif.; Feb. 21, Washington, D. C.; Feb. 23, Richmond, Va.; Feb. 24, Roanoke, Va.; Feb. 25, Baltimore.  
 March 7, New Orleans; March 8, Shreveport, La.; March 9, Dallas; March 10, San Antonio; March 11, Corpus Christi, Tex.; March 21, Albuquerque; March 22, Amarillo, Tex.; March 23, Oklahoma City; March 24, Tulsa, Okla.; March 25, Little Rock, Ark.  
 April 4, Billings, Mont.; April 5, Boise, Idaho;

April 6, Portland, Ore.; April 7, Spokane, Wash.; April 8, Seattle; April 18, Milwaukee; April 19, Grand Rapids, Mich.; April 20, Detroit; April 21, Cleveland; April 22, Cincinnati.

May 2, Chicago; May 3, Peoria, Ill.; May 4, Louisville, Ky.; May 5, Indianapolis, Ind.; May 6, Ft. Wayne, Ind.; May 16, Trenton, N. J.; May 17, Philadelphia; May 18, Pittsburgh; May 19, Buffalo; May 20, Syracuse, N. Y.; May 31, St. Louis.

June 1, Wichita, Kan.; June 2, Denver; June 3, Salt Lake City; June 13, New York; June 14, Hartford, Conn.; June 15, Boston; June 16, Manchester, N. H.; June 17, Bangor, Me.; June 27, Bismarck, N. D.; June 28, Minneapolis; June 29, Omaha, Neb.; June 30, Des Moines, Iowa.

July 1, Cedar Rapids, Iowa; Aug. 8, Atlanta; Aug. 9, Charleston, S. C.; Aug. 10, Winston-Salem, N. C.; Aug. 11, Norfolk, Va.; Aug. 12, Philadelphia; Aug. 22, Tampa, Fla.; Aug. 23, Birmingham; Aug. 24, Baton Rouge, La.; Aug. 25, Ft. Worth; Aug. 26, San Antonio.

Sept. 6, Los Angeles; Sept. 7, Bakersfield, Calif.; Sept. 8, San Francisco; Sept. 9, Ogden, Utah; Sept. 19, Seattle; Sept. 20, Portland, Ore.; Sept. 21, Colorado Springs; Sept. 22, Cheyenne, Wyo.; Sept. 23, Albuquerque.

Oct. 3, Washington, D. C.; Oct. 4, Pittsburgh; Oct. 5, Rochester, N. Y.; Oct. 6, Burlington, Vt.; Oct. 7, Boston, Mass.; Oct. 17, Milwaukee; Oct. 18, Chicago; Oct. 19, Detroit; Oct. 20, Cleveland; Oct. 21, New York; Oct. 31, Indianapolis.

Nov. 1, Louisville, Ky.; Nov. 2, St. Louis; Nov. 3, Memphis; Nov. 4, Knoxville, Tenn.; Nov. 14, Minneapolis; Nov. 15, Omaha; Nov. 16, Des Moines; Nov. 17, Kansas City; Nov. 18, Wichita, Kan.

## NARTB PANEL TO SURVEY INCOME, EXPENSE TRENDS

VOLUNTEER panel of NARTB members will be set up by the association to provide up-to-date yardsticks on revenue and expense trends in the industry with a minimum of 150 typical stations selected for study to provide an accurate cross-section. The panel plan was approved by the NARTB Am Radio Committee which met Tuesday in Washington with James L. Howe, WIRA Fort Pierce, Fla., as chairman.

The study will reflect location, size of sta-

tion, size of market, affiliation, fulltime or part-time operation, group vs. single-station operation, radio-only vs. radio-tv, years on air, and frequency.

NARTB's Research Dept. was directed to prepare and distribute to am station members a check-list by which operation of radio sales departments can be evaluated with regard to hiring and training of staff salesmen. Richard M. Allerton, research manager, is to digest radio circulation techniques and listenership surveys.

NARTB's participation in National Radio Week is to be intensified in the future by acquainting the public with benefits of radio in cultural and commercial fields. President Harold E. Fellows is to name a committee to direct this work and to enlist cooperation of other radio groups. A report will be submitted to the 1955 NARTB convention.

John F. Meagher, NARTB radio vice president, will study ways of developing production and sale of small, low-priced pocket radio sets, working through Radio-Electronics-Tv Mfrs. Assn., Radio Advertising Bureau and other organizations.

Other subjects taken up at the committee meeting were the 1955 convention handling of radio topics, Standards of Practice, FCC's rules on operator requirements and remote control, results of district meetings and a study of nighttime radio programming.

William C. Grove, KFBC Cheyenne, Wyo., appeared at committee invitation to discuss operator rules and remote control. He was chairman of the committee that conducted a long series of studies and led the successful presentation of the matter before the FCC.

## GOVERNMENT

# PAY-TV DISCUSSED AT FCC AS ZENITH RENEWS ITS PLEA

The original 'Phonevision' proponent amends its earlier petition and submits a newer version of television in which the set owner would pay to look. Zenith says the Commission can approve its system without protracted rule-making proceedings.

FCC TOOK its first official look at subscription television last week, while at the same time it received a new petition from Zenith Radio Corp. urging that pay-as-you-look tv be authorized without the formality of a protracted rule-making proceeding.

The Commission, with six of its seven commissioners in attendance, discussed the subject of pay-tv at its Wednesday meeting. It decided to lay aside the subject until the next meeting (this week) so that further consideration may be given it.

General attitude, it is believed, is to use the pending petitions as the basis for inviting comments on the legality, technicalities and policy questions involved in considering the proposal to permit scrambled telecasts to be broadcast which could be received clearly by the public only through payment of a fee.

Only two principal petitions are before FCC asking that it authorize subscription tv. These are the 1952 Zenith petition, amended last week, and the September petition of Skiatron Tv Inc. [B•T, Sept. 20]. In addition there are a host of individual station petitions, mainly from uhf operators, urging that the Commission move quickly to authorize this service. Uhf broadcasters have many times expressed

their belief that subscription tv may succor them from their present financial plight.

Consideration of the subscription tv question last month [B•T, Nov. 15] was delayed, it was understood, by the advent of Thanksgiving and the absence from Washington of some of the Commissioners.

The basic premise of the new Zenith petition rested on two points: (1) There is nothing in the Communications Act which prohibits subscription tv, and (2) FCC can act on the subject without rule-making proceedings.

Zenith asked FCC to announce that it will consider applications to begin subscription tv and that it will approve such applications after transmissions and equipment are approved.

In the alternative, Zenith said, FCC should hold "expedited, simplified and limited" rule making hearings.

Any full-scale hearing or investigation would be based on "speculative" considerations, Zenith said. There are no accurate yardsticks regarding pay-tv at this time, the Chicago radio-tv manufacturer said.

Zenith also asked that no technical standards be imposed at this time, if subscription tv is approved. Standards might restrict development, it pointed out. The only technicalities

## Hendrickson Takes Leave

SEN. Robert C. Hendrickson (R-N. J.) delivered the last major speech of the 83rd Congress and his own swan song to the Senate last Thursday by calling attention to the work of his Senate Juvenile Delinquency subcommittee. Sen. Hendrickson, who presided at several hearings during the past 14 months seeking to determine if television programs affect delinquency in children, expressed hope that the new Congress will act on the subcommittee's recommendations for corrective legislation. The New Jersey Republican, who was not a candidate for re-election, has announced that the subcommittee will make a separate report on television.

should be that no system should cause interference to regular telecasts or have any adverse effect on tv broadcasting, it said.

The Zenith system interposes no degradation of tv's sight or sound, the Chicago company said. It added that the Zenith system is fully compatible with color tv.

In urging the Commission to move quickly to permit tollcasting, Zenith said:

If private capital is to make its proper contribution to the development of our national television system, it is necessary that Zenith and Teco [Zenith subscription tv subsidiary], as well as their competitors, be permitted to test their judgment that subscription television will fill a public need in the market place. Unnecessary delay and red tape, just as much as prohibitory regulations, is a most effective method of discouraging private enterprise from developing or trying new methods.

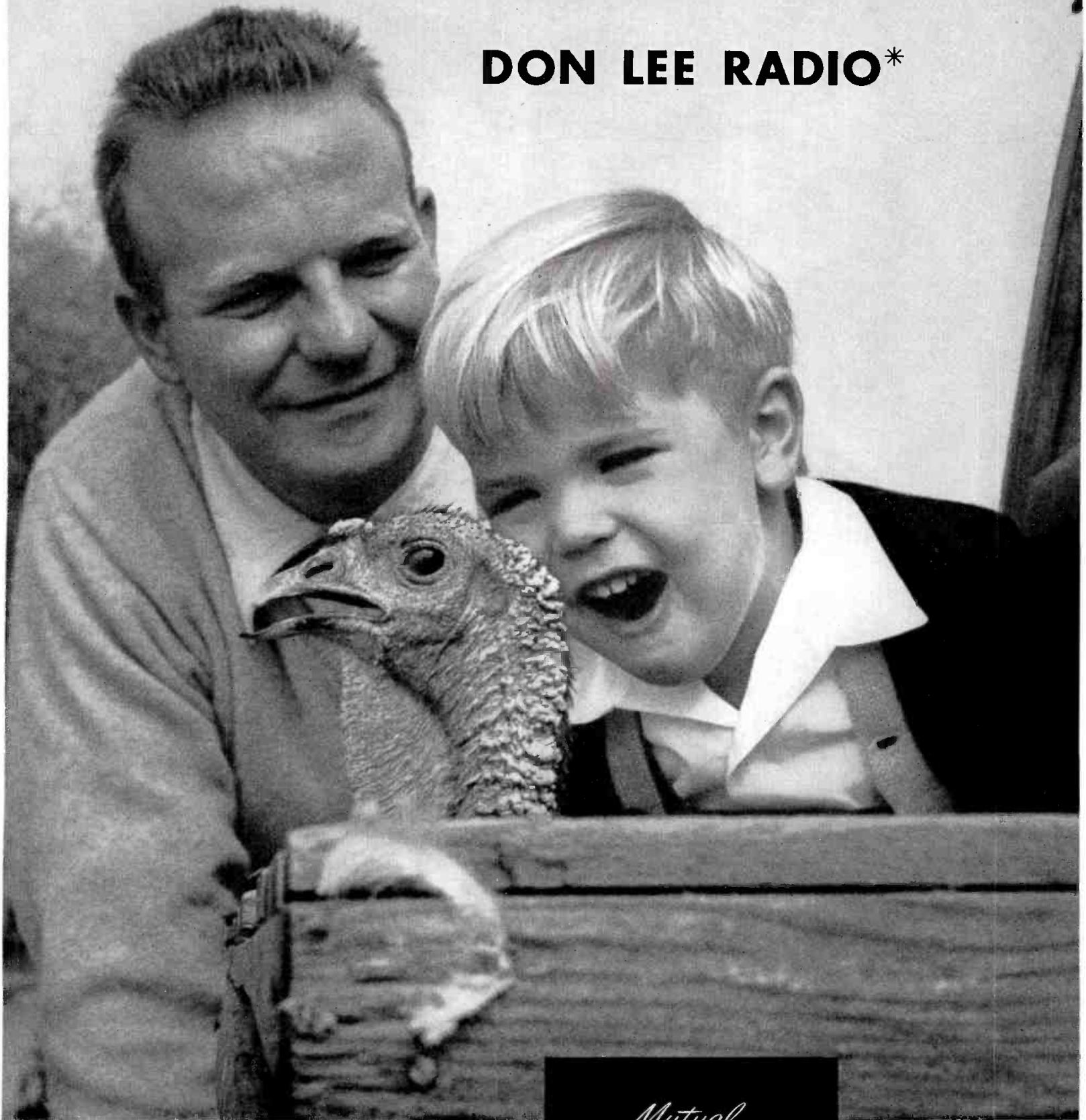
Zenith estimated that a full-scale rule-making



**They live on the Pacific Coast...**

**they listen to**

**DON LEE RADIO\***



**\*Don Lee IS Pacific Coast Radio**

... the *only* network with "point-of-purchase" penetration paralleling the local buying habits of 16½ million people  
... the *only* network with stations in 45 important Pacific Coast markets ... the nation's *greatest* regional network ...

*Mutual*  
**DON LEE**  
**RADIO**

*Don Lee Broadcasting System,  
Hollywood 28, California,*

*Represented nationally by  
H-R Representatives, Inc.*

proceeding will take from six months to a year. It called attention to several rule-making cases which have been in progress for five years or longer (clear channel, 1945; daytime skywave, 1947; radiation devices, 1949).

It also said that procedural devices to delay can be used as "vicious tools" in the hands of selfish competitors desiring to stave off subscription tv.

Emphasizing that subscription tv is to be considered complementary to present-day broadcasting, Zenith said:

Subscription television proposes to supply television broadcasting with a second source of economic support similar to that now enjoyed on an unregulated basis by its most important media-competitors—newspapers, periodicals and movie theatres. As in the case of its media-competitors, these two means by which commercial television may gain economic support [advertising and reception fees] are complementary rather than conflicting.

References to "free" tv are erroneous, Zenith said. The whole cost of the present television broadcasting industry is ultimately borne by the public, it said, through the purchase of the products or services advertised, and the cost of buying a receiver.

"Subscription television offers the commendable characteristic," Zenith said, "that each member of the public would contribute according to his individual use."

In a lengthy historical analysis of Congressional attitudes toward a public charge for receiving broadcasts, Zenith said the advertising-sponsored economic base of broadcasting was a natural development and not something imposed by Congress. In fact, it pointed out, efforts in 1927 to prohibit broadcasters from charging the public for receiving broadcasts were defeated in Congress. It also pointed to

FCC's decision in the 1941 Muzak case when the Commission decided that the "pig-squeal" system of fm broadcasting was not inconsistent with the concept of broadcasting. More recently, Zenith said, the Commission approved specialized service broadcasts by fm stations (functional music, storecasting, etc.).

Zenith referred to the fact that as of Nov. 1, there were 410 commercial tv stations operating, plus eight educational tv outlets, and that there were 166 grantees building and 175 applications pending. Since there are 1,875 commercial tv channels allocated, the technical capacity of a national tv system is greater than its present economic or program resources. Zenith also referred to the fact that during the last two years, 6 vhf and 28 uhf stations have ceased operating and another 16 vhf and 83 uhf stations have given up their permits.

It continued:

While the Commission and the broadcast industry can justifiably take pride in the growth of the system since the war, the record also discloses that there is no room for complacency. We still must ask why a majority of the tv frequencies available are being totally ignored by private enterprise. Why have there been no applicants for approximately 60% of the commercial and 90% of the educational frequencies available? Why have no applications been filed for hundreds of small communities which have been allocated tv channels. Why have 34 tv stations gone off the air? Why have 99 holders of post-freeze construction permits relinquished their permits before going on the air? Why have numerous existing licensees complained to Congress that they cannot exist on present financial and program resources?

The last question was a reference to the Potter subcommittee hearing last spring on the plight of uhf stations.

The Zenith move urging that subscription tv be authorized quickly drew an immediate ob-

jection from Truman T. Rembusch, past president of the Allied States Assn. of Motion Picture Exhibitors and co-chairman of the Joint Committee on Toll Tv, representing Allied and Theatre Owners of America in opposition to pay-tv.

Mr. Rembusch called last week's petition by Zenith "obviously a tactical move." He said the question of subscription tv was too complex to permit the Commission to be "stampeded into a snap judgment decision." In the course of his statement, Mr. Rembusch alluded to recourse to the Federal courts as being "open to interested parties not agreeing to the decision."

The Zenith substitute petition was filed by the Washington radio-tv law firms of Pierson & Ball, for Zenith, and by Loucks, Zias, Young & Jansky, for Teco. Teco was organized in 1949 as the holder of certain Zenith rights in subscription tv.

## New 'Phonevision' Unveiled by Zenith

OPERATION of alternate Zenith systems of subscription tv, all of which shy away from the use of telephone lines as an integral part of the decoding system as originally contemplated, was explained in last week's Zenith substitute petition.

Called the Phonevision Aircode System, it is described as follows:

Both sight and sound are transmitted in scrambled form. To unscramble the signal at the receiving end, two elements of information are needed—a key signal and a key number. The key signal is air-transmitted along with

national advertising representatives

# BRANHAM



NEW YORK

CHICAGO

DETROIT

DALLAS

ATLANTA

CHARLOTTE

ST. LOUIS

MEMPHIS

SAN FRANCISCO

LOS ANGELES

MIAMI





*The Sylvania Awards Committee  
knows best too!*

# FATHER KNOWS BEST

**W**e are deeply grateful to the Committee which made the selection, and to our partners in this production, Eugene B. Rodney, the producer, and Robert Young. Their magnificent cooperation, and the distinguished contribution of the writers, director, and every member of the cast, together with the skill and ingenuity of our studio technicians and crews, made it possible for us once again to present "outstanding entertainment" for television.

**OTHER OUTSTANDING TELEVISION  
ENTERTAINMENT PRODUCED BY  
SCREEN GEMS**

- ★ *Ford Theatre*
- ★ *Adventures of Rin Tin Tin*
- ★ *Captain Midnight*
- ★ *Big Playback*

## **Screen Gems, Inc.**

Television Subsidiary of Columbia Pictures Corp. • 233 W. 49th St., N.Y. 19, N.Y. • Circle 5-5044

The only company which provides advertisers with Hollywood and New York custom-produced national shows, commercials and syndicated programs.

the Phonevision program. The key number is supplied directly to the subscriber and this is dialed on Phonevision attachment to the tv.

Distribution of the key number might take various forms. A punched card, similar to an IBM card, might be furnished subscribers. Each card would contain information for 30 programs. Payments would be made by returning the card to a local Phonevision office or a local bank or other place where cash payment can be made.

Another method might be for the subscriber to call the local Phonevision office, give his identification number and program choice. A computer would then develop the proper key number. The computer also would record the call to permit billing. A third method is to use a vending machine in public places, with the subscriber dialing his identification number and indicating his program choice. After inserting the proper amount, the vending machine would furnish him with the key number through connection with a computer at the local Phonevision office.

## Seek New Florida Ch. 10

NEW VHF allocation for Florida is requested in a petition filed with FCC last week by the Jacksonville Journal Co., operator of ch. 36 WJHP-TV Jacksonville. Firm proposes that ch. 10 be assigned to Bunnell, Fla. The Journal Co. indicated no other vhf allocation would be affected by its proposal.

## TV NETWORKS REPLY TO BRICKER PROBE; MAGNUSON TO ACCEPT COMMITTEE CHAIR

The four have submitted partial answers to the still-continuing investigation. Direction of inquiry probably will be changed when the Democrats take over in January.

THE FOUR television networks have replied to questionnaires in Senate Commerce Committee Chairman John W. Bricker's probe of the networks, although not all the answers are complete.

This was indicated last week by the committee's investigation staff, which was formed by the Ohio Republican to probe the networks and uhf-vhf problems.

Full information is expected "shortly" from the networks, however, a spokesman said. Some information also is expected "very shortly" from the FCC, to which a questionnaire also was mailed.

Meanwhile, Sen. Warren G. Magnuson (D-Wash.) last week said he definitely would accept chairmanship of the Senate Commerce Committee if the job is offered to him in the new Democratic Congress. Sen. Magnuson is in line for the chairmanship as ranking Democrat in an anticipated organization of the 84th Congress by that party next month.

Sen. Bricker, currently on a tour of Australia with members of the Joint Congressional Atomic Energy Committee, would relinquish

the chairmanship and remain as ranking Republican.

The investigation staff has maintained it is going ahead with the investigation as contemplated by Sen. Bricker, despite the Nov. 2 elections, which gave Democrats majorities in the House and Senate.

There still is no intention to lay aside questionnaires intended for all television stations, although the probe group is awaiting complete replies from the networks and the FCC before sending out the station queries, according to the spokesman.

This obviously will make it impossible for a full report to be submitted to the Senate Commerce Committee as originally contemplated by Sen. Bricker, because of the few weeks left before Congress convenes Jan. 5. Nevertheless, "something will have to be submitted," the investigation staff spokesman said.

When Sen. Bricker announced the probe last summer he said the investigation staff would make its report to the full Commerce Committee, and that a hearing would be held later to consider legislation. Among legislative proposals is Sen. Bricker's own bill (S 3456) calling for regulation of the networks by the FCC.

Senate Democratic leadership has indicated members of that party are not as eager to investigate the networks as Sen. Bricker has been. Sen. Magnuson has made no public comment since the Nov. 2 elections on what his attitude will be toward the network probe. It has been generally expected that the investigation will be toned down or its direction changed under a Democratic reign, although Democrats, as the Republicans, have expressed concern over the plight of uhf operators.

Biggest complaint by the uhf stations, as evidenced during hearings on uhf ailments last spring by a Senate Communications subcommittee headed by Sen. Charles E. Potter (R-Mich.), is that they have been unable to secure network affiliations in areas where there is vhf competition.

The questionnaires sent to networks by the Senate Commerce Committee dealt largely with affiliation details and policies [B•T, Oct. 25]. The query to the FCC dealt with network affiliations, the FCC's allocations philosophy, coverage by tv outlets and the reason for intermixture of uhf and vhf in the same areas.

Heading the committee's investigation staff as majority counsel is attorney Robert F. Jones, former Ohio congressman and FCC commissioner. Minority counsel is attorney Harry M. Plotkin, former assistant general counsel of the FCC. In a Democratic Congress their positions presumably would be reversed, with Mr. Plotkin becoming majority counsel and Mr. Jones minority counsel. Neither has indicated whether he will accept the new position, if offered.

Coordinating the probe is Nicholas Zapple, the committee's communications counsel.

## Rep. Dwight Rogers Dies

REP. DWIGHT L. ROGERS (D-Fla.), 68, third-ranking Democrat on the House Commerce Committee, which has jurisdiction over most legislation affecting radio-tv, died last Tuesday in Ft. Lauderdale after a heart attack. Rep. Rogers was stricken after making an address to the local Junior Chamber of Commerce there.



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## Suppose the government forbade food chains to abandon unprofitable stores

During the past decade, the rise of the super-market and the shopping center has made advisable the abandonment of many no-longer profitable small store locations—moves which could freely be taken by chain store management in the best interests of stockholders, employees and customers.

There are few people who fail to see this as a sound and justifiable business practice—or who would expect the Government to intervene to forbid it. In fact, if it did so intervene, the large food chains, for example, could no longer afford to sell such high quality food products at such low prices.

While other businesses are free

to make such moves as this, the railroads—under similar circumstances—generally are not free to do so. In many instances, before a railroad can discontinue a passenger train that no longer pays for itself, it must obtain permission from the regulatory body of the state or states in which the operation is conducted.

Such state regulatory bodies are understandably sensitive to local pressures. As a result, justified applications for discontinuance of service are frequently denied or subjected to inordinate delay.

The railroads believe that such unprofitable and unnecessary local

operations place an unjust burden on interstate commerce, with shippers having to absorb a large part of the losses in the freight rates they pay.

The railroads operating in the crowded eastern section of the United States are especially hard hit by such operations. It is not in the public interest for the food chains—or the railroads—to maintain unprofitable operations. The railroads do not ask for complete relief from regulation—they ask only that regulation be brought into line with present-day conditions... Eastern Railroad Presidents Conference, 143 Liberty Street, New York 6, N. Y.

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 PARSON'S AMMONIA  
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 RAYCO SEAT COVERS  
 SHULTON 'OLE SPICE  
 MANISCHEWITZ WINE  
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## GOVERNMENT

### CAPP QUESTIONED IN BOSTON TV CASE

Attorneys ask if it is true, as related in a 'New Yorker' story, that the cartoonist sold pornographic drawings to students while he was in the fourth grade.

SEX had a frustrating day in the Boston ch. 5 television hearing at FCC last Tuesday as counsel for competitive applicants cross examined cartoonist Al Capp before Examiner James D. Cunningham. Mr. Capp is a minority stockholder and official in Massachusetts Bay Telecasters Inc. Others seeking ch. 5 are WHDH, WCOP, DuMont and Greater Boston Television Corp.

The attorneys wanted to know if it was true, as related in a 1947 *New Yorker* story by E. J. Kahn Jr., that the witness sold pornographic drawings to fellow students while in the fourth grade of a Brooklyn public school.

Denying the implication, Mr. Capp recalled that Mr. Kahn took no notes during his interview and the witness said he did not see the story until it appeared in print. The cartoonist thought the biographical sketch was "a very funny one," but "hardly accurate." He noted Mr. Kahn "is a humorist" and the art of humor involves "exaggeration."

Mr. Capp, known for his "L'il Abner" cartoon series, was asked if his work contained hidden bits of "Rabelaisian humor" directed to a "third level" of his audience. Opposing counsel cited the March 1951 report of a New York State legislative inquiry into comic books, part of which referred to "semi-hidden pornography" and presented exhibits which included "L'il Abner" strips.

Refuting the allegations, the witness observed that his cartoon output belongs to the United Press and is subject to full censorship by UP and the editors of some 700 papers subscribing to the feature. To attempt hidden meanings would be committing "professional suicide," Mr. Capp emphasized.

As for the legislative report, Mr. Capp charged that the exhibits of the "L'il Abner" strips were "faked excerpts," "multilated," "retouched" and "forgeries."

As for a story in the November 1953 issue of *Confidential* magazine titled "The Secret Sex Life of L'il Abner," Mr. Capp replied, "I know about the article. It is a filthy magazine. . . . Criminal charges are part of the steps we are taking. . . . We conducted an investigation of the source of the forgeries. We think we have discovered the source of the forgeries, of this filthy thing that appeared in this unspeakable magazine, and which the New York State committee were duped by."

Mr. Capp explained further, "We are in the last stage of finding the forger. We think we have him."

Mr. Capp is co-chairman of Massachusetts Bay Telecasters' Public Affairs Committee, comprised of representatives from among the applicant's 88 stockholders. Mr. Capp's Fosdick Productions holds 1.9% interest in the applicant. Other co-chairman is John Lawrence, 1952 Eisenhower campaign state chairman.

Direct evidence in the ch. 5 hearing was presented to Examiner Cunningham in writing. During the past several weeks he has been listening to oral cross examination. WHDH, Greater Boston and Massachusetts Bay have completed their cases. Today (Monday) cross examination of DuMont witnesses begins, following with WCOP.

### Lamb Case in Recess

LICENSE renewal hearing on Edward Lamb's WICU (TV) Erie, Pa., was recessed until Jan. 4 by FCC Hearing Examiner Herbert Sharfman last week as he turned down the Broadcast Bureau's motion to go to two Federal penitentiaries to take depositions of Gus Hall and Jacob Stachel, both convicted of Smith Act violations [B•T, Nov. 29]. The pair, both former Communist Party officials in Ohio, have indicated they would plead Fifth Amendment and refuse to testify. They concluded the Broadcast Bureau's witness list in its effort to learn whether Mr. Lamb lied when he said he never had Communist ties [B•T, Sept. 20, et seq.]. Beginning Jan. 4, Mr. Lamb's counsel will continue cross examination of Broadcast Bureau witnesses and then present Mr. Lamb's defense case.

## HEARINGS REQUIRED ON WNYC, WOI SSA'S

FCC acts on special service authority situations, some going back a decade or more. At the same time, KWBU Corpus Christi is granted a license in its five-year-old application.

FCC has decided to do something about the special service authority situations—some of which run back a decade or more. Last week, the Commission set for hearing request for extensions of SSA authorization by New York City-owned WNYC and told WOI Ames, Iowa, that a hearing would be necessary.

At the same time, it granted a five-year-old application for license by KWBU Corpus Christi, Tex. (50 kw daytime on 1030 kc), and dismissed as moot that station's request for an SSA to operate from local sunrise at Boston to local sunset at Corpus Christi.

Comr. Frieda B. Hennock dissented from the WNYC and WOI decisions. Chairman George C. McConaughy did not participate in any of the rulings, and Comr. Edward M. Webster was absent when these decisions were made.

Since 1943, WNYC (1 kw daytime on 830 kc) has been operating under an SSA from 6 a.m. EST to local sunrise in New York, and from local sunset in Minneapolis to 10 p.m. EST. Clear channel WCCO Minneapolis agreed to the issuance of the SSA to WNYC as a wartime measure, but since the end of the war has petitioned the Commission repeatedly to withdraw this authority.

The Commission's action last week set WNYC's application for renewal of its SSA for hearing. The FCC also made WCCO and the Broadcast Bureau parties to the hearing, scheduled for Jan. 17.

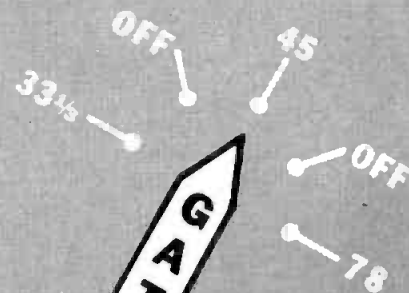
In the WOI case, where the Iowa State College station has been operating with an SSA on 640 kc with 1 kw from 6 a.m. to local sunrise CST for 10 years, the Commission informed the station of the necessity for a hearing on its application for the continuance of the SSA. The station is licensed for 5 kw on the 640 kc wavelength but used only 1 kw in the early morning hours.

The Commission action in licensing KWBU in 1030 kc brings it into conflict with ABC's WABC New York which has held for years that



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the proper place for KOB Albuquerque, N. M., was its officially assigned grant to 1030 kc. KOB has been operating for 14 years on 770 kc under an SSA. This is the frequency on which ABC's New York clear channel flagship operates.

In fact, in July 1951, a U. S. Court of Appeals in Washington told the FCC to take some affirmative action to clean up the semi-permanent SSA situation as it regards KOB (and by inference other like situations). The Commission action last week is believed to stem from that directive. A hearing on the WABC-KOB conflict was held in 1952, but no final ruling has yet been issued by the FCC.

The fifth SSA situation is that of KFAR Fairbanks, Alaska. KFAR is licensed for 5 kw on 610 kc, but since 1943 has operated under an SSA with 10 kw on 660 kc. This is WRCA New York's Class 1-A wavelength.

In 1953, the FCC issued a proposed rule to permit the use of U. S. Class 1-A channels in territories outside the continental limits of the U. S. No final decision has ever been issued.

Involved also is the 1945 Clear Channel case which has as its object the question whether the FCC should order a breakdown of clear channel station protections. Shortly after the Clear Channel case began, the Commission announced it would not act on any pending application involving a daytime station using a clear channel.



FCC COMR. Robert E. Lee congratulates Rev. Timothy J. Flynn, moderator of the Catholic Apostolate of Radio, Tv & Advertising, on the success of the seventh annual communion breakfast held at the Waldorf-Astoria in New York. Rev. Theodore M. Hesburgh (l), president of the U. of Notre Dame, and Comr. Lee addressed the CARTA members.

## Freedom in Industry Demands Vigilance, Lee Tells CARTA

FREEDOM in radio and television can be maintained only by the efforts of a responsible and vigilant industry, FCC Comr. Robert E. Lee told a gathering of 1,400 members of the Catholic Apostolate of Radio, Television & Advertising on Nov. 28 at its annual communion breakfast at the Waldorf-Astoria Hotel, New York.

He asserted that freedom of broadcasting could best be protected by "a vigilant industry" that has "due regard for the full public interest." He pointed out that the problem of horror shows on radio and television could be solved if "the people in the broadcasting industry and the people in Washington, worked together and not at cross-purposes."

The Rev. Theodore M. Hesburgh, president, U. of Notre Dame, also addressed the group. He explained that Notre Dame had established a tv station to be opened in the near future and said it would serve as "a new kind of laboratory" where students will obtain a first-hand knowledge of communication arts.

## McConnaughey Bid Up to 84th Congress

Senate adjourns special session without taking action on 'controversial' nomination of McConnaughey to FCC.

THE SENATE adjourned its special session at 7:10 p.m. Thursday without taking action on the nomination of George C. McConnaughey to the FCC. Mr. McConnaughey thus will continue to serve as FCC chairman—under the President's interim appointment which put him in office Oct. 4—until his nomination or that of another is acted upon by the Senate during the 84th Congress.

Mr. McConnaughey's nomination was among those labeled "controversial" by Senate Democrats. The minority party had issued a statement early in the special session asking that all "controversial" nominations or those requiring committee hearings be held over until the new Congress.

Hopes for the FCC chairman's confirmation were dashed late Thursday during a short executive session of the Senate which saw confirmation en bloc of several hundred "non-controversial" nominations and thousands of routine military appointments.

Party floor leaders William F. Knowland (R-Calif.) and Lyndon B. Johnson (D-Tex.) reiterated earlier statements that any senator, whether Democrat or Republican, should have a chance to question any nominee. In a Nov. 9 Senate Commerce Committee hearing on the McConnaughey nomination, Sen. A. S. Mike Monroney (D-Okla.) said Democrats felt the nomination to be a "controversial" one and that Democratic Sens. Warren G. Magnuson (Wash.) and Estes Kefauver (Tenn.) had indicated a desire to question Mr. McConnaughey.

### Kefauver Explains

Sen. Kefauver has explained that he may want to question the FCC chairman about "some letters" critical of Mr. McConnaughey [B•T, Nov. 29]. Sen. Magnuson, who was absent from the Nov. 9 hearing, is in line for the Senate Commerce Committee chairmanship under Democratic reorganization of the Senate next year.

There had been talk earlier that an organized attempt would be made by Republicans to push through the McConnaughey confirmation [CLOSED CIRCUIT, Nov. 29], but any such plan appeared to have been discarded in favor of bipartisan considerations.

Sen. John W. Bricker (R-Ohio) had tried to report the nomination of Mr. McConnaughey on the Senate floor early in the session [B•T, Nov. 15], but this action was blocked by Sen. Lyndon Johnson's objection. The nomination had cleared the Senate Commerce Committee by affirmative vote of its seven Republicans, with its seven Democrats abstaining.

Sen. Bricker, chairman of the Commerce Committee, said in calling the Nov. 9 committee hearing on the nomination that he was a "life long friend" of the FCC chairman.

President Dwight Eisenhower has expressed disappointment at the Democratic action in heading off the "controversial" nominations [B•T, Nov. 29].

The Democratic move in blocking the McConnaughey and others of the contested nominations has been interpreted as a bid for power by the minority party on the basis of its Nov. 2 election victories in which it captured con-

trol of both houses of the 84th Congress. This interpretation is based at least in part on the speculation that Democrats may want to place another member of their own party on the FCC. Present FCC membership: four Republicans, two Democrats, one Independent.

## FCC Approves KANG-TV Sale To KTBC-AM-TV Austin

SALE of ch. 34 KANG-TV Waco, Tex., by Central Texas Tv. Co. to KTBC-AM-TV Austin, Tex., was approved by the FCC last week [B•T, Nov. 29].

Consideration for the ch. 34 facility was \$115,000 and assumption of \$19,000 indebtedness.

KANG-TV, on the air since November 1953, had requested quick FCC approval to the sales agreement in view of the heavy losses sustained because of the failure to obtain network and national business in sufficient volume to meet operating expenses. The application disclosed a station deficit of \$145,555.

President and majority stockholder of KTBC-AM-TV is Claudia T. Johnson, wife of Sen. Lyndon B. Johnson (D-Tex.), slated to be Senate majority leader in the upcoming 84th Congress. Other stockholders include J. C. Kellem, general manager; Paul Bolton, news director; Walter Jenkins, of Austin and Washington.

## KGMB-TV Honolulu Asks For Satellite on Ch. 3

SATELLITE television station on ch. 3 at Wailuku, Maui County, is requested in a new application filed with FCC by ch. 9 KGMB-TV Honolulu, CBS outlet. According to C. Richard Evans, KGMB-TV vice president, the satellite can be completed within 60 days after FCC approval and will be located on the slope of the Haleakala crater at an elevation of 10,000 ft.

He said the satellite could be received also on the Hamakua and Kona coast of the Island of Hawaii and would increase KGMB-TV's audience by 66,500 people. The application specified the satellite will cost an estimated \$24,430 and asked effective radiated power of 1.49 kw visual. Antenna height above average terrain of 5,960 ft. was given.

## FCC Questions WDAS Sale Pending Legality Hearing

FCC notified WDAS Philadelphia last week that its application to sell its 1400 kc facilities to Richard Eaton for \$72,000 required a hearing on the legal question of whether this could be done while WDAS also held a CP to move to 1480 kc [B•T, Nov. 29, Sept. 27].

Application to sell the old facilities was protested by WPEN and WHAT, both Philadelphia. Both argued that WDAS had no right to sell the frequency it was vacating. WPEN also asked that the FCC revoke the WDAS license because the FCC was not informed of the pending sale when it asked for license renewal last July.

WDAS' application cited instances where the Commission had permitted this type of sale.

Proposed sale is to Friendly Broadcasting Co., owned by Mr. Eaton. Mr. Eaton owns WOOK-AM-TV and WFAN (FM) Washington; WSID and WTLF (TV) Baltimore, WARK Hagerstown, WINX Rockville, all Maryland; WJMO Cleveland, Ohio, and WANT Richmond, Va.



## Report on Soviet Russia:

# "I paid \$1<sup>00</sup> a gallon for State-produced gasoline"

by Foreign Correspondent

EDDY GILMORE

I don't consider myself an expert on Russia's oil industry. I mean I don't possess a lot of fancy figures and percentages, but:

After nearly 12 years residence in Moscow and travel from one corner of that vast country to the other I come away with some very definite impressions on the Soviet Union's oil industry and ours.

I figure I bought 14,440 gallons of Russian gasoline, 160 gallons of Russian kerosine and as little Russian motor oil as I possibly could.

My cars were filled with state-produced gasoline because I couldn't get any other kind. I know nothing about octanes, but I know all my cars\* developed engines that knocked. In the depth of winter the carburetor often froze.

"Why?" I asked our Russian driver.

"Because," he answered, "we've got water in our gasoline."

For this watered gasoline I paid about \$1.00 a gallon and when I had to buy it on the black market I paid a good deal more than a dollar.

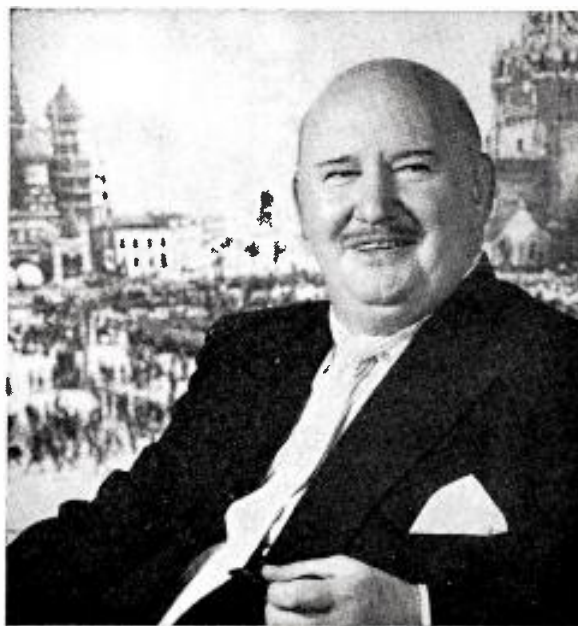
The kerosine burned all right, but it wasn't always easy to find. And when I did find it I had to haul it home in my own bucket or can. I do know it smelled to high heaven.

I didn't buy Russian oil for my cars because all the chauffeurs I knew advised against it. Fortunately, I was able to buy American oil from abroad and have it shipped in. But not always. Sometimes we'd get caught short and be forced to go on the Russian market.

The chauffeur would shake his head.

\*I say "my cars." I had 9 automobiles during my time in Russia. They were used principally for business, but sometimes for pleasure.

\*\*Gospodin means "Mister" in Russian and that's what any polite Russian calls a foreigner.



**Eddy Gilmore**, a Pulitzer Prize winner, has just completed nearly 12 years in Russia covering the Kremlin for the Associated Press. His book, "Me and My Russian Wife," is a recent best seller.

"We're going to have trouble, Gospodin,"\*\* he would say.

And we usually did.

I have seen the oil wells of Baku. More of them at Gurev, at the northern tip of the Caspian Sea. I've ridden oil barges on the Volga. I've stood in long lines, when the mercury was flat on its stomach in the cold of a Russian winter, to buy kerosine.

I saw Russia get desperate for oil during World War II. In those days they even imported oil machinery from the U. S. and brought in American oilmen to show them how to operate it. They must have a high opinion of the American petroleum industry. After 11 years and 9 months in Russia I know I have.

This report on Russia's oil industry is presented for your information by the American Petroleum Institute, 50 West 50th Street, New York 20, N. Y.

## TOWER LIMIT ISSUE GOES TO ACC UNIT

The Air Coordinating Committee's Technical Div. will meet to discuss the proposed 1,000-ft. limit on tv towers Dec. 15.

JUST HOW FAR the Air Coordinating Committee will go in backing its Airspace Subcommittee recommendation that all tv towers be limited to 1,000-ft. above ground [B•T, Nov. 29] will be seen next week.

At that time, probably Dec. 15, the ACC Technical Div. will meet to discuss the subject. The FCC and broadcast industry representatives are expected to proffer their opposition at that time.

At issue is whether the ACC, which is the Presidential advisory committee on national air policy, should accept the recommendations of its Airspace Subcommittee on the subject of putting a 1,000-ft. ceiling on tv antenna heights.

Earlier last month, the Airspace Subcommittee unanimously approved a policy declaration to withhold its approval for any tv tower of more than 1,000-ft. height. The only exception would be for those above 1,000 ft. which are screened by existing obstructions. In its discussion of the situation, the Airspace Subcommittee urged greater reliance than has been the case on antenna farms, or the use of a single tower for multiple antennas.

The subcommittee also asks the FCC to initiate action to revise its regulations to "minimize" the use of antennas more than 1,000-ft. above ground.

If the ACC Technical Div. approves the Airspace Subcommittee's declaration, it is understood that top membership of the ACC usually goes along. However, if the Technical Div. does not have unanimity, ACC's standing members will be called to make the decision.

Although the FCC is not an official member of the top ACC, it is understood it will be invited to participate in its deliberations—if it should come to that.

The Commission, however, is not bound by any ACC decision. The Commission, as an independent agency, is responsible to Congress and operates under Congressional mandates as expressed in the Communications Act. There is no doubt, however, that it would take serious notice of any ACC action.

The Commission's liaison with the ACC is Comr. Edward M. Webster. Comr. Webster was co-chairman (with CAA Administrator F. B. Lee) of an FCC-CAA study of the effect of tall tv towers on aviation two years ago. This brought a joint recommendation that matters be decided on an individual case basis. The FCC member of the ACC Technical Div. is John R. Evans, chief of the FCC's Aviation Div. The FCC is also a member of the Airspace Subcommittee. It abstained from voting when the tv antenna limitation was taken up.

## Walker Gives NARTB Stand In Airspace Deliberations

ACTIVITY of NARTB in Airspace Subcommittee deliberations was explained by NARTB Engineering Manager A. Prose Walker last week to secretaries of Regional Airspace Subcommittees attending CAA-sponsored meetings in Washington. Others at the Dec. 1 briefing were members and associate members of the Washington Airspace Subcommittee and representatives of the aviation industry.

NARTB's interest in airspace matters is

three-fold, Mr. Walker said. These are: (1) to present the overall broadcasting industry viewpoint, (2) to endeavor to ensure a complete and accurate record, particularly in controversial cases, because of the possibility of future FCC hearings, and (3) to provide useful information regarding broadcasting to assist the Airspace Subcommittee in its deliberations. He emphasized that NARTB does not participate on behalf of individual applicants.

He also explained the import of the FCC's Sixth Report and Order on which the national television allocation is based.

## FCC Asked to Stay Pasco Satellite Grant

DISPUTE over a newly-authorized satellite television station on ch. 19 at Pasco, Wash., confronted the FCC last week as KALE Richland, Wash., petitioned the Commission to set the grant aside on the ground of premature construction. Hearing is requested. The satellite belongs to ch. 29 KIMA-TV Yakima and proposes to rebroadcast that station's programs [B•T, Nov. 8].

The KALE petition said Cascade Broadcasting Co., owner of KIMA-TV, received its permit for the Pasco satellite (KPRK-TV) on Nov. 3 and on Nov. 8 filed for modification of permit to change power, antenna height and move of transmitter site from Badger Mt., two miles southwest of Richland, to Johnson Butte Horse Heaven Hills, eight miles southwest of Kennewick, Wash.

KALE said a story in the Nov. 11 issue of the *Tri-City Herald* reported ground had been broken Nov. 10 by KPRK-TV and on Nov. 17 representatives of KALE witnessed construction at the Johnson Butte site. KALE charged this was two days before the move to the Johnson Butte site was approved by FCC, hence in violation of Sec. 319(a) of the Communications Act.

KALE also pointed out its petition pends for reconsideration of FCC's action of Oct. 29 which denied KALE's petition to allocate ch. 3 to Richland by removing the vhf facility from Lewiston Idaho, and substituting two uhf channels at Lewiston. The petition contended that "about the time the Commission was ready to decide the rule-making proceeding," an application for ch. 3 was filed at Lewiston by Lewiston Television Co., which it described as owned by Cascade. KALE said the satellite application was filed about the same time.

## Waco, Klamath Falls CPs Awarded by FCC

INITIAL DECISIONS proposing to grant new tv stations at Waco, Tex., and at Klamath Falls, Ore., were finalized by the FCC last week [B•T, Nov. 15, Oct. 11].

At Waco, the grant for a new station on ch. 10 went to KWTX. This action came after the FCC granted the petition of WACO there to dismiss its competitive bid for the same facility. The FCC order revealed that KWTX has offered up to \$45,000 to reimburse WACO for its out-of-pocket expenses incurred in prosecuting its tv bid and has agreed to reimburse WACO for losses up to \$5,000 which may be incurred in the disposal of a tv tower.

At Klamath Falls, grant for a new station on ch. 2 went to KFJL. The grant was made possible by the dismissal of the competing bid of Klamath Falls Tv Inc. which will be paid \$7,500 for expenses incurred in prosecuting its application.

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**P A.**

Write, wire or phone

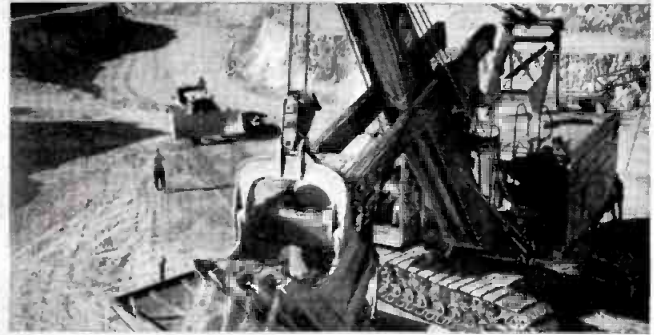
EB KCRE WCIN WPRT WP  
WPPA WNAV WDOX WPBB  
IS WTVB WTTV WFOB WI  
KBON KXLW WPAW WABM  
VK KLWN WOAP KLAS WF  
WJBS WJCD WREB KBTA  
AG WIOD KWWL WHBS WO  
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WDOV WEPM WERC WOBL  
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MJ KCJB WGAZ WSOK WD  
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LM WGTA KBOP WNDB WC  
WLTR WKLO WJAY WZOB  
AR WARA WBRY WPAC WJ  
WDOS WRHI WKRT WBLT  
MC WEIM WAWZ KMAK WL  
WICE WKID WWWR WFMD  
OK WOND WBEV KBBA WI  
WKRT WHSY KLMX WCDL  
KE WILK KNBR WKBV WA  
WKCT WBIS WKXY WDSM  
MI WPRO WKSX WPEL WH



## Significant Anaconda contributions to U. S. progress in metals — 1953-1954



**Chile.** At Chuquibambilla, huge plant for treating copper sulphide ores of Chile Exploration Company—an Anaconda subsidiary—is completed.



**Copper.** Anaconda's new open pit copper mine at Weed Heights, Nevada, officially opened in November, 1953, is now producing 5,000,000 lb. a month.



**Aluminum.** The new Anaconda reduction plant now being built near Columbia Falls, Mont. Scheduled to start production in mid-1955.



**Uranium.** Working with the U. S. Government, Anaconda builds a processing plant and develops uranium ore properties in New Mexico.



**Brass Mills.** New pre-formed copper tube grids for radiant panel heating come from The American Brass Co., an Anaconda subsidiary.



**Wire Mills.** Anaconda Wire & Cable Company expands research and production facilities for turning out its highly engineered line of copper and aluminum electrical conductors.

## a new era of copper supply

Today an important fact faces all of us: you can't replace copper with any other metal without losing something.

For copper and its alloys have many virtues—high thermal and electrical conductivity, ease of machining, forming, drawing, stamping, plating, welding, fabricating, and a high scrap value.

Since World War II, copper producers like Anaconda have been expanding mining operations here and abroad, developing new ore bodies, and revitalizing many existing mines with new methods.

As a result, the U.S. faces no lack of copper. All the copper we need—for peacetime and preparedness—is there, ready to be mined, refined and fabricated for all the demands of industry.

54294-A

# ANACONDA

## COPPER MINING COMPANY

The American Brass Company  
Anaconda Wire & Cable Company  
Andes Copper Mining Company  
Chile Copper Company  
Greene Cananea Copper Company  
Anaconda Aluminum Company  
Anaconda Sales Company  
International Smelting and Refining Company

## Circuit Court Rules KPOA Liable for Taxes

APPEAL to the Supreme Court is contemplated, former KPOA Honolulu part-owner John D. Keating said last week, following publication of the decision of the U. S. Circuit Court in San Francisco which makes Island Broadcasting Co. liable for \$15,000 in back taxes.

Decision upheld the Hawaii Supreme Court ruling that the territory's tax on gross income of businesses was legal when applied to radio stations.

Mr. Keating and J. Elroy McCaw each owned 50% of KPOA. The 5 kw, MBS affiliate (on 630 kc) was sold to Radio Hawaii Inc. last spring for \$400,000 [B•T, March 29]. Radio Hawaii is a subsidiary of Tele-Trip Policy Co., aviation insurance firm, which has also bought WTAC Flint, Mich. [B•T, Aug. 29] and KQV Pittsburgh [B•T, Nov. 1].

KPOA instituted the suit in 1951 to collect more than \$7,500 which it had paid as taxes in 1946 and 1947. A counter-suit by the Hawaiian tax commissioner to collect more than \$14,500 in taxes which the station refused to pay from 1947 on, was filed at the same time. A lower court held that the tax on the radio station was valid since income from outside the Islands was specifically exempted and therefore, the court held, the tax was not a burden on interstate commerce. The Supreme Court of Hawaii upheld this decision.

The decision of the U. S. Court of Appeals was written by U. S. District Judge Leon R. Yankwich, and concurred in by Circuit Judges William Denman and William E. Orr.

The court held that the Hawaiian tax was of

different character from that involved in the 1936 Supreme Court decision in (KOMO Seattle, Wash.) Fisher's Blend Stations Inc. vs State Tax Commission. In that case, KOMO successfully contended that since it was a clear channel station (50 kw on 1000 kc), covering eleven western and northwestern states, including Washington and the Territories of Alaska and Hawaii, there was no way of segregating its income.

Notwithstanding that Congress has pre-empted the radio field, the San Francisco court said, and that the Communications Act requires Federal licensing, "the character of radio communication does not prohibit a tax upon the state business any more than the interstate character of railroads, power companies, telephone, telegraph and express companies stands in the way of valid tax statutes of the type under discussion."

## Minton Denies RCA Plea For Stay in Zenith Case

AN RCA request for a Supreme Court stay order to prevent Zenith from proceeding with its \$16 million anti-trust suit against RCA failed last week when Associate Justice Sherman Minton denied both the request for a stay and a request for a hearing—tendered by RCA counsel Adlai Stevenson, former Illinois governor and unsuccessful Democratic candidate for the presidency in 1952. This was Mr. Stevenson's first legal activity in almost eight years.

Ruling gave the green light to Zenith to begin taking depositions in its Chicago suit. RCA contended that the Chicago trial should be postponed until its suit against Zenith in

## Out of the Attic

DOWN out of the "attic" comes the FCC Broadcast Bureau's License Division, including the public reference room for radio-tv applications and hearing dockets, to repainted quarters in the 7000 corridor on the 7th floor of the New Post Office Bldg. in Washington. For years division chief Clara M. Iehl and her staff, plus applications, station files and dockets, have been jammed under the roof on the NPO Bldg.'s 8th floor, never intended for offices. Workers and official files have shared space with high voltage cabinets, transformers and big steam system valves. Move began Thursday and should be completed this week.

Delaware Federal Court was completed. Chicago District Judge Michael Igoe ruled that the Chicago suit did not have to be delayed. This was upheld by a three-judge Chicago Court of Appeals ruling which refused an RCA plea for a stay [B•T, Nov. 22].

Meanwhile, argument was scheduled Wednesday in New York District Court before Judge John C. Knox on RCA's request that the government's anti-trust suit be transferred to the Delaware Federal Court [B•T, Nov. 29]. The Department of Justice has complained that RCA's patent business practices violate the anti-trust laws [B•T, Nov. 22].

## SALES OF KQV, TWO OTHERS FILED

APPLICATIONS for the sale of KQV Pittsburgh and KOAT Albuquerque and KRSN Los Alamos, both New Mexico, were filed with the FCC last week.

• At Pittsburgh, KQV was sold by Irwin D. Wolf and Earl F. Reed and associates to Tele-Trip Policy Co. for \$740,000. [B•T, Nov. 1]. Tele-Trip, aviation insurance specialists, owns KPOA Honolulu and WTAC Flint, Mich. Until last October, KQV was 45% owned by CBS. In a move to unload its minority station holdings, CBS sold back its 45% interest to Messrs Wolf and Reed for \$236,250 [B•T, Oct. 4].

KQV is an applicant for ch. 4 there and is in hearing with WCAE Pittsburgh, WLOA Braddock, Pa., Wespen Television Inc. and Irwin Community Television Co.

KQV balance sheet as of Sept. 30 reported total current assets at \$99,298 and total assets at \$644,550. Total liabilities were reported as \$75,148. Tele-Trip balance sheet as of Nov. 20 reported total assets as \$1,407,621.

Directors of Tele-Trip include Eugene Dupont III, H. J. Rand, John G. Getz Jr., Henry B. Lamy Jr., Phillip Gandert, Joseph P. Kand and President John M. Shaheen.

• The New Mexico stations KOAT and KRSN were sold by the Alvarado Broadcasting Co. to Sunshine Broadcasting Co. for \$160,000. Reason given for sale of the two am stations was to be able to devote more time to ch. 7 KOAT-TV Albuquerque.

Sunshine Broadcasting is composed of: Hugh DeWitt Landis (36.3%), owner of KICA Clovis, one-third partner of KVBC Farmington, both in New Mexico, and minority stockholder of KANS Wichita, Kan., and KRGV Weslaco, Tex.; William Wayne Phelps (36.3%), owner of KALG Alamogordo, N. M.; D. F. Prince (9%), Washington attorney and minority stockholder of WSBR Pensacola, Fla.; Robert Porton (9%), KRSN general manager, and William Spack Jr. (9%), KRSN assistant manager.

*"At Christmas play, and make good cheer,  
For Christmas comes but once a year."*

Thomas Tusser

Yes Christmas comes but once a year . . . and what could make better Christmas cheer than merry Christmas music from the SESAC repertory . . . the repertory that brings you "the best music in America." And the best Christmas music, too—

*All My Heart This Night  
Rejoices*

*At Christmas Time*

*Baby Jesus, The*

*Behold the Star*

*Christ Child's Lullaby,  
The*

*Christmas Bells*

*Christmas Blessing*

*Christmas Candle*

*Christmas Joy*

*Echoes From Bethlehem*

*He Came a Lowly Stranger*

*Holy Child, The*

*Merry Christmas*

*Merry Christmas Bells*

*O Light of the World*

*. . . and many many more*

**SESAC INC.**

**475 Fifth Avenue**

**New York 17, N. Y.**



# SPECIAL GIFTS *for* *special people*

Charlie Arndt's doing it again this year.

Not much doubt about Charlie's taste in holiday giving, is there? Catch that satisfied expression—and select armful! From experience we know **BROADCASTING • TELECASTING** is top choice of business associates and friends in radio/television. Charlie is well aware that B•T will come week after week as a live and useful reminder of his thoughtfulness.

Take a page from Charlie's book—list names and addresses on the reverse—at money-saving holiday rates:



# Holiday gift subscription list

**BROADCASTING & TELECASTING** Yearbooks may be included with these subscriptions at additional cost of \$2.00 per Yearbook. Kindly specify the subscriptions on which you desire Yearbooks. (Apart from a subscription. Yearbooks are \$3.00 each.) These rates apply only in the United States, Possessions and Territories. Add \$1.00 per year on all foreign subscriptions.

THESE REDUCED RATES GOOD ONLY THROUGH DECEMBER 31, 1954

Please send 52 issues of **BROADCASTING • TELECASTING** as my gift to:

**one for \$7.00**

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Firm \_\_\_\_\_

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**four for \$25.00**

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Firm \_\_\_\_\_

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Sign Gift Card \_\_\_\_\_

**two for \$13.00**

Name \_\_\_\_\_

Firm \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Sign Gift Card \_\_\_\_\_

**five for \$30.00**

Name \_\_\_\_\_

Firm \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Sign Gift Card \_\_\_\_\_

**three for \$19.00**

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Sign Gift Card \_\_\_\_\_

*Additional Subscriptions may be listed separately at \$5.00*

**BROADCASTING • TELECASTING**  
1735 DeSales St., Washington 6, D. C.

Please send Holiday gift cards to the above and start service with the January 3rd issue.

Please enter \_\_\_\_\_ subscriptions.

\$ \_\_\_\_\_ enclosed

☐ bill in January

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Firm \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



## WICC-TV, WKNX-TV Seek Antenna Rulings

REQUEST that the FCC permit use of directional antennas in tv was made last week by ch. 43 WICC-TV Bridgeport, Conn., which also filed an application for ch. 6 in that city.

At the same time ch. 57 WKNX-TV Saginaw, Mich., asked that the FCC revise its antenna site rule to forbid the location of a tv antenna more than five miles away from the boundaries of the principal city to which the channel is allocated unless extenuating circumstances are proven.

The WICC-TV proposal, which also calls for rule-making, is based on de-intermixing the Connecticut manufacturing center. Although there are three uhf channels, and no vhf wavelengths allocated to Bridgeport, it receives Grade B signals from all seven New York vhf stations and from New Haven's one vhf station. New York is 50 airline miles from Bridgeport. Since operation began in March 1953, only 10% of the more than 700,000 sets in the market area have been converted for uhf, the station said. WICC-TV has lost almost \$170,000 in its 18 months of operation, it reported.

Because much more is known about tv directional antennas than when the Sixth Report and Order was issued in 1952, WICC-TV suggested that a low-powered ch. 6 operation in Bridgeport would permit coverage of the city and environs and overcome the disadvantages of New York vhf competition. Interference to co-channel and adjacent channel operations would be no greater than under present mileage separations, the Bridgeport outlet said.

When the FCC issued its Sixth Report it said that directional antennas would be permitted only to fill out service areas, or to cover peculiar situations. But, it said DAs would not be permitted to overcome separation requirements.

WICC-TV is maintaining that the time has come to permit just such use for directional operation.

Last summer, ch. 46 WFPG-TV Atlantic City, N. J., which suspended operations in May, petitioned the FCC to permit the use of a DA in Atlantic City in order to be able to allocate ch. 8 there [B•T, Aug. 16].

The WKNX-TV petition recommended that Sec. 3.685 (j) be revised to forbid an antenna being sited more than five miles from the boundaries of the city to which the channel is allocated, except under certain conditions. These were: If an application is made for a site beyond this limitation, the FCC notify all stations within the Grade B contour of the applying station. If no objections are received from these stations, the Commission may grant the application if warranted. However, should there be objections, the Commission should hold a hearing on the application with the objecting station made a party to the proceeding.

## FCC Proposes 5 Educ. Chs.

FIVE more educational television channels for Michigan have been proposed by FCC in a rule-making notice based upon a petition by the state's superintendent of public instruction. FCC would allocate, and reserve for noncommercial educational use only, the following: ch. 11 to Alpena, ch. 49 at Escanaba, ch. 74 at Kalamazoo, ch. 21 to Houghton and ch. 35 to Marquette. Comments on the proposal are due Dec. 23.

## SYLVANIA TELEVISION AWARDS JUDGES NAME NBC-TV'S 'MEDIC' 1954'S BEST

Committee, in announcing this year's awards, singles out medical documentary series for grand award as 'most outstanding program on television.'

"A DEFINITE upward swing in the quality of television programs" was noted by the Sylvania Television Awards' committee of judges last week as the winners of the 1954 awards were announced.

NBC-TV's *Medic*, documentary dramatic series on medicine, was singled out for the grand award as "the most outstanding program on television," while other honors were presented for programs, talent, agencies, advertisers and commercials considered outstanding by the judges.

The committee's report praised many tv developments of the year and was critical of others, including vastly budgeted color tv productions of which, the committee felt, "few have provided worthwhile entertainment. Those in charge of these shows must realize by now that an open checkbook does not guarantee a quality presentation."

The judges also criticized the scheduling of shows based on crime and violence during hours when children in large numbers are watching, and added: "Although we deplore censorship in any form, we cannot but feel that television, by failing to cope with its own problems, is providing potent ammunition to those who are eager to impose restrictions upon it."

*Medic*, the second show to win the grand award in the four years the Sylvania awards have been presented (first was *Victory at Sea*, in 1952), was hailed as "a truly great contribution to the advancement of television" and praised for "the worth of its content, the impact of its presentation, and the dignity of its purpose." The grand award was presented to its creator and writer, James E. Moser, and awards went to Worthington Miner, executive producer; Dow Chemical Co., sponsor, and NBC, while certificates of merit were issued to Producer Frank LaTourette, Director Bernard Girard, the Los Angeles County Medical Assn., and MacManus, John & Adams, agency for Dow.

The awards, sponsored by Sylvania Electric Products Inc., were presented on Tuesday night by Sylvania Board Chairman Don G. Mitchell at a banquet at the Hotel Pierre in New York,

attended by more than 300 guests. In addition to the awards given for *Medic*, winners were as follows:

For the most outstanding tv series for children of all ages—*Disneyland*. Awards to Walt Disney, to sponsors American Motors Corp., American Dairy Assn., Derby Foods and to ABC. Certificates of merit to Geyer Adv., Brooke, Smith, French & Dorrance, Campbell-Mithun, and McCann-Erickson.

For the finest local children's show—*Little Schoolhouse* on KTTV (TV) Los Angeles. Awards to Mrs. Eleanor Hempel, "teacher" on the program, and KTTV. Certificates of merit to Producer Walter Hempel, Director Sam Mattison, Pacific Soap Co., Stationers Corp., Malt-o-Meal Co., Arden Farms, Swafford & Co., Milton Carlson Co., Campbell-Mithun and Allied Adv. Agency.

For the best educational series—*The Search*. Awards to Irving Gitlin, producer, and CBS-TV. For the television comedian of the year—George Gobel. Awards to Mr. Gobel and NBC.

For creative effort in commercials—Certificates of merit (no awards) to five sponsors: Life magazine, W. A. Sheaffer Pen Co., Goebel Brewing Co., General Electric Co. and Rosefield Packing Co., and to Young & Rubicam, Russel M. Seeds Co., Maxon Inc., Guild, Bascom & Bonfigli, Tv Spots Inc., Five Star Productions, Transfilm Inc. and Brooke, Smith, French & Dorrance.

For the documentary program of the year—*Three, Two, One . . . Zero*. Awards to Henry Salomon Jr., producer and co-writer, and NBC. Certificates of merit to Co-Writer Richard Hanser, Editor Isaac Kleinerman, Musical Director Robert Russell Bennett and Narrator Alexander Scourby.

For excellent showmanship in variety enter-



JAMES A. FARLEY of Sylvania Awards committee, congratulates Fred M. Thrower, vice president and general manager, WPIX (TV) New York, and Richard A. Moore, vice president and general manager, KTTV (TV) Los Angeles, on both stations' awards.

SELLING . . . the LION'S SHARE of an \$880,000,000 Payroll

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RONALD B. WOODYARD, PRESIDENT AND GENERAL MANAGER

One of the Nation's Great Independent Stations

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PHONE HEADLEY REED CO.

**DAYTON, O.**  
"THE CITY BEAUTIFUL"



AMONG Sylvania award recipients at last Tuesday's dinner (l to r): George Gobel, NBC, named comedian of the year; John Daly, ABC, for *Open Hearing*, and Steven Hill, who was voted the dramatic actor of the year.



AT AWARDS festivities are (l to r) winners Robert Young and Jane Wyatt, featured on CBS-TV series, *Father Knows Best*; Walt Disney, for his ABC-TV *Disneyland*, and James E. Moser, *Medic* writer.

tainment—Producers of *Toast of the Town*. Awards to producers Ed Sullivan and Marlo Lewis, and to CBS-TV.

For local public service—*Our Beautiful Potomac*, six-program series on WRC-TV Washington. Awards to Stuart Finley, producer and narrator, and WRC-TV.

For superior camera direction—"Twelve Angry Men," in the *Studio One* series. Awards to Franklin Schaffner, director, and CBS-TV. Certificate of merit to Ted Miller, technical director.

For public information service—*Open Hearing*. Awards to John Daly, producer, and ABC. Certificate of merit to Eddie Nugent, director.

For the best dramatic series—*Philco-Goodyear Television Playhouse*. Awards to producers Fred Coe and Gordon Duff Philco Corp., Goodyear Tire & Rubber Co. and NBC. Certificates of

merit to Hutchins Adv. and Young & Rubicam.

For the finest original teleplay of the year—"Man on Mountain Top." Awards to Robert Alan Aurthur, writer, Arthur Penn, director, and NBC.

For the dramatic actor and actress of the year—Steven Hill and Eva Marie Saint, who received awards for having met live television's demands "successfully in a diversity of leading roles."

For the character actor and actress of the year—E. G. Marshall and Eileen Heckart, who received awards for characterizations which, in each case, "stands as an example of noteworthy professional skill."

For the outstanding comedy team on television—Jackie Gleason, Audrey Meadows, and Jack Carney, each of whom, along with CBS-TV, received an award.

For local television news coverage—*Telepix News* on WPIX (TV) New York. Awards to John Tillman, newscaster, Consolidated Edison Co. of New York, sponsor, and WPIX. Certificates of merit to Walter Engels, producer, and BBDO.

For wholesome family entertainment—*Father Knows Best*. Awards to Robert Young, Jane Wyatt, P. Lorillard Co. and CBS-TV. Certificates of merit to Eugene B. Rodney, producer; William Russell, director; Dorothy Cooper and Roswell Rogers, writers, and Young & Rubicam.

The judges' report, "What the Committee of Judges Thinks About Television," said tv this year "made its most notable progress in the area of dramatic entertainment, and in programs of educational or public service nature. The public now has a wider choice, with shows to suit every taste. A considerable number of them are better than good—a few are noteworthy as creative achievements."

But the committee also found "still too much time and energy devoted to trite, banal, and downright silly concoctions."

It regarded the advent of color as "opening up a bright new world," but questioned whether the public might not develop "a feeling of resentment" that color sets are unavailable or too expensive, although the committee admitted it had no "ready-made solution" other than to suggest that "perhaps by emphasizing the high quality of the black-and-white versions, broadcasters can keep monochrome owners happy until colorsets are more in supply."

And the committee reported, "sadly," that it did not think the results of vast expenditures which have been made on color programs have been "commensurate" with the outlays, "although we applaud the spirit of these enterprises and their striving to bring new entertainment techniques to television."

The committee also praised tv's on-the-spot coverage of news events such as the Presidential Cabinet telecast, Congressional hearings and election results, declaring that "truly, television brings us history in the making, thereby realizing its immense power to inform and instruct the nation."

The judges said they examined commercials

"carefully and at great length," finding "some that were done with taste, ingenuity, and purpose," but that "there are still many aspects of television commercials that are disturbing."

The committee said it found "a few notable juvenile shows" but that "in general, programming for children lacks substance."

Tv dramatic plays "reached a new high level of quality" in 1954, the report said, adding that "the only lack we noted in the dramatic field was the absence of plays in the lighter vein. A touch of the satiric, the flippant, would round out the picture."

## KROW'S DEMELLO GETS BAB AWARD

TOP-winner in Broadcast Advertising Bureau's "Best Radio Salesman" contest for October was Jack Demello, KROW Oakland, Calif., Kevin Sweeney, president of BAB, announced last week. Second and third prizes go to Joseph C. Winkler, WCAU Philadelphia, and Tom E. Beal, KLWN Lawrence, Kan., respectively.

Mr. Demello was adjudged first-place winner in the October competition for selling Jackson's Home Furnishers, five retail stores in the San Francisco Bay area, their first radio schedule since 1950. The sale called for an eight-week campaign of 976 announcements on a 122-per-week basis and the use of the midnight-6 a.m. *Pat Henry Dancing Party Show* on KROW. As first-place winner, Mr. Demello has received a silver trophy from BAB engraved with his name and KROW's call letters.

Second-place award went to Mr. Winkler for selling time on WCAU to the Pennsylvania Nurserymen's Assn.

Mr. Beal, third-place winner, sold the Stowits Rexall Drug Store in Lawrence, Kan., a 52-week campaign to promote its baby and prescription departments.

It's enough to make  
Commander Whitehead  
practice pogonotomy.

What is?

The Eastern Iowa market.

(WMT AM & TV cover  
Eastern Iowa like  
a beard)

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Unrivalled capacity, fast complete service—  
Multiple destination mailings. Experienced en-  
gineers—Ampex installations assure quality.

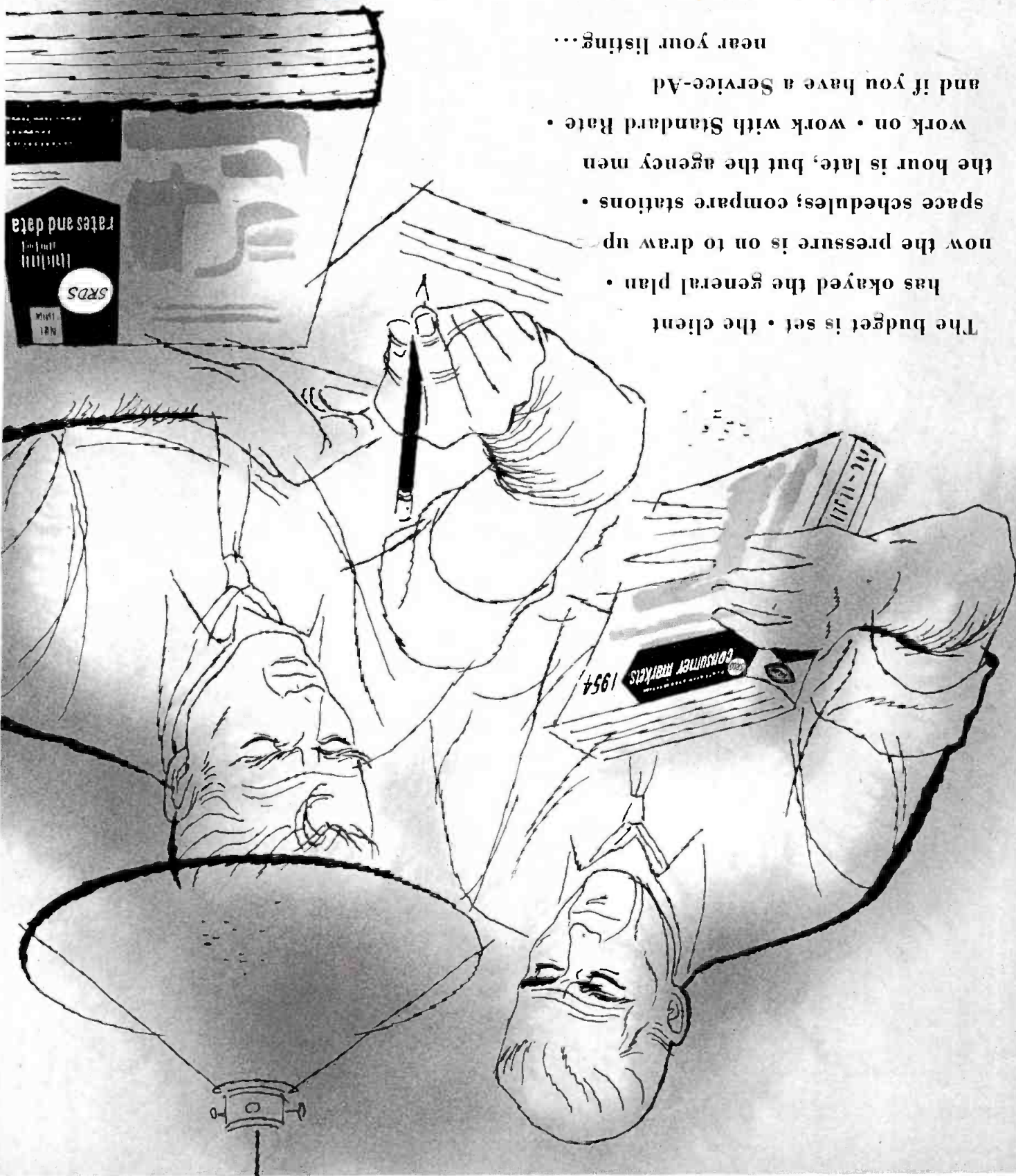
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# you are there

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



For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of any edition of SRDS; or call a Standard Rate Service-Salesman N. Y. C.—Murray Hill 9-6620 • CHI.—Hollywood 5-2400 • L. A.—Dunkirk 2-8576  
Note: Six years of continuous research among buyers and users of space and time has revealed that one of the most welcome uses of Service-Ads comes at those times account executives or media men are working nights or weekends, planning new campaigns or adjusting current ones.

## GE STATIONS SETUP EXPANDED, REVISED

## STATIONS

Radio and television stations are split into separate units. Three new managers are named to fill stations and section positions.

**REORGANIZATION** of General Electric's Broadcasting Stations Department into separate units for radio and television was announced last week by R. B. Hanna Jr., department manager. The split of radio and television functions, it was said, will begin at the manager level and proceed through sales, traffic and programs and will involve the creation of a new Station Service Section.

The move, according to Mr. Hanna, has resulted in the creation of a total of three new managerial posts at WRGB (TV), WGY-AM-FM, all Schenectady, N. Y., and at Stations Services. Managers will report to the manager of the Broadcasting Stations Department as will the managers of engineering and of finance, whose sections were unaffected by the reorgan-

"This new plan gives us greater freedom to meet the challenge of further expansion within the broadcasting industry," Mr. Hanna said. "It is based on the theory of dynamic manage-

ment pioneered by the General Electric Co. and also fits the modern concepts of broadcasting stations organization." Raymond W. Weipert has been named manager of WRGB (TV) with direction over the supervisors of film and traffic. He joined the Broadcasting Stations Department in 1941 as an accountant. Before his latest appointment he had served successively as assistant to the stations manager, assistant stations manager and

casting stations organization.<sup>33</sup> Raymond W. Welpoff has been named man-

Mert L. Galusha, who has been with the manager of stations operations department since 1950 and served most recently as supervisor of production for WRGB, has been appointed manager of WGY-AM-FM. The managers of radio sales and programs and the supervisor of traffic and continuity will

report to him.  
Caleb Paine, with the department in various executive capacities since 1946, has been named

Calb Paine, with the department in various executive capacities since 1946, has been named manager of the new- ly - created Stations Services Section. Reporting to him will be the manager of promotion and publicity, news editor, director of farm broadcasting and music librarian. Edwin S. West and William Purcell continue in their respective posts of managers of finance and engineering.

## 418 TVs On-The-Air As Three More Start

THREE new tv stations were scheduled to begin commercial programming this past weekend and increasing to 418 the number of operating outlets. Two of the stations open up new local tv markets.

- WEMZ-TV Allentown, Pa., the first tv

there, began programming Saturday and held open house ceremonies that night. The ch. 67 outlet is located in a market with two other uhts—one in Bethlehem and the other in Easton. WFMZ-TV reports its primary area will cover Lehigh Valley, a combined population of 318,000 with retail sales for 1953 equaling \$446,282,000. Raymond F. Kohn is president and general manager. The station will feature local programming exclusively.

● WTRI (TV) Lake Placid-Plattsburg, N. Y.

owned by Great Northern Television Corp., Tuesday (Sunday) as the first television area. The closest competitor is 100 miles away. The ch. 5 outlet begins telecasting with 60-70 sales, Joel H. Scheier, president and general manager, reports. WIRI is equipped with a DuMont package and claims to be the first

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Murray Hill 7-7971

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2700 Polk Avenue  
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7501 Sunset Blvd. Hollywood 2-6351

13th & Spring Streets (open October 1, 1953)

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Murray Hill 9-0200

0070-1 111 (PUBIN) 333136 11301 3687 68

Canadian Marconi Co. Atlantic 9441

The GATES logo, featuring the word "GATES" in a bold, stylized, sans-serif font. The letters are white with a thick black outline, set against a black rectangular background.

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- New York City
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• Houston, Texas

• Los Angeles, Calif.

Atlanta, Georgia

• New York, International Div.

• Montreal, Quebec

Canada

to start operating with two DuMont flying  
scanners—one at the studio and another at  
the transmitter site. Adam Young TV Corp.

● KVOO-TV Tulsa, Okla., was scheduled to begin commercial operations yesterday, affiliated with NBC and represented by Blair TV Inc. The ch. 2 station is the third tv in that city and second wht. C. B. Akers, formerly of WEEK-TV Peoria, is general manager, and Russell Lamb, formerly of KMBC-TV Kansas City, is sales manager. KVOO-TV is owned by Southwestern Sales Corp. (W. G. Skelly, oilman); Harold C. Stuart, attorney and former assistant secretary of the Air Force; Sen. Robert S. Kerr (D-Okla.); Mrs. Grayce B. Kerr; Dean A. McGee; Travis M. Kerr; F. C. Love; Mr. Akers; Oklahoma A&M College; Tulsa U., and a group of non-voting stockholders. Class A hourly rate is \$700 local and \$650 network.

## Brown Co. Announces Reorganization Plans

CLARKE BROWN Co., Dallas, Tex., southern radio and tv representatives, has announced representation additions, office expansion and personnel shifts at the same time that plans for incorporation of the firm were revealed. In addition to its present activities, which include handling the H-R Representatives lists in the South, the firm is to represent KLFJ-KFJZ Dallas-Ft. Worth, KPDA-AM-TV Amarillo and the Cactus Network of West Texas, effective Jan. 1. Clarke Brown also is to represent KFJZ-TV Ft. Worth, whose tentative target date is late spring. Officers of the to-be-incorporated firm are

MR. BROWN

MR. STUART

MR. MCRAE

MR. PERANNI

Clarke K. Brown, president; Robert E. Stuart, treasurer; Andrew E. Peranni, secretary-treasurer; and Bill McKae, vice president. Mr. McKae has been named manager of the new Atlanta, Ga., office in Suite 615 of the 101 Marietta St. Building. This office will serve accounts from East Tennessee and the Carolinas, south to the Gulf of Mexico.

Mr. Peranni has been moved from the company's Houston office to Dallas to assist Mr. Stuart, Dallas manager. Jack Lee has been named manager of the Houston branch succeeding Mr. Peranni.

BROADCASTING • TELECASTING



# AMERICAN TRUCKING INDUSTRY / American Trucking Associations Washington 6, D. C.



Chairman, American Trucking Associations

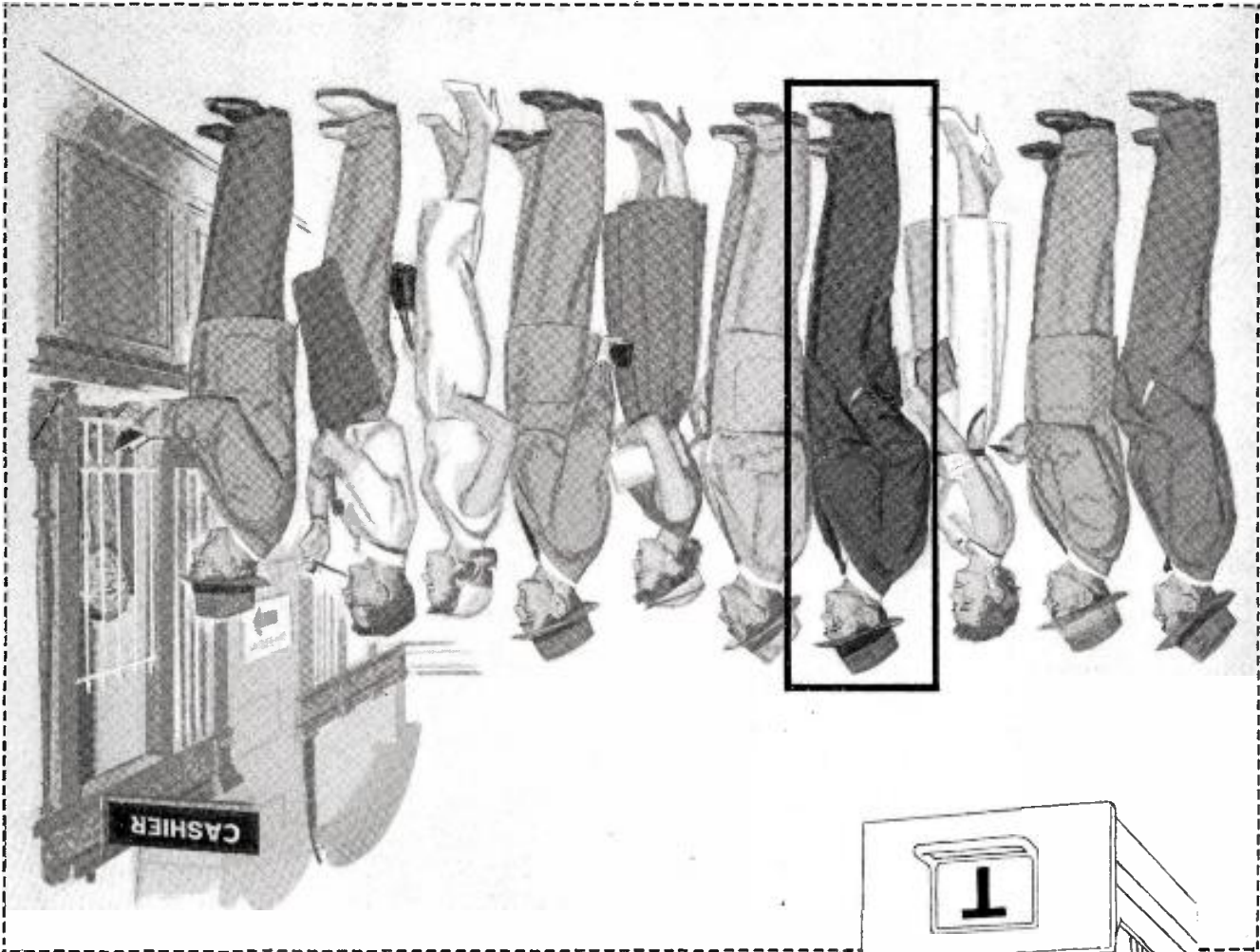
*Frank C. ...*

The industry has met its responsibilities as the No. 2 U.S. employer with improved working conditions and a pay scale that, more often than not, exceeds the average for U.S. industry as a whole. For example, the average yearly wage in the trucking industry in 1952 was \$4,333 while that of private industries was \$3,428.

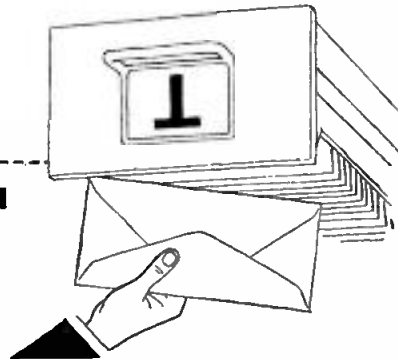
Some 6,773,000 men and women are now employed directly by the trucking industry or in jobs which depend on the trucking industry for continuing success. With a total U.S. labor force of some 62 million, this means that one out of every ten employed Americans looks to the trucking industry for his or her livelihood. Only agriculture provides more jobs to more people.



## Every 10th U.S. paycheck depends on trucks!



LIVE ITEMS FROM OUR MORGUE



## KMBC-TV Sales, Reception Up After Boost to 316 Kw

KMBC-TV Kansas City, Mo., reports that since it increased its power to 316 kw [BET, Nov. 29] its local billings have been doubled as compared with the same period last year. The station reports that it now reaches areas which could not pick up the station at all previously. KMBC-TV estimates its set count at 440,000.



## Switch Rate Card Emphasis, Blair & Co. Tells Clients

has leased the tower and transmitter building WJPG-FM, deemed suitable for use as a transmitter and studio location providing the ch. 5 station with studios in both Green Bay and Neenah.

JOHN BLAIR & Co., station representatives, is suggesting to the radio stations it represents nationally that they switch emphasis in their rate cards. According to Robert E. Eastman, executive vice president at Blair, the stations are being urged to issue their future rate cards with the 52-week rate listed first and the one-time rate last.

This, Mr. Eastman explains, ought to focus attention of buyers and sellers on the advantages of buying radio—particularly spot—on a long-range basis, since, he notes, advertisers themselves are on a continuous, 52-week basis and thus should exert continuous pressure on the buying public.

## Crosley Plans Sales Meet

CROSLLEY Broadcasting Corp. officials will meet in both New York and Chicago this month to discuss with Crosley sales representatives the 1955 sales and promotion plans for WLW Cincinnati.

Attending from Cincinnati will be: R. E. Dunville, Crosley president; H. M. Smith, vice president for sales; Richard K. Jones, director of the client service department; Jack Frazier, director of merchandising, and George Henderson, general sales manager. In New York, the group will meet with Bernard Musnik, vice president in charge of Crosley's Eastern Sales Div.; Carlos Franco, WLW sales manager, and representatives of Crosley sales and NBC Spot Sales. In Chicago, NBC Spot Sales will be represented as well as Crosley's Central Sales Div., headed by Harry P. Albrecht.

## KGUL-TV Appoints Wilson

APPOINTMENT of Robert S. Wilson as general sales manager of KGUL-TV Galveston, Tex., has been announced by Paul E. Taft, president of the outlet. Mr. Wilson was formerly with Katz Agency Inc., (station representative), New York.

Mr. Taft said the assignment was "a further indication of the expanding scope of KGUL-TV's operation." KGUL-TV, a CBS-TV affiliate, is represented nationally by CBS Television Spot Sales.

## WNAM-TV, WFRV-TV Merge, Plan to Use Latter's Ch. 5

PRESENT when KMBC-TV Kansas City, Mo., switched from its interim transmitter to its permanent 316 kw transmitter were (1) to r) John T. Schilling, vice president and general manager, KMBC-TV and KFRM; Henry Goldenberg, chief engineer of the stations; Mrs. Charles R. Cook, widow of the founder of the Cook Paint & Varnish Co., stations owner, and Don Davis, first vice president, KMBC Broadcasting Co.

PROPOSED merger of the interests of ch. 5 WFRV-TV Green Bay, and ch. 42 WNAM-TV Neenah-Menasha, both Wis., was disclosed last week in a joint announcement by Clayton Ewing, WFRV-TV president, and S. N. Pickard, WNAM-TV president. The merged interests propose to operate ch. 5 WFRV-TV with the ultimate discontinuance of ch. 42 WNAM-TV which is presently on the air. WNAM-TV's studio and other technical equipment will be used in getting the ch. 5 facility on the air, it was disclosed. It was further announced that WFRV-TV

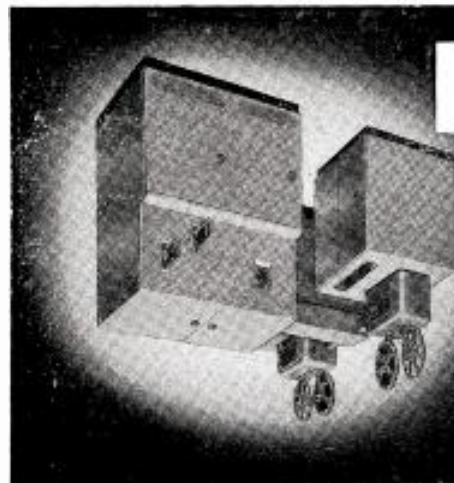
## KALB-TV

ALEXANDRIA, LOUISIANA

now serving...

Multi-Scanner

another DU MONT



## CBS Spot Names Schwin Sales Development Manager

NEWELL T. SCHWIN has been appointed manager of sales development for CBS Radio Spot Sales, Henry T. Flynn, general sales manager, announced Wednesday.

Mr. Schwin, formerly executive assistant to H. Leslie Atlas, vice president of the CBS Central Div., will make his headquarters in New York. His appointment was effective immediately.

Mr. Schwin joined CBS in March 1953 after a 20-year association with the Household Finance Corp., where he was advertising manager for the company's 600 branches in the U. S. and Canada.



MR. SCHWIN

## Frederick A. Miller, 86, WSBT-AM-TV Pres., Dies

FREDERICK A. MILLER, 86, president of WSBT-AM-TV South Bend, Ind., and president and editor of the *South Bend Tribune*, died last week in South Bend Memorial Hospital. His health had been failing for the past several years, but he had continued his managerial functions.

Mr. Miller was a charter member of the Associated Press and held membership in the American Society of Newspaper Editors and the National Press Club. He is survived by his wife, Flora, and a nephew, Franklin Schurz, secretary-treasurer of the South Bend Tribune Co.

## KSVM Off Air Six Hours After Fire Guts Transmitter

KSVM San Mateo, Calif., which lost six hours of air time after a \$60,000 fire destroyed both the station's transmitters, was rescued by the California National Guard which lent a transmitter and operating crew to the outlet until a 1 kw Collins transmitter could be shipped by air.

Nearby stations had made offers of equipment, but because of technical difficulties involved the NG transmitter was the simplest solution to the problem. The fire, resulting from a short-circuited power line, gutted the transmitter building, which housed a 1 kw transmitter, a 250 w transmitter and station files.

## Polgreen Heads WFBL Sales

APPOINTMENT of Richard F. Polgreen as sales manager of WFBL Syracuse was announced last week by Charles F. Phillips, general manager of the outlet. Mr. Polgreen has been with WFBL for four years. Prior to his association with the station, Mr. Polgreen was with Loblaw Supermarkets as advertising manager in central New York.



**ALFORD**

Manufacturing Co., Inc.

299 ATLANTIC AVE., BOSTON, MASS.



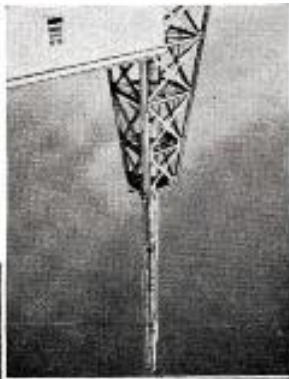
AMCI

ANTENNA SYSTEMS—COMPONENTS—AIR NAVIGATION AIDS—INSTRUMENTS

With ice accumulating at a rate of  $4\frac{1}{2}$  inches per hour and winds averaging better than 100 miles per hour on Sept. 22-23, a combination of solid and rime ice built up to the 4-foot thicknesses shown above. Yet the decibers, operating at 1/16 power, kept the antenna clear and allowed normal operation and normal reflectometer readings throughout the storm.

And this antenna successfully withstood hurricanes Carol and Edna, in which wind velocities exceeded 140 miles per hour. AMCI transmitting antennas available for full- or stand-by service on channels 7 through 13. Write for bulletin B-912.

Chosen for use in "the world's worst weather" — atop New Hampshire's Mount Washington — the AMCI Type 1040 Antenna handles severe ice storm and high winds for Station WMTW (TV) Channel 8 with no decrease in transmitting efficiency.



*Standard*

**AMCI 1040**

*TV Antenna*

WITH EXTRA DE ICING

100-mile winds  
+ 4 feet of ice

← OPERATION NORMAL



**BROADCASTING • TELECASTING**

**Bill Musler** and **Colleen Hayden** to sales dept. and program dept., respectively, KGVO-TV, Missoula, Mont.; **Bee Ahl**, advertising dept., WLWD (TV) Dayton, Ohio.

**Jack Satterfield**, formerly with sales dept., WSJZ Huntington, W. Va., to sales dept., WLWD (TV) Dayton, Ohio.

**W. Barrett Mayer**, formerly with WNEW New York, to time sales staff, WOND Atlantic City, N. J., as national sales representative, headquarters in New York.

**George Hennig** and **Robert Cobbin**, time salesman, WARL Arlington, Va., promoted to account executives; **Ron Harold** to WARL as disc. m.c.

**Hal A. Zogg**, account executive, KUTA Salt Lake City, to KUTV (TV) there in same capacity.

**Stanley Johnson**, national sales representative and merchandising director, KCBS San Francisco, promoted to sales account executive.

**Redd Gardner**, WBBM-TV Chicago, appointed assistant executive producer.

**Dick Nesbit**, former sportscaster, WKRC Cincinnati, to KSTP St. Paul as sports director, effective Dec. 13.

**Dick Hildreth** to WIRY Plattsburg, N. Y., as news director.

**Beverly N. Hoffer**, formerly with Headley-Reed Co. (station representatives), N. Y., to WPAW Pawtucket, R. I., as director of station relations.

**Harry Middleton**, former program director, WVEC-TV Hampton, Va., to WTVD (TV) Durham, N. C., as program coordinator; **Leo Decker**, formerly production manager, WBNS-TV Columbus, Ohio, to WTVD as producer-director.

**Duncan Miller**, assistant program director, WDC Washington, to WTTG (TV) there as publicity and promotion director.

**Marjorie Auning**, office manager, WGSM Huntington, L. I., N. Y., promoted to program manager; **William Naramore**, chief engineer, WGSM, promoted to assistant to general manager; **William Goddard**, announcer, appointed news director.

**Robert Doan** appointed program director, KWPC Muscatine, Iowa; **Earl McGaughey**, formerly with KBUR Burlington, Vt., to KWPC as announcer.

**Perry S. Ury**, formerly sales representative, WHIZ-TV Zanesville, Ohio, to WFMZ-TV Allentown, Pa., as director of sales; **Jean Lieber** man, to WFMZ-TV as conductor, *Room Children's* program.

**Robert Doan** appointed program director, KWPC Muscatine, Iowa; **Earl McGaughey**, formerly with KBUR Burlington, Vt., to KWPC as announcer.

**Marion Brandenberger** appointed sports director, KAKE.

**Roger Peppert**, sales dept., KAKE Wichita, Kan., appointed sales manager, succeeding **Marvin Uman**, now manager, KAKE-TV; **Dick Williams**, program dept., KAKE, appointed program director, succeeding **Graeme Fletcher**, now vice president and general manager; **Marion Brandenberger** appointed sports director, KAKE.

STATION PEOPLE

# NBC-TV CITES OWN PROJECT IN BEHALF OF AFFILIATES IN SMALLER MARKETS

CBS-TV's new Extended Market Plan is being scrutinized by ABC-TV and DuMont. NBC-TV last week said that its own similar plan had been reviewed last summer at an affiliates meeting in Chicago.

Creation of a station sales unit "to concentrate full time on getting more NBC advertisers to order more optional stations." This specialized sales unit, NBC-TV said, has been set up under Richard H. Soule, who has been promoted from the network's sales force to serve as station sales representative.

Offer of a group rate plan to affiliates in small markets who wish to take part. The stations would be available in territorial groups of five to eight stations at the reduced group rate which would run about 20% less than the total of their individual rates for advertisers ordering the entire group. These stations would continue to be available at their regular network rate to advertisers ordering them individually.

It was reported that NBC-TV initially received tentative acceptance from 12 optional stations, scattered territorially, on the latter proposal, but because of an inability to group the stations along territorial lines, the plan was not put into effect.

Individual network rates for stations participating in the CBS-TV plan will be set on a network fixed ratio to actual circulation. A special sales unit will be set up and advertisers using all stations in the group will be given a 10% discount which will not be passed on to the stations. CBS-TV will pay affiliates in the group 30% of their gross time charges, less usual deductions. These stations would pay CBS-TV \$5 per commercial line, or if they desire live programming, they would pay line costs for interconnecting them.

NBC-TV indicated in its comment that the "problem of increasing network commercial business on television affiliates in smaller markets" is "essentially a problem of advertising economics."

"As a result of our past efforts," NBC-TV claimed it "now averages a longer commercial lineup on its sponsored programs than any other television network."

First part of the plan—that of supplying commercial-less network programs for local sponsorship—was made to permit the small-market station to build circulation faster, and eventually to attract more network sponsors, NBC-TV indicated.

It also noted that its third phase of the plan—that of offering "special incentives"—was premised on the desire of encouraging network advertisers to use the stations but "without jeopardizing sound rate structures."

## Miss Holm Withdraws

CBS-TV's *Honesty*, *Celeste* (Sun., 9:30-10 p.m. EST), starring Celeste Holm and sponsored by Bristol-Myers, was slated to end its short run with last night's performance. The network announced Thursday that Miss Holm had obtained release from further commitments to the show and had expressed gratitude to both CBS-TV and her sponsor for allowing her to discontinue. "Her live weekly shows at this point would not allow time for development of the proper show format to display her various talents most suitably," the network announced shortly. A replacement show will be announced shortly.



**WABD**  
NEW YORK, NEW YORK

**making color history...**

**the DU MONT**

**Color Multi-Scanner**

**now serving...**

NBC-TV disclosed the *Home* program is being furnished to 31 optional stations, the *Coca* show to 21 optional stations, and *Howdy Doo* to 62 such outlets, including stations which have been ordered for one commercial segment of the program. Of the 62 stations being serviced the latter program, 30 stations are receiving them without network com-

mercial revenue from local and spot sales, and station revenue from local and spot sales, pending network orders. These three programs have been furnished to optional affiliates since October and NBC-TV said its *Today* show will be added next month to the three programs already being offered.

The network's optional affiliate set-up as developed at the meeting with affiliates had three basic avenues for action:

Availability of *Home*, the *Imogene Coca* show and *Howdy Doo* to optional affiliates not ordered by the advertiser for programming with network commercials deleted. Use can be made of these shows to build local audience and station revenue from local and spot sales, pending network orders. These three programs have been furnished to optional affiliates since October and NBC-TV said its *Today* show will be added next month to the three programs already being offered.

Toward this end, NBC-TV said it would continue to work closely with the committee representing the network's optional affiliates.

In answer to B-T's query, NBC-TV said its original plans were worked out in consultation with the NBC optional station subcommittee last August and presented to the affiliates at the Chicago meeting in September. The network said that while it considered itself "the first network to initiate action for developing more network programming and more network sales on affiliates in smaller markets," it felt still further effort was needed to enlarge stations' opportunities to increase network volume "with-out endangering their current revenues."

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William Peterson, pianist, WCCO Minneapolis-St. Paul, and Mrs. Peterson, known professional singer as Jeanne Arland, vocalist with WCCO, parents of girl, Patty Ann.

Bob Smith, personality, KGMB-AM-TV Honolulu, father of boy, Nov. 20.

Greg Dunn, technical director, WSYR-TV Syracuse, N. Y., and Betty Lester were married Nov. 25.

Living R. Rosenhaus, president, WAAT-WATV (TV) Newark, N. J., appointed to New Jersey State U. Newark College Council.

Zara Bishop, WCAU Philadelphia, appointed program chairman, 1954-55 season, American Women in Radio & Television, Philadelphia chapter.

Jay Hoffer, promotion manager, WAR-AM-TV Providence, R. I., has received Master of Business Administration Degree from N.Y.U.

Ted Hardy, promotion assistant, KLZ-AM-TV Denver, and 1st Lieutenant, Air Reserve, elected president, Denver Air Reserve Club, Sheldon Petersen, news director, KLZ-AM-TV, re-elected treasurer, Radio-Television News Directors Assn.; Starr Velland, sports director, selected as industry speaker, Denver high schools "Career Day."

Robert MacFadyen, formerly with advertising dept., Cutter Lab. Inc., Berkeley, Calif., to KTTV (TV) Hollywood as publicist.

Ralph Vines, former columnist, Cincinnati Enquirer, to WLW Cincinnati as continuity writer.

Harold Eskew, formerly with WCVS Springfield, Ill., to engineering staff WICS (TV) Springfield, Ill.

William Smutzer, formerly with promotion Dept., ABC Central Div., Chicago, to advertising and promotion dept., WMAQ-WNBQ (TV) there; Tom Arend to WNBQ as assistant director.

Thomas P. Smith, WAAB Worcester, Mass., to announcing staff, KGMB Honolulu.

Dick Coleman, formerly announcer, WTHI Baltimore, to announcing staff, WCPQ-TV Cincinnati.

Herm Schneider, station manager, WJON St. Cloud, Minn., to sales staff, WNAW Neneah-Menasha-Appleton, Wis.

St. Paul Dispatch and Pioneer, and Jim Beakey to sales dept., KGVO.

St. Paul Dispatch and Pioneer, and Jim Beakey to sales dept., KGVO.



SIGNING of WBTV (TV) Charlotte, N. C., and KVEC-TV San Luis Obispo, Calif., as ABC-TV affiliates, bringing the network's total to 218 stations, was announced last week by Alfred R. Beckman, director of station relations. WBTV, ch. 3 outlet owned by Jefferson Standard Broadcasting Co. and operated under the general management of Charles H. Cruikshank, affiliated with ABC-TV Oct. 15. KVEC-TV, ch. 6 station owned by Valley Electric Co. with Les Hacker as general manager, joined the network Nov. 17.

## ABC-TV Affiliations at 218

as account executive and became director of planning. He was appointed eastern sales manager at ABC Radio in April 1952. Mr. Cash, with NBC for 12 years as director of radio station relations, joined WLW Cincinnati where he was general sales manager before his appointment to ABC Radio in Nov. 1953 as assistant sales manager. Mr. Cash was credited by ABC as having "formulated the original plans for the Quality Radio Group" while with WLW.

MR. CASH MR. FAIRBANKS



Mr. Fairbanks, with ABC since Nov. 1950 as a radio account executive, was with NBC's Research and Sales Promotion Department from 1933-1942. He then spent two years as network allocation chief with the Office of War Information Radio Bureau in Washington, leaving in 1944 to join Compton Advertising Inc. as manager of its Radio Timebuying Div. In 1945 he was made an assistant account executive at Compton. A year later he joined MBS

PROMOTION of two ABC Radio executives was announced Thursday by Charles T. Ayres, vice president in charge of the network. Appointments were: William E. Fairbanks, eastern sales manager, to national sales manager, a newly-created post; Norman E. Cash, assistant sales manager, to the post vacated by Mr. Fairbanks.

## ABC RADIO NAMES FAIRBANKS, CASH

CBS-TV reported that as of late last week eight television stations had responded, all "favorably," to the network's Extended Market Plan offer [B•T, Nov. 29]. Under the plan, smaller-station markets would be enabled to obtain network service at prices which CBS-TV believes advertisers will find attractive. CBS-TV, which made the offer in a letter to 20 stations, listed the eight respondents as WMSL-TV Decatur, Ala.; KVEC-TV San Luis Obispo, Calif.; WINK-TV Ft. Myers, Fla.; KLIX-TV Twin Falls, Idaho; WFAM-TV Lafayette, Ind.; WBOC-TV Salisbury, Md.; WDXI-TV Jackson, Tenn., and KVOS-TV Bellingham, Wash. No contracts have been signed as yet.

## Eight on Bandwagon

Copyright, 1954, United States Brewers Foundation

*Joe Marsh*

From where I sit, Buck Stone used a helping hand instead of a gavel. It was real neighborhoodness. You know, even in something as small as respecting another's choice of beverage, a person can be neighborly. You might like buttermilk. I'm "sold" on a temperate glass of beer. And I can't "buy" anyone's telling me I'm wrong.

There was silence. "Sis," standing in back, got the point. She reached into her purse for just about all the money she had in the world. "I'll bid \$75," she said. "Sold," bellowed Buck and "Sis" had her home back.

When Buck began the bidding he said, "Anybody can bid. Just remember that 'Sis' and three kids happen to live here. Now who's going to start the bidding?"

Saturday they got set to auction off "Sis" Brown's house for non-payment of taxes. Buck Stone from Centerville was the auctioneer. Everybody who came to the auction knew that "Sis" is a war widow.

**Going—Going—  
But Not Gone!**

*From where I sit  
by Joe Marsh*



**CHNS**  
 HALIFAX NOVA SCOTIA  
 Our List of NATIONAL  
 ADVERTISERS Looks Like  
 WHO'S WHO!  
 THEY want the BEST!  
 Ask  
 JOS. WEED & CO.,  
 579 Fifth Ave., New York  
 About the  
 Maritime's Busiest Station  
 5000 WATTS

Leslie Urbach, producer, appointed executive director, DuMont-TV's *They Stand Accused*. Frank M. Figgins, engineering supervisor, NBC Hollywood, died Nov. 20. Elbridge Nichols, researcher, Hallmark Hall of Fame, CBS Radio Hollywood, died Nov. 21.

#### NETWORK PEOPLE

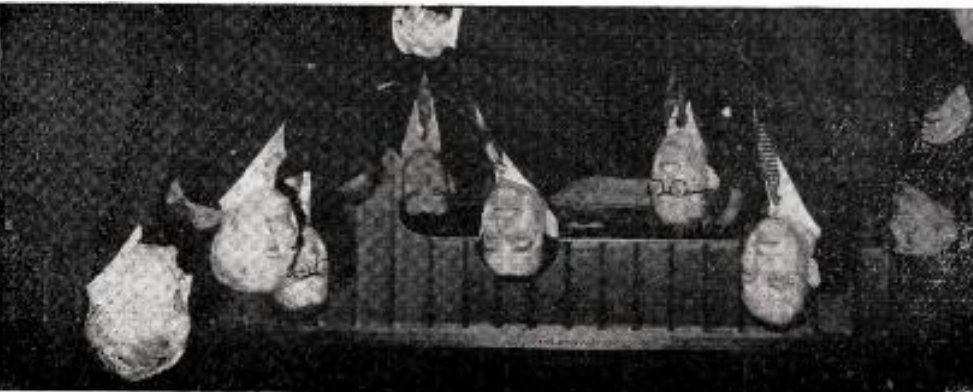
they did not plan coverage. later in the evening. DuMont spokesmen said Radio's coverage will be taped and broadcast TV will telecast the program live, while NBC EST, and by CBS-TV at 5:15-5:30 p.m. NBC-TV, CBS Radio and Mutual at 5-5:30 p.m. The annual event will be carried by ABC-AM- almost complete radio-tv network coverage. howers' Christmas message, Dec. 17, will have the White House lawn and President Eisenhower's Christmas tree on

#### Ike's Christmas Message

FULTON LEWIS Jr., MBS commentator, is scheduled to leave today (Monday) on a two-week trip to the Far East, during which he will gather material for his nightly radio program (Mon.-Fri., 7-7:15 p.m. EST) and his General Teleradio weekly film program, which will be released next month. Among the highlights of the trip will be a visit with Chiang Kai-shek, in Taipei, Formosa, and a tour of the island of Quemoy, which has been under communist Chinese fire.

#### Lewis to Far East

PIERRE MENDES-FRANCE, premier of France, is greeted by Brig. Gen. David Sarnoff, board chairman of RCA-NBC, at the RCA Bldg. in New York prior to Mr. France's appearance on NBC's *Meet the Press* program. L to r: Robert Sarnoff, executive vice president of NBC; Lawrence Spivak, owner-producer and permanent panel member of *Meet the Press*; Mr. France; Sylvester L. Weaver Jr., NBC president; Gen. Sarnoff, and Henri Bonnet, French ambassador to the U. S.



Also announced by Mr. Bilby was the promotion of Edward Vane, formerly coordinator of tv network sales promotion, to manager of national sales promotion, the post vacated by Mr. Porter. Mr. Porter joined NBC in 1950 subsequently

APPOINTMENT of John Porter as manager of NBC's advertising and promotion department was announced Wednesday by Kenneth W. Bilby, NBC vice president for public relations.

#### NBC Appoints John Porter Advertising, Promotion Mgr.

Mutual will present two bowl games during the holiday period, starting with the annual Blue-Gray (North-South) Game from the Cramton Bowl in Montgomery, Ala., on Christmas Day between teams to be selected, starting at 1:45 p.m. EST. The contest will be sponsored by Gillette. On Dec. 31 Mutual will carry the Gator Bowl Game between Auburn U. and Baylor U. from Jacksonville, Fla., starting at 1:45 p.m. EST.

ABC will present a simulcast of the Sugar Bowl contest from New Orleans between Navy and U. of Mississippi, starting at 1 p.m. EST. Coverage will be sponsored by C. A. Swanson & Sons, Omaha; American Chic Co., New York, and E-Z Popcorn Co., Detroit.

Simulcast of the Orange Bowl Game from Miami between Duke U. and the U. of Nebraska will be carried by CBS, starting at 1:45 p.m. EST. Sponsorship will be by Gillette. ABC will present a simulcast of the Minute Maid later under sponsorship of the Minute Maid a radio broadcast at a time to be announced. Roses Parade from 12:15-1:45 p.m. EST and will carry a telecast of the Tournament of the Gillette Safety Razor Co., Boston. NBC and Ohio State U. under the sponsorship of Pasadena between U. of Southern California and Georgia Tech, starting at 1:45 p.m. EST. Radio coverage will be sponsored by the Crosley Division, Avco Mfg. Corp., Cincinnati. At 4:45 p.m. EST, NBC Radio and NBC-TV will begin coverage of the Rose Bowl Game in

#### Holiday Grid Games Dot Network Schedules

**Employers Reinsurance Corporation**  
 WRITE FOR DETAILS AND RATES  
 rate built for you.  
 to write for details and a  
 DO RISK 5 minutes and 3c  
 protection is readily available—but  
 possible embarrassing loss while  
 DON'T RISK  
 ADEQUATELY • INEXPENSIVELY  
 covers these daily hazards  
 INSURANCE  
 BUT our specialized  
 COPYRIGHT VIOLATION  
 PIRACY  
 LIBEL • SLANDER  
 can forewarn you of  
 NO CRYSTAL BALL

**WIBW**  
 CBS RADIO  
 STATION  
 FARM  
 KANSAS  
 use the  
 The best way to sell the KANSAS FARM MARKET  
 Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN  
 Rep. Coppel Publications, Inc.  
 in Topeka



## Booklet Being Published

### To Answer Facts Forum Critics

THE first booklet of a two-part *Case History of a Smear Campaign* is being distributed by Hardy Burt & Assoc., New York, in answer to critics of Facts Forum Inc.

Hardy Burt & Assoc. produces two shows (*State of the Nation* and *Answers for Americans*) of a series of radio and tv programs underwritten by Facts Forum.

The booklet criticizes a number of individuals, groups and newspapers, among them Rep. Wayne Hays (D-Ohio) who has asked that Facts Forum be removed from the list of tax-exempt foundations, and commentator Drew Pearson. The booklet said Facts Forum officials have discovered an apparent "propaganda campaign to destroy Facts Forum" which can be "traced back to the Communist Party." Facts Forum receives financial support from H. L. Hunt, wealthy Texas oilman. Its news release describes it as a "non-profit, non-partisan public affairs organization."

## Olmsted Opening Plant

OLMSTED SOUND STUDIOS, New York, with more than \$300,000 invested in construction and equipment, officially opens Dec. 16 when a reception will be held for business leaders and newsmen, according to Henry Olmsted, president. Newly-built studios at 1 E. 45th St., Mr. Olmsted said, will handle all types of sound recording and are equipped for commercial film production. Olmsted Sound will do most of Princeton Film Center's commercial film work in addition to contracting with other firms, he said.

## Lewis Sets Up PR Firm

GEORGE Q. LEWIS, talent coordinator for the United Cerebral Palsy campaign for the past two years, has resigned that post, effective Dec. 10, to specialize in radio-tv public relations work. Mr. Lewis, founder of the National Assn. of Gag Writers and former publicity director of WHN New York (now WJGM) and also former exploitation director for MBS, will headquarter at 360 First Ave., New York. Telephone is Spring 7-6210.

## KBS Adds Five Stations

STATIONS in four states have joined Keystone Broadcasting System as affiliates, it was announced Tuesday. Stations are WCWR Ashboro, N. C.; KOGA Ogallala, Neb.; WMBR Monroe and WLFA Lafayette, both Georgia, and KSUE Susanville, Calif. Additions bring total number of KBS affiliates to 786, according to Blanche Stein, station relations director.

## PROGRAM SERVICES PEOPLE

Gerald P. Rock, Muzak Corp., N. Y., appointed New York sales manager, succeeding Curt H. Pfenninger, resigned.

George S. Summers, territorial sales manager, Bigelow Carpet Co., Kansas City, to TV Spots, Hollywood, as sales executive, headquartering in New York.

Walter H. Theiss, general controller, Clary Multiplier Corp., L. A., to Capitol Records Inc., Hollywood, is similar capacity; Victor O. Bergquist, treasurer, Capitol Records, resigns.

## Introducing— THE MYCALEX PARTS KIT

\* For design projects

\* For experimental use

\* For emergency repairs

To acquaint engineers with the superior qualities of Mycalex glass-bonded mica—the world's most nearly perfect insulation—a conveniently packaged kit containing more than 30 Mycalex products has been assembled.

This assortment includes 46 miniature and sub-miniature tube sockets, terminal boards, rods and strips of fabricated Mycalex 400 and various Mycalex 410 injection-molded products such as connector sleeves, coil forms, stand-off terminals, rollers and rings, motor slot wedges and switch wafers. A handy reference table compares critical properties of Mycalex glass-bonded mica with those of other insulating materials.

## MYCALEX

\* Withstands extreme operating temperatures

\* Offers high arc resistances

\* Possesses low loss and power factors

\* For permanent dimensional stability

The introductory Mycalex Kit is being offered to qualified engineers and others who are interested.

Mycalex Corporation of America, Dept. 546

Clifton Boulevard, Clifton, New Jersey

Please send me the new Mycalex Parts Kit at the introductory price of \$10.00.

Enclosed find check.....Cash.....Money Order.....

Name.....Title.....

Company.....

Street.....

City.....

Zone.....State.....

MYCALEX CORPORATION OF AMERICA

World's largest manufacturer of glass-bonded mica products.

Executive offices:  
30 Rockefeller Plaza  
New York 20, New York



**BROADCAST MUSIC, INC.**  
589 FIFTH AVE., NEW YORK 36  
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

LOWELL MUSIC CORP.

PUBLISHED BY

THE REGALS...  
THE ENGLISH KNIGHTS...  
CLIFF AYERS...  
AMES BROS...  
RECORDED BY

A CHRISTMAS

THERE'LL ALWAYS BE



**WEHT Channel 50**

**MEEKER TV, Inc.**  
St. Louis, Mo.  
**ADAM YOUNG**  
Regionally by

Nationally by  
REPRESENTED

"and with network color too  
your on WEHT  
unduplicated CBS-TV coverage are  
Realistically scaled rates and  
ville, Indiana market  
in delivering the Evans-  
no fabulous claims-  
rash promises,  
makes no  
WEHT

DEC. 24th \*

**CBS-TV**  
**INTERCONNECTED**

**EVANSVILLE MARKET**

**WEHT**  
IN THE  
**CBS**  
THE SPOTLIGHT'S ON

Mr. Abrams hailed 1955 as the "introductory year for transistorized receivers" and predicted that within two or three years, the majority of radio and tv sets would contain transistors in place of vacuum tubes. He said radios with transistors will be introduced next year and perhaps some tv receivers. These radios, he noted, will be more compact and audible, and more economical to operate on their own power.

In general, he noted, the future of tv and air conditioning as industries is optimistic. His optimism extended to Emerson's aim to attain a strong position in both, referring the financial representatives to the firm's Six Year Plan that has a \$300 million annual sales objective.

Friday night Mr. Abrams spoke at the Waldorf-Astoria in New York where in a joint-

Mr. Abrams spoke at a special meeting of insurance companies at the offices of Hayden, Stone & Co., New York.

He said "contrary to popular anticipation and to the views voiced by some members of the industry," he could not see color tv becoming an important factor next year because of continued high prices for receivers and failure to provide color programming on a substantial and sustained basis. He said it would not be until 1956 before color tv plays a vital role in the electronics industry.

Mr. Abrams hailed 1955 as the "introductory year for transistorized receivers" and predicted that within two or three years, the majority of radio and tv sets would contain transistors in place of vacuum tubes. He said radios with transistors will be introduced next year and perhaps some tv receivers. These radios, he noted, will be more compact and audible, and more economical to operate on their own power.

SALES of color receivers in 1955 will be small, although the year will see progress in the increased use of transistor-equipped radio and tv sets, Benjamin Abrams, president of Emerson Radio & Phonograph Corp., said Wednesday.

### Slow Color Sales in '55, Abrams Tells N. Y. Meeting

Sales	Oct. 10, 1954	Oct. 6, 1953
Net Profit	\$67,593,000	\$65,896,000
Common Shares—	612,000	935,000
Outstanding at		
End of Period	2,361,054	2,361,054
Net Profit Per Share		
After Preferred		
Dividends	\$ .22	\$ .36

**DUMONT LABS SALES INCREASE FROM '53**

MANUFACTURING

**WEVD**  
AM FM

**4 Reasons Why**

The foremost national and local advertisers use WEVD 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

Sent for a copy of "WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director  
WEVD 117-119 West 46th St.,  
New York 19

**Retired A. F. General Heads RCA Defense Projects Group**

MAJOR GENERAL William L. Richardson, U. S. Air Force (ret.), has been appointed manager of Defense Projects Coordination, Engineering Products Div., RCA, Theodore A. Smith, vice president and general manager of the division, revealed last week. Gen. Richardson-

At the dinner, Mr. Abrams predicted that electronics would become the world's largest industry within two decades. Doors of the new laboratories were opened in Israel as a result of Mr. Abrams.

**Hazardous Occupation**

COMMENT from Dr. Albert Einstein that if he could live his life over again he would choose the occupation of plumber, recalled for Orrin E. Dunlap Jr., RCA vice president of press relations and institutional advertising, a similar anecdote in the life of Brig. Gen. David Sarnoff, RCA-NBC board chairman. When Gen. Sarnoff began his electronics career in 1906, wireless was to most people, only a fantastic dream. When neighbors inquired about the type of work her son was engaged in, Mrs. Sarnoff, embarrassed, would reply "wireless." Neighbors were confused and Mrs. Sarnoff lacked a complete explanation of the "mystery." "What shall I tell them?" she asked her son. "Well, mother," said young David, "just tell them I'm a plumber laying pipes in space." Mr. Dunlap adds: "Gen. Sarnoff has been 'plumbing' in space ever since."



son will be responsible for the overall coordination of the division's military programs and for policy planning which affects government-business operations.

The new RCA executive, who retired from military service last July, served as commander of the Air Force Missile Test Center, Patrick Air Force Base, Fla., from 1950 until his retirement. During World War II, he was commanding general of the Air Defense Command of the Ninth Air Force in Europe.

## Construction of Tv Equipment Begun by New Fleetwood Corp.

FLEETWOOD CORP., a new firm which will engage in the production and supply of tv equipment for studios, remote and closed-circuit work, is to have its main manufacturing and development organization at 1037 Custer Drive, Toledo, Ohio, according to John W. McGee, company president and former general manager of the Williams Motors Inc. electronics division.

The company plans to produce a complete tv package including both camera and transmitter era and expects to have regional showings of its products early next year.

A. R. Bitter will be consulting engineer and educational sales head and Homer Humiston will have the position of chief engineer. Both men held similar positions with Willys.

## DuMont Announces New Video Monitor Package

ALLEN B. DUMONT Labs, Instrument Div., announced last week it is placing on the market an "inexpensive" video-signal monitor, primarily for use in tv broadcasting, which is made available by "packaging" the DuMont type 325 tv line selector and 327 cathode-ray oscillograph.

A DuMont spokesman pointed out that virtually any cathode-ray oscillograph becomes a tv broadcast monitor when used in conjunction with the line selector, but said the monitoring performance of such a set-up "is necessarily limited by the characteristics of the oscillograph." He added that for these reasons these two new instruments "were designed to complement each other for use as a package in television work."

## RCA Announces New Line Of Electron Receiving Tubes

RCA's Tube Division last week announced a new line of electron receiving tubes which is described as "important to the efficient operation of a 21-inch home color television receiver."

It also announced as commercial products, six types of specially developed electronic components for the deflection and convergence of the three electron beams in the company's 21-inch color tv picture tube.

Lee Holleran, general marketing manager of the division, said the tubes and components are available to set manufacturers. Of the tubes—a beam power tube for use as a horizontal-

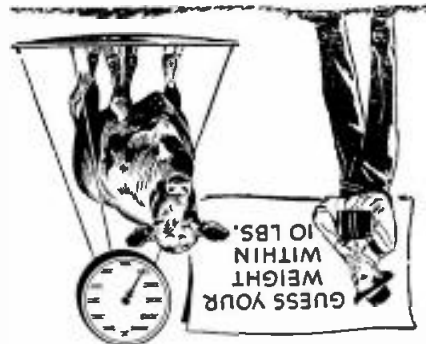
# QUICK QUIZ for BEEFEATERS

If you know the answers, you are qualified to converse (or argue) with authority in the company of visiting cowboys, eminent economists or the waiter who serves you your steak.



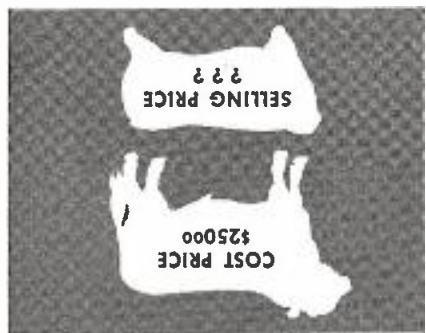
Q. Which steer will make choice grade beef?

A. The grade of the meat can't be established definitely until after the steer is dressed. But to be a buyer for a meat packing plant you'd have to be able to judge not only what the grade will be, but the meat yield within 1%.



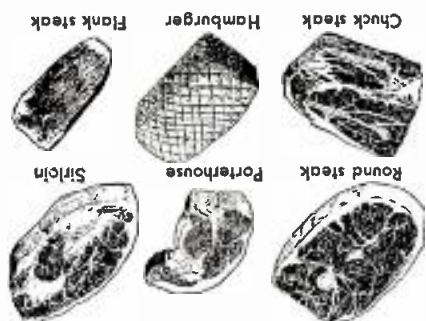
Q. How many pounds of beef in a 1000-lb. steer?

A. Dressing percentage varies from one animal to another but on the average, a steer that weighs in at 1000 lbs. "sinks down" to 600 lbs. of dressed beef. A steer that brings 25¢ per lb. on the hoof (for example) actually costs the packer about 40¢ per lb. for the beef.



Q. If the meat packer pays \$250 for a steer, what can he expect to get for the dressed beef?

A. \$250 or less. Meat packers frequently sell the beef for less than they paid for the animal on the hoof. Overhead costs and profit must come from recovery and sale of by-products, such as hides for leather, glands for medicine,



Q. Which is the best steak for broiling?

A. Opinions differ, but if you name Porterhouse as your first choice, remember there are only a few cuts of Porterhouse on a 300-lb. side of beef. That's why it naturally costs more.

## AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.





Larry Glover to CKCK-TV Regina, Sask., as production manager; Lloyd Westmoreland, formerly with CKOC Hamilton, Ont., to CKCK-TV as sales manager; William Rees to station as promotion director; Lloyd J. Saunders to station as sports director; Rita Spicer to station as women's director; E. A. Strong and Alex White to CKCK-TV as chief engineer and assistant engineer respectively.

CBL and CIBC as acting director.  
win, supervisor of radio presentations, CBC, to program headquarters, Toronto; John Kanna-production, Canadian Broadcasting Corp. tv returns to former post, director of tv drama program director, succeeding Robert Allen who CIBC Toronto, to CBLT (TV) Toronto, as R. W. McGill, director of radio, CBL and vice president.

Joseph E. Seagram & Sons Ltd., same city, as Distillers Corp.-Seagrams Ltd., Montreal, to M. M. Schneckenhauer, advertising manager,

#### INTERNATIONAL PEOPLE

DESPITE a strike in the steel industry which has delayed erection of the 500-ft. RCA wave-stack antenna for CBHT (TV) Halifax, the ch. 3 station plans to go the air with a temporary antenna before Christmas, according to W. E. S. Briggs, Canadian Broadcasting Corp. director of the Maritime Region.

### Strike Hampers CBHT (TV)

agency.  
brother, W. K. Baker, is president of the wife, two daughters and two brothers. One vertising Agency Assn. He is survived by his Baker was a past president of the Canadian Advertising agency founded by his father. Mr. and for the past 31 years has been with the ad-vision final Canadian Grey Cup football game. Mr. Baker was born and educated at Toronto caused by the excitement of watching on tele-at his Toronto home after two heart attacks, Baker Adv. Agency, Toronto, died on Nov. 27

### Baker, Canadian Adman, Dies

vice president and radio-tv director.  
national Surveys Ltd., and Peter R. Culos, direction of Paul Haynes, president of Inter-The reports are to be published monthly under audience characteristics and other features, cated audiences of two or more programs, audience flow to and from programs, undupli-listening and viewing. The reports will show reports for daytime, late evening and Sunday panels of homes in these three markets with The surveys will combine radio-tv reports on cover, by International Surveys Ltd., Toronto. nadian markets, Toronto, Montreal and Van-will be issued monthly for three major Ca-NEW series of radio and television reports

### New Market Reports Planned

set up, including the U. S.  
country in which the Nielsen service has been New German office opening marks the eighth of the parent company in Chicago.  
the British outlet and executive vice president vision of Dr. E. L. Lloyd, vice chairman of sen Co. Ltd., Oxford, and under general super-under Justin Power, a director of A. C. Niel-cerne, Switzerland. The company will operate Main, and will include another office in Lu-headquarters at Hassengasse 25 in Frankfurt-

# new TEST INSTRUMENTS for COLOR TV



TYPE 1106

#### VIDEO SWEEP GENERATOR

- High Output
- Flat Frequency Response
- Stable Keyed Carrier Markers
- Low Harmonic Distortion
- 75-ohm Internal Impedance
- Ten Marker Frequencies\*

**\$500.00 FOB Plant**  
(\*Markers \$10 ea. add'l)

**RF OUTPUT:**  
2.0 V max. p-p from 75-ohm source  
into 75-ohm load.  
**ATTENUATION:**  
0 to 63 db in 3, 10, 20 and 20 db  
steps plus 10 db variable.  
**SWEEP WIDTH:**  
6.5 mc.  
**MARKERS:**  
Keyed pulse-type markers on RF  
output; 0.01% accuracy; available  
externally, either polarity  
adjustable for Z axis modulation.  
**SAWTOOTH:**  
Locked to line frequency for  
horizontal sweep of oscilloscope.



TYPE 2123

#### CHROMATRAN

- High Output (0.2 volts peak-to-peak)
- Low Incremental Amplitude and Differential Phase Distortion
- Sound-Picture Carrier Difference Maintained within 1000 Cycles
- Available for any VHF Channel
- Video Modulating Signal DC-Restored
- Adjustable Sound-to-Picture Carrier Ratio

**\$600.00 FOB Plant**

**FREQUENCY:**  
Any single specified VHF Channel.  
PICTURE-CARRIER ACCURACY: 0.005%.  
SOUND-CARRIER ACCURACY:  
4.5 mc.  $\pm$  1000 cps above picture  
carrier frequency.  
INTERMODULATION DISTORTION  
(920 KC BEAT):  
Better than 50 db below maximum  
picture carrier level at  
maximum modulation.  
SOUND CARRIER MODULATION:  
INTERNAL: at least  $\pm$  25 kc  
deviation, 400 cycles.  
EXTERNAL: Deviation sensitivity  
 $\pm$  25 kc per volt. Maximum  
deviation  $\pm$  50 kc.  
Complete instrument catalog  
available on request.

**Tel-Instrument Co. Inc.**  
728 GARDEN STREET, CARLSTADT, NEW JERSEY

**TIC**

**THE SMART BUY IN MILWAUKEE**

**WFOV**

**860 KC**

**Adam J. Young Jr., Inc., Nat'l Reps.**

**RATES**

**REGIONAL COVERAGE AT LOCAL**

COMMENCEMENT exercises were held last week for 197 graduates of RCA Institutes Inc., New York, radio technical training school. Among the graduates were students from 10 foreign countries as well as the U. S. Members of the fall term class have completed courses in radio-ty broadcasting, servicing, advanced technology and radioteletypegraph operating. Commencement address was delivered by Emil A. Mesics, director of personnel, RCA International Division.

### Mesics Addresses RCA Grads

The museum will set aside about 13,000 square feet for two studios, a master control room, a film studio and executive offices in its east wing. WTTW also will use a theatre in the west wing of the building, located on the shoreline of Chicago's south side. Theatre is equipped with coaxial cable.

### Chicago Museum to House WTTW (TV) Headquarters

AT GRAND OPENING of Northwest Radio & Television School's new Hollywood branch, W. A. Sawyer (l.), NRTS president, explains the various training programs offered by the school to Clifford Gill of Clifford Gill Agency, Los Angeles, and Mrs. Gill. The new school, located at 1440 N. Highland in a space formerly occupied by ABC, has been completely renovated and furnished with \$27,000 worth of radio-tv equipment.



—EDUCATION—

THE MONTH-long strike by Script Supervisors Guild against the Alliance of Television Film Producers has been called off as a result of meetings held under the auspices of the Hollywood AFL Film Council. Negotiations are to be resumed and "both parties are confident that mutual areas of understanding will be reached," according to a joint statement. The strike, which featured no picket lines, followed ATP's refusal to grant the film industry-wide 5% wage increase.

### Supervisors Strike Dropped

While Hollywood membership declined slightly, SAG has gained 225 members in other cities, raising the total of paid-up members from 8,213 last year to 8,370 this year.

SAG financial surplus for the period ended Oct. 31 reached \$656,251, despite the fact that the year's operating expenses exceeded the income from dues and initiation fees by \$9,323. However, the *Bulletin* states, "substantial" income from other sources, including \$38,261 from dividends, interest and profits on investments, and \$19,645 in damage settlements from employers in union security breaches, helped erase the deficit.

Two additional Cleveland film companies, Coleman Motion Pictures and Reynolds & Howe Film Assoc., have refused to sign SAG contracts and are on the Guild unfair list, union officials noted. Griswold-Eshleman Co., Cleveland advertising firm, has signed the Guild code, leaving Foster & Davies Inc., the only one of 46 area agencies on the unfair list, according to the *Bulletin*.

Hollywood producer Bernard Tabakin and the syndicated tv film series *China Smith* are no longer on the SAG unfair list, the *Bulletin* further revealed. Guild has reached an agreement with Mr. Tabakin on residual payments due actors from previous series films and actors are now receiving payments, Guild officials said.

Stressing that the financial condition of the tv industry has "improved greatly" since negotiation of the current contract, which permits first and second showings of such films for actors' initial salary payment, Mr. Dales stated, "The actor, at present, is giving away a second run of great value to the sponsor who shows it." The tv entertainment film contract expires July 20, 1955.

Also in the *Bulletin*, SAG officials revealed they have been discussing with H. R. Landon, U. S. Immigration and Naturalization Service district director, importation of foreign actors. In a published letter to SAG, Mr. Landon said, "The prospective employer who wishes to import an alien actor should be required to certify that the compensation to be paid to the alien's work here is sufficient to justify the phrase of the law, 'service of an exceptional nature requiring such merit and ability.' In our considered opinion, the compensation should be at least \$1,500 a week. In this connection, we understand the New York district office now requires that a non-resident alien must receive at least \$1,500 for one performance in live tv in order to qualify under the 'distinct merit and ability' clause. Actors' salaries on live tv are somewhat lower than in theatrical motion pictures. It would also seem that the prospective employer should certify that the alien actor he wishes to import is to play a *starting or featured* (Mr. Landon's emphasis) role and not one which ordinarily would be played by a resident professional actor."

Guild will ask minimum wage for each commercial made with payment at time services are performed.

## SAG WOULD NARROW FILM, LIVE RATE GAP

—PERSONNEL RELATIONS—

### duPont Awards DEADLINE

December 31 is the final date for forwarding presentations in support of nominations for the 1954 radio and television awards of the Alfred I. duPont Awards Foundation. Alfred I. duPont Awards Foundation, Washington and Lee University, Lexington, Virginia.

Further information on Screen Actors Guild demands in forthcoming negotiations with film producers in tv commercial and program fields [B.T., Nov. 22] was revealed last week by John L. Dales, SAG national executive secretary, in the monthly *Intelligence Bulletin* issued to members and the press.

In addition to general wage increases for film commercials, SAG will ask that actors be paid at least Guild minimum "for each and every commercial made in a day or a session," with payment at the time services are performed. SAG intends to bring film commercial rates "more closely in line with live commercial rates," Mr. Dales commented.

Guild also will seek to "tighten up" provisions in the present contract regarding editing privileges and to extend contract coverage to commercials filmed abroad. The tv film commercial contract expires March 1, 1955. To eliminate the present producer practice of hiring actors for leading roles at minimum rates in tv entertainment films, Mr. Dales will seek both minimum increases and establishment of a "sliding scale" system of minimum payments. Elaborating on "sliding scale," he told members that, for example, different rates would prevail for minor roles with only a few lines than for more important parts.

The Guild will no longer agree to second runs for tv entertainment films without residuals to actors involved, the national secretary



**KSTV BOOTH**  
MORE than 10,000 visitors registered at the both of KSTV Stephenville, Tex., during the United Press teletype to the celebration, and all news, weather and feature programs were originated from the booth. KSTV also gave away radios at the event and provided icewater to the visitors.

**WBZ COVERS FIRE**  
COMPLETE, on-the-scene coverage of a \$1.5 million fire Nov. 21 was carried by WBZ Lock Haven, Pa., Harris Lipetz, general manager, has reported. Mr. Lipetz made nine 15-minute newscasts between 5:30 p.m. and midnight from a store across the street from the fire, which destroyed a half-block section in the

is required to identify the object before a buzzer sounds. Each program features a special shadow puzzle for which home viewers who send in correct identifications will be awarded \$25 savings bonds.

## TWO WAVE CONTESTS

WAVE Louisville, Ky., is conducting two contests simultaneously to provoke listener interest in the station. Twenty-five portable radios are being given away to the listeners called at random who are able to identify the voice of the WAVE or NBC star which is being broadcast on station identifications throughout the day. Listeners also are being encouraged to write letters of 25 words or less for a radio-TV-phonograph combination or one of two resort vacations.

**PAUL BUNYAN STATION**  
PAUL BUNYAN, for the past two years the advertising symbol of WCCO Minneapolis-St. Paul, is traveling to agencies and advertisers in a sheath of ad reprints of the station, symbolizing his bigness as WCCO's bigness. The nine Paul Bunyan ads, reprinted from leading broadcasting industry publications, all plug the station's largeness in some degree. They are contained in a yellow folder titled "Bigger than Bunyan," which includes a message from Larry Haag, general manager of the station, who says "... only WCCO Radio has the power and coverage to bring you gigantic sales in the rich four-state Northwest."

## EDUCATIONAL SERIES

RUTGERS U.'s educational tv series on WATV (TV) Newark, N. J., has been deemed a success by the school, as it reviewed its first year of telecasting. During its beginning year in which the programs featured were concerned with art, mathematics, conservation, geography, entomology and languages, the shows received a total of 3,824 letters from interested listeners.

## KDKA CHICAGO FARM REPORTS

DAILY broadcasts from the International Livestock Exposition and the National 4-H Club Congress from Chicago were featured on the Farm Hour of KDKA Pittsburgh Nov. 29 through Dec. 3 by Homer Martz, the station's agricultural director. The special Chicago reports were presented through the cooperation of the Producers Livestock Cooperative Assn. of Pittsburgh, an organization which provides marketing and related services to livestock men of the Tri-State area. The reports consist of interviews with KDKA area exhibitors at the show and 4-H Club members who are winners of state and national awards and special features dealing with the two meetings.

## WRC-TV 'SHADOW STUMPERS'

WRC-TV Washington, D. C., is featuring a five-minute each weekday night *Shadow Stumpers* program in which the shadow of some familiar object is flashed on a screen and the audience



VEE JAMES, women's editor of WCKY Cincinnati, and Rex Dale, conductor of Make Believe Ballroom over that station, stand beside WCKY's mobile unit when it was taken to the new six-million-dollar Western Hills Plaza Shopping Center in Cincinnati Nov. 15-20 to broadcast its formal opening. The 3,000-car parking lot of the center was filled each afternoon with people who came to inspect the 31 stores in the project and see WCKY personalities. The station originated its entire afternoon schedule from there during that period.

# "OUR BEST PORTABLE RECORDER YET"

says Richard Parks, Asst. Chief Engineer, ABC, San Francisco

"This new Ampex 600 really fills a need. We like it. It's light. It's compact. And its fidelity and timing accuracy leave nothing to be desired. Now no matter how important the program material, we can send the 600 out after it. The results that come back are as good as we could have recorded inside our studio on Ampex 350s. For program protection the 600's third head is an excellent feature. The engineer monitors as he records. There's no guesswork. The recording is always right."

"The photo shows Bill Adams, our farm reporter. He has made extensive use of the 600 for farm interviews.

## NOW THERE'S AN AMPEX FOR EVERY BROADCAST NEED

The new 600 completes the Ampex line. In any station it's an ideal portable, and for many it's an all purpose machine. The Ampex 600 fits limited space and limited budgets, but does an unlimited job. Base price is \$498. In portable case it's \$545. The Ampex 620, a portable amplifier-speaker unit in matching case is a superb quality monitoring unit, usable inside or out; price is \$149.50. The Ampex 350 is the versatile broadcast studio machine. It has a remote control plug-in, two speeds, 10 1/2-inch reels, easy editing and quick accessibility for service. Its durability defies time and hard usage.

bulletins on the low cost Ampex 600, the versatile 350, the 450 eight-hour reproducer and the Ampex Tape Duplicator are available on request. Write today to Dept. D-1881

*Signature of Precision in Sound*

934 CHARTER STREET • REDWOOD CITY, CALIFORNIA

CORPORATION

AMPEX

Distributors in principal U. S. cities

BROADCASTING • TELECASTING

**KITE MAILING PIECES**  
AMONG the latest promotional mailing pieces made to fit the top of a cocktail shaker, car-strainer and a hot pot holder. The strainer, of KITE San Antonio, Tex., are a plastic

**WJAG HOSPITAL PROGRAM**  
AN ANNIVERSARY has been celebrated by WJAG Norfolk, Neb., for a program which has been produced and directed by patients of the State Mental Hospital in Norfolk for the past 23 years. In 1931, Art Thomas, then manager of WJAG, happened to attend a musical show staged by the hospital, and decided to help it in producing a series of programs. Since then, the 15-minute musical and recreational therapy show has been aired continuously two Sundays a month. Mrs. Louis Young, director of music for the program, reports the series "has achieved nation-wide recognition among mental hospitals" since its inception and believes it is the only continuous show of its type in the country.

**WLOS-TV SET COUNT**  
COMPARISON by counties of the circulation of the *Asheville* (N.C.) *Citizen-Times* and the tv set count of WLOS-TV Asheville in the news-paper's circulation area has been prepared by the station. In the 20-county report, the families and tv sets of each and the paper's daily and Sunday circulation of each are compared side-by-side. The chart shows the station's total 20-county set count to be 50,923, based on a Nov. 1 report of the A. C. Nielsen Co. The paper's circulation, from the Sept. 20 ABC Audit Reports, is 54,997 daily and 49,887 on Sundays.

**RUTH LYONS FLIGHT**  
EIGHTY-FOUR young men joined the "Ruth Lyons' Flight" when the WLWT (TV) Cincinnati personality staged a drive to aid Air Force recruitment in the area. The campaign, which was plugged between Nov. 11, Veterans' Day, and Nov. 25, Thanksgiving, was expected to recruit only 60 persons, and thus far has exceeded Air Force expectations. WLWT believes this is the first time an Air Force flight has been named for a tv personality.

**SMOKE-EATING ANNOUNCER**  
WHEN a fire broke out in the Mohican Hotel, which houses the studios of WNLC New Haven, Conn., John Leffingwell, announcer at the station, broadcast a running account of the blaze while it burned around him. Mr. Leffingwell was airing a local news summary when the fire occurred, breaking out on the main floor and shooting up to WNLC's second floor studios. He continued his broadcast, giving a description of the hotel's evacuation and the progress of the fire fighting. Mr. Leffingwell, who had to shut off his microphone intermittently to cough from the heavy smoke, later was relieved by the station news staff. Damage to WNLC's studios was heavy, but all of the engineering equipment was intact, and the station continued on the air.

**CHCH-TV WOMEN'S SHOW**  
CHCH-TV Hamilton, Ont., has started an afternoon women's program, *The Teddy For- man Show*, between 1:30 and 2:30 p.m., Mondays through Fridays. It includes such features as decorating tips, interviews, fashions, hobbies and household hints. A guest chef daily prepares a main dish on the kitchen portion of the show. A special section of the program featuring Christmas decorations is being telecast during December.

**COLORCASTING**

Advance Schedule  
Of Network Color Shows

Dec. 8 (10-11 p.m.): <i>Best of Broadway</i> , "The Philadelphia Story," Westinghouse Electric Co. through McCann-Erickson.	Dec. 14 (9-9:30 p.m.): <i>Meet Millie</i> , Carter Products through Sullivan.	Dec. 19 (9-9:30 p.m.): <i>Fred Waring Show</i> , General Electric Co. through BBDO.	Dec. 23 (8:30-9:30 p.m.): <i>Shower of Stars</i> , "Christmas Carol," Chrysler Corp. through McCann-Erickson.	Dec. 25 (4:30-5 p.m.): <i>Holy Night</i> (sustaining).	Dec. 26 (5-6:30 p.m.): <i>Omnibus</i> , Alumnium of Canada and Scott Paper Co. through J. Walter Thompson, Norcross Co. through Abbott Kimball.	Dec. 30 (12:45-1 p.m.): <i>Guiding Light</i> , Procter & Gamble Co. through Compton Adv.
Dec. 9 (9:30-10 p.m.): <i>Ford Theatre</i> , "Charley C. Co.," Ford Motor Co. through J. Walter Thompson.	Dec. 13 (8-9:30 p.m.): <i>Producers' Showcase</i> , "Date Line," Ford Motor Co. and RCA through Kenyon & Eckhardt.	Dec. 16 (9:30-10 p.m.): <i>Ford Theatre</i> , Ford Motor Co. through J. Walter Thompson.	Dec. 18 (9-10:30 p.m.): <i>Max Liebman Presents</i> , "Babes In Toyland," Oldsmobile Div. General Motors Corp. through D. P. Brothers & Co.	Dec. 23 (9-9:30 p.m.): <i>Dragnet</i> , Liggett & Myers Tobacco Co. through Cunningham & Walsh.	Dec. 23 (9:30-10 p.m.): <i>Ford Theatre</i> , Ford Motor Co. through J. Walter Thompson.	Dec. 30 (9:30-10 p.m.): <i>Ford Theatre</i> , Ford Motor Co. through J. Walter Thompson.

[Note: This schedule will be corrected to press time of each issue of B.T.]

**'NBC TRAVEL BUREAU'**  
NBC Radio began a new program, *NBC Travel Bureau*, Nov. 20 (7-7:05 p.m. EST) and Nov. 21 (10:30-35 p.m. EST), serving as a twice-weekly clearing house for listeners who are prospective vacationers abroad. Horace Sutton, travel expert and author of a syndicated travel column appearing in the *Saturday Review* and various travel books, conducts the program, answering questions on methods of travel, expenses, budgets, sights to see, places to eat and even the amount of tip for a porter or rickshaw driver.

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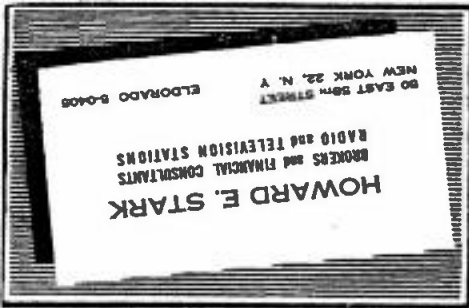
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WBZ-FM Springfield, Mass.—Westinghouse Bestg. Co. granted request to cancel license and delete fm station on ch. 246. Deleted Nov. 22; announced Nov. 30.

WBZ-FM Boston, Mass.—Westinghouse Bestg. Co. granted request to cancel license and delete fm station on ch. 225. Deleted Nov. 22; announced Nov. 30.

WCOV-FM Montgomery, Ala.—Capital Bestg. Co. granted request to cancel license and delete fm station on ch. 233. Deleted Nov. 22; announced Nov. 30.

### STATIONS DELETED

WTAM-FM Cleveland, Ohio—National Bestg. Co. granted CP to change ERP to 3.7 kw; transmitter location to Parma, Ohio; antenna height above average terrain to 900 ft. Granted Nov. 22; announced Nov. 30.

KWOS-FM Jefferson City, Mo.—Capital Bestg. Co. granted mod. of license to reduce ERP to 3.1 kw. Granted Nov. 22; announced Nov. 30.

KSON-FM San Diego, Calif.—KSON Bestg. Co. granted mod. of CP to change ERP to 14 kw; antenna height above average terrain to 14 ft. Granted Nov. 23; announced Nov. 30.

### ACTION BY FCC

Existing Fm Stations . . .

KWOR World, Wyo.—Joseph P. Ernst seeks CP to change from 1490 kc to 1340 kc. Filed Nov. 29.

WKMH Dearborn, Mich.—WKMH Inc. seeks CP to change nighttime power from 1 kw to 5 kw on 1310 kc. Filed Nov. 23.

East Longmeadow, Mass. Filed Nov. 23.

WJRO Springfield, Mass.—Springfield Bestg. Co. seeks CP to change from employing directional to non-directional on 1600 kc and to change transmitter and studio location to 567 Shaker Rd., Springfield, Mass. Filed Nov. 23.

### APPLICATIONS

day, unlimited on 1430 kc. Granted Dec. 1.

KBRC Mt. Vernon, Wash.—Beckley Radio Co. granted CP to change from 500 w unlimited, directional night to 5 kw, unlimited, directional day and night on 610 kc. Granted Nov. 24.

KWIE Kennewick, Wash.—KWIE Inc. granted CP to change from 1 kw unlimited, directional night to 1 kw daytime. Granted Dec. 1.

WALD Waterbury, S. C.—Waterbury Bestg. Co. granted CP to change from 1490 kc 250 w unlimited to 1220 kc 1 kw daytime. Granted Dec. 1.

WHL Medford, Mass.—Conant Bestg. Co. granted CP to change from 500 w daytime to 1 kw daytime on 1430 kc. Granted Nov. 24.

WSUI Iowa City, Iowa—State U. of Iowa granted permission to reduce hours of operation from unlimited to a minimum of 6 hours daily from Dec. 20 through Jan. 1, in order to observe U. vacation period. Granted Nov. 22; announced Nov. 30.

WMLT Dublin, Ga.—Dublin Bestg. Co. granted CP to change from 1340 kc to 250 w unlimited to 1330 kc 1 kw daytime. Granted Nov. 24.

### ACTIONS BY FCC

Existing Am Stations . . .

WYNEZ Wroten d/b as New Albany Bestg. Co. amended bid for new am station on 1580 kc 250 w daytime to specify 1470 kc 500 w. Filed Nov. 26.

New Albany, Miss.—Vernon K. Wroten & Adams, Inc. granted permission to change ERP to 250 w unlimited, directional night to specify 1220 kc day-time, directional. Filed Nov. 23.

### APPLICATION AMENDED

Oxnard, Calif.—J. Claude Warren, Paul E. Wilkins & J. Q. Floyd d/b as Pacific Bestg. Co. amended bid for new am station on 1520 kc 250 w unlimited, directional day and night to specify 1220 kc day-time, directional. Filed Nov. 23.

Cameron Herald. Filed Nov. 22.

Mathews (25%). Filed Nov. 26.

WLTN (FM) Lewiston, Pa., 1220 kc, 250 w day-time. Post office address 5 West Market St., Lewiston, Pa. Estimated construction cost \$6,600.

radio school. Filed Nov. 22.

depl. store employee, and D. H. White, student at

year operating cost \$32,400, revenue \$42,000. First year operating cost \$22,721. First year operating cost \$22,721. First year operating cost \$22,721.

1310 kc, 500 w day-time, directional. Post office address 102 East Elm St., El Dorado, Ark. Estimated construction cost \$22,721. First year operating cost \$22,721. First year operating cost \$22,721.

Memphis, Tenn.—Tri-State Bestg. Service granted CP to change from 1430 kc 1 kw daytime, directional to 1430 kc 1 kw daytime, directional. Post office address 706 Union Ave.

Granted Nov. 24.

and Secretary: Treasurer Vesla B. Smith (4%).

cost \$6,197, first year operating cost \$24,000, revenue \$28,000. Principals include President Cary H. Simpson (48%); Vice President John A. Fay (4%).

WFRM Connersport, Pa. Estimated construction cost \$24,000, revenue \$28,000. Principals include President Cary H. Simpson (48%); Vice President John A. Fay (4%).

Nov. 24.

jobber. Granted Nov. 24.

Harford (1%), also wholesaler electronics parts

wholesale electronics parts jobber, and James W. Vegas & Your Host: Frederick V. Jones (1%).

Henderson, Nev., and publisher of magazine Las Vegas. Estimated construction cost \$13,656, first year operating cost \$20,120, revenue \$35,000. Principals include Thompson Magowan (1%).

Post office address 211 South 15th St., Las Vegas. Jones & Harford granted 1450 kc, 250 w unlimited. Reno, Nev.—Thompson Magowan, Frederick V. Jones & Harford d/b as Magowan, Frederick V. Jones & Harford. Filed Nov. 24.

of Conway (Ark.) Baptist College. Granted Nov. 24.

pastor, and Dr. D. N. Jackson (1%). President

cost \$3,900, first year operating cost \$20,000, revenue \$35,000. Principals include Carol F. Jackson (1%).

Kingston St., Laurel. Estimated construction cost \$3,900, first year operating cost \$20,000, revenue \$35,000. Principals include Carol F. Jackson (1%).

d/b as American Southern Bestg. Co. granted 1330 kc, 1 kw daytime. Post office address 118 W. Laurel, Miss.—Carroll F. and D. N. Jackson. Filed Nov. 24.

Granted Dec. 1.

manager of station WFAA Frederickburg, Va.

construction cost \$27,995, first year operating cost \$36,000, estimated revenue \$42,000. Applicant is

granted 1470 kc, 1 kw daytime. Post office address Box 269, Frederickburg, Va. Estimated construction cost \$27,995, first year operating cost \$36,000, estimated revenue \$42,000. Applicant is

Pocomoke City, Md.—Walter F. Harris Jr. and Roy Cornette (25%). Granted Nov. 24.

Robert S. Bishop (25%). Claude L. Clayton (25%).

ing cost \$40,000, revenue \$50,000. Principals include W. S. Sample (25%); W. S. Sample (25%); W. S. Sample (25%).

office address 7 W. S. Sample, Morehead. Estimated construction cost \$20,680, first year operating cost \$40,000, revenue \$50,000. Principals include W. S. Sample (25%); W. S. Sample (25%); W. S. Sample (25%).

Morehead, Ky.—W. S. Sample, Robert S. Bishop, Claude L. Clayton, Roy Cornette d/b as Morehead Bestg. Co. granted 1330 kc, 1 kw daytime. Post office address 7 W. S. Sample, Morehead. Estimated construction cost \$20,680, first year operating cost \$40,000, revenue \$50,000. Principals include W. S. Sample (25%); W. S. Sample (25%); W. S. Sample (25%).

on 1590 kc 5 kw daytime. Granted Dec. 1.

Inc. in pending application for new am station caused by operation of proposed Rollins Bestg. Co. granted permission to change from 1590 kc 5 kw daytime to 1590 kc 5 kw daytime. Granted Dec. 1.

W. T. Scott, lumber and car dealer, general partner (35%); W. T. Scott, lumber and car dealer, general partner (35%); W. T. Scott, lumber and car dealer, general partner (35%).

banker and car dealer, general partner (35%); W. T. Scott, lumber and car dealer, general partner (35%); W. T. Scott, lumber and car dealer, general partner (35%).

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the AVC circuit of a receiver monitoring

Contrad alarm tone or by connection to

aligned to be triggered by the 1000 cycle

Contrad electronic alarm system. De-

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## CONELRAD KIT

Colorado Springs, Colo.—Music Bestg. Corp.  
granted 740 kc, 250 w daytime. Post office ad-  
dress % John L. Buchanan, 445 Kramaria Street.

of assignment of CP to CBS. Filed Nov. 23.

terrain 573 ft. Application is contingent on grant

& 6th Milwaukee; antenna height above average

to Schroeder Hotel, Wisconsin Ave., between 5th

seek mod. of CP for ch. 19 to change ERP to 225

WOK Milwaukee, Wis.—Bartell Bestg. Inc.

Store, filed Nov. 23.

ingent on grant of assignment of WMLT-TV to

mod. of CP to change from ch. 27 to ch. 23 con-

WMLT-TV Miami, Fla.—Store Bestg. Co. seeks

81.3 kw visual and 15.7 kw aural. Filed Nov. 29.

seeks mod. of CP for ch. 12 to change ERP to

KVAR (TV) Mesa, Ariz.—KVAR Bestg. Co.

24; announced Nov. 30.

67 for the period ending Jan. 29. Granted Nov.

Co. granted STA to operate commercially on ch.

Nov. 30.

WPMZ-TV Allentown, Pa.—Penn-Allen Bestg.

2 until May 3, 1955. Granted Nov. 19; announced

Co. granted STA to operate commercially on ch.

Nov. 30.

KCKT (TV) Great Bend, Kan.—Central Kan. TV

announced Nov. 30.

kw visual and 121 kw aural. Granted Nov. 23;

ed mod. of CP for ch. 28 to change ERP to 206

WPAK-TV Columbus, Ga.—TV Columbus grant-

ed Nov. 26; announced Nov. 30.

enna height above average terrain 460 ft. Grant-

change ERP to 245 kw visual, 122 kw aural; an-

WSPN-TV St. Petersburg, Fla.—City of St.

granted mod. of CP for ch. 38 to

93,368.49, first year operating cost \$56,000, revenue

\$48,000. Principals include John L. Buchanan,

secretary-treasurer KTLN Denver, Colo., presi-

dent (100%); Stella W. Buchanan, housewife, vice

president; James W. Buchanan, sales representa-

tive, KTLN, and owner, photography business,

secretary-treasurer. Granted Dec. 1.

Adel, Ga.—Robert A. Davis, W. M. Forshoe and

W. T. Scott d/b as Cook County Bestg. Co. grant-

ed 1470 kc, 1 kw daytime. Post office address %

Robert A. Davis, 1301 10th St., S.W., Mountain, Ga.

Estimated construction cost \$26,160, first year op-

erating cost \$30,761, revenue \$55,000. Principals

include Robert A. Davis, communications super-

visor, Spence Field, Mountain, Ga.; station man-

ager and chief engineer (30%); W. M. Forshoe,

banker and car dealer, general partner (35%);

W. T. Scott, lumber and car dealer, general part-

ner (35%). Granted Dec. 1.

Mt. Vernon, Ind.—Henry C. Sanders & Norman

Hall d/b as Mt. Vernon Bestg. Co. granted 1590 kc,

500 w daytime. Estimated construction cost \$21,

466, first year operating cost \$25,000, revenue

\$40,000. Principals include Henry C. Sanders

(75%), 75% owner WBWL Boonville and WBTO

Linton, Ind., and Norman Hall (25%), 25% owner

WBWL and WBTO. Post office address % Henry

Sanders, Boonville. Subject to condition that

permitted accept any interference that may be

caused by operation of proposed Rollins Bestg.

Inc. in pending application for new am station

on 1590 kc 5 kw daytime. Granted Dec. 1.

Morehead, Ky.—W. S. Sample, Robert S. Bishop,

Claude L. Clayton, Roy Cornette d/b as Morehead

Bestg. Co. granted 1330 kc, 1 kw daytime. Post

office address 7 W. S. Sample, Morehead. Esti-

mated construction cost \$20,680, first year operat-

ing cost \$40,000, revenue \$50,000. Principals in-

clude W. S. Sample (25%); W. S. Sample (25%);

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office address 7 W. S. Sample, Morehead. Esti-

mated construction cost \$20,680, first year operat-

ing cost \$40,000, revenue \$50,000. Principals in-

clude W.



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porting and exporting; Vice Pres.-Treas. Carol D. Brandon (85%), and Vice Pres.-Sec. Morris H. Berger (12%).

WTBO-A-M-TV Cumberland, Md.-Stockholder Inc. seeks voluntary assignment of license to Tom Moore, Lawrence A. Hollins, L. Orden Craig, Henry L. Jolley and Nellie H. Fowler d/b as Radio Station WSHR. No consideration involved as principals retain identical percentage of ownership. Filed Nov. 24.

WMIE-TV Miami, Fla.—WMIE Inc. seeks assignment of CP for ch. 27 to Storer Bstg. Co. for \$35,410. Filed Nov. 19.

WGAC Augusta, Ga.—Twin States Bstg. Co. seeks voluntary relinquishment of control by Millwee Owens & G. R. Boswell through purchase of 1/3 interest by A. D. Boswell for \$45,000. Filed Nov. 23.

WGCA Columbus, Ga.—L. H. Christian & C. A. McClure d/b as Christian & McClure seek voluntary assignment of license to WGCA Inc. No consideration involved as partners retain identical interests. Filed Nov. 22.

KFNF Shenandoah, Iowa—Capitol Bstg. Co. seeks involuntary transfer of control to Ethel S. Abbott, LeRoy Abbott & Arthur J. Abbott, executors of the estate of C. J. Abbott (47%), deceased. Filed Nov. 17.

WNEM-TV Bay City, Mich.—North Eastern Mich. Corp. seeks assignment transfer of negative control by Sarnian Bstg. Co. (WSAM-A-M-TM) to Sarnian Bstg. Co. through sale of 1/3 interest for \$155,000. Gerity Bstg., owner of WABJ Adrian and WPNP Pontiac, both in Michigan, will now be sole owner. Filed Nov. 22.

KWNO-A-M-FM Winona, Minn.—Maxwell H. Maxwell seeks voluntary assignment of license to Maxwell H. White, Edward M. Allen & H. R. Hurd d/b as Winona Radio Service through sale of 10% interest based on net worth of the company. Filed Nov. 22.

WJEL Springfield, Ohio—Champion City Bstg. Co. seeks voluntary transfer of control to R. Stanley Lucas, William E. Bailey and Robert L. Yontz through sale of all stock by George R. Walker through sale of all stock and assumption of liabilities. Principals include R. Stanley Lucas (1/3), attorney, and Robert L. Yontz (1/3), WJEL salesman. Filed Nov. 24.

WSTV-TV Steubenville, Ohio—WSTV Inc. seeks assignment of CP for ch. 9 to Columbia Bstg. System for \$3 million. Filed Nov. 19.

WUSN-A-M-TV Charleston, S. C.—Southern Bstg. Co. seeks voluntary relinquishment of control by J. D. Hastie, S. C. Hastie & C. N. Hastie Jr. through issuance of 40% interest in new treasury stock to local Evening Post Pub. Co. Nov. 22.

KRBC-A-M-TV Abilene, Tex.—Reporter Bstg. Co. seeks voluntary assignment of license to Lewis J. Ackers, Sybil Ackers, Dale Ackers & Jack Andrews d/b as Abilene Radio & TV Co. No consideration involved as change is from corporation to partnership with each principal retaining 1/3 interest. Filed Nov. 26.

KCOH Houston, Tex.—Call of Houston Inc. seeks voluntary transfer of control to Robert C. Meeker through sale of all stock for \$86,000. Mr. Meeker is president-general manager of the station. Filed Nov. 26.

KFST Ft. Stockton, Tex.—Clyde E. Thomas & George T. Thomas d/b as Ft. Stockton Bstg. Co. seek voluntary assignment of license to Clyde E. Thomas through purchase of 1/2 interest from G. T. Thomas for \$1,500. Clyde E. Thomas will now be sole owner. Filed Nov. 22.

KANG-TV Waco, Tex.—Central Tex. TV Co. seeks assignment of CP for ch. 34 to Texas Bstg. Co. for \$115,000 and assumption of \$19,000 indebtedness. Texas Bstg. is owner of KTBC-A-M-TV Austin, Tex. Filed Nov. 22.

WVVM-A-M-FM-TV Fairmont, W. Va.—Fairmont Bstg. Co. seeks voluntary transfer of control to Donn D. Baer through sale of 75% interest for \$72,500. J. Patrick Beacom retains 25% interest to Donn D. Baer. Filed Nov. 22.

WRCO Richmond Center, Wis.—Richland Bstg. Corp. seeks voluntary transfer of control to Hala B. Peebles through sale of all stock for \$75,000. Hala B. Peebles is employee for local A. H. Krouskop Co. Filed Nov. 24.

FINAL DECISION

Hearing Cases . . .

Ownership Changes . . . ACTIONS BY FCC

KRDO-A-M-TV Colorado Springs, Colo.—Pikes Peak Bstg. Co. seeks voluntary transfer of control from Joseph H. Robert to William J. Gregory, Harry C. Roth and Harry W. Roth through sale of 50.3% interest for \$24,500 plus cancellation of \$13,000 note due Mr. Gregory. Purchasing group will now own approximately 86% interest. Granted Dec. 1.

WMT-TV Cedar Rapids, Iowa—American Bstg. Stations Inc. granted assignment of license and CP to WMT-TV Inc. through sale of 100,000 shares of \$1 par value common voting stock. President is William B. Dolph. Granted Dec. 1.

KCOM Sioux City, Iowa—KCOM Bstg. Co. granted voluntary assignment of license to a partnership d/b as Siouxland Bstg. Co. for \$120,000. Principals in the partnership include William F. Johns Jr. (90%), 51% owner WOSH-Oshkosh, Wis.; W. F. Johns Sr. (33%), president-9% owner WSPJ Stevens Pt., Wis., pres.-70% owner WSHB Stillwater, Minn., and 17% owner WOSH; Patricia Johns (33%), and Penrose H. Johns (33%), treas.-5% owner WSHB and 17% owner WOSH. Granted Dec. 1.

KOFO Ottawa, Kan.—James M. Jones & Herbert M. Jones d/b as Ottawa Bstg. Co. granted voluntary assignment of license to Rodrick B. Cupp and his wife Edwina W. Cupp d/b as Ottawa Bstg. Co. for \$40,000. Mr. Cupp is sales employee of KMBG-A-M-TV Kansas City. Granted Nov. 24.

WJPD Ishpeming, Mich.—Ishpeming Bstg. Co. granted involuntary transfer of control to Olive E. Deegan (51%), executrix of the estate of James E. Deegan, deceased. Granted Nov. 24; announced Nov. 30.

WMIN-A-M-FM St. Paul, Minn.—WMIN Bstg. Co. granted assignment of license to Franklin Bstg. Co. for \$75,000. Franklin Bstg. is owned by William F. Johns and family, owners of WOSH-Oshkosh, Minn. Granted Dec. 1.

WVOK Charlotte, N. C.—O. L. Freeman, J. L. Friedman and Paul Jones d/b as Queen City Bstg. Co. granted voluntary assignment of CP to Rounsaville of Charlotte Inc. Robert W. Rounsaville, owner of WVOK-TV Atlanta, Ga.; WLOU-WOXL-TV Louisville, Ky.; WCIN-WOXM-TV Cincinnati, WBAC Cleveland and 51% owner WBEL Elizabeth, Tenn., pays \$3,000 for 10% interest and receives 50% interest for managing the station. Granted Nov. 24.

WLOK-A-M-TV Lima, Ohio—WLOK Inc. granted transfer of control to Northwestern Ohio Bstg. Corp. through sale of all stock for \$750. Northwestern Ohio Bstg. is owner of WIMA-A-M-TV Lima. On condition that the sale not be consummated prior to the surrender of license of WLOK and CP for WIMA-TV. Granted Dec. 1.

WHYL Carlisle, Pa.—Richard Field Lewis Jr. granted voluntary assignment to Richard F. Lewis Jr. Inc. of Carlisle. No consideration as purpose is to incorporate proprietorship. Granted Nov. 22; announced Nov. 30.

WAYZ Waynesboro, Pa.—Richard Field Lewis Jr. granted voluntary assignment of license to Richard F. Lewis Jr. Inc. of Waynesboro. No consideration as purpose is to incorporate proprietorship. Granted Nov. 22; announced Nov. 30.

WSIG Mt. Jackson, Va.—Richard Field Lewis Jr. granted voluntary assignment of license to Richard F. Lewis Jr. Inc. of Mt. Jackson. No consideration as purpose is to incorporate proprietorship. Granted Nov. 22; announced Nov. 30.

WINC-WRFL (FM) Winchester, Va.—Richard Field Lewis Jr. granted voluntary assignment of license to Richard F. Lewis Jr. Inc. of Winchester. No consideration as purpose is to incorporate proprietorship. Granted Nov. 22; announced Nov. 30.

KJR Seattle, Wash.—Mt. Rainier Radio & TV Bstg. Corp. granted transfer of control from Theodore R. Gamble and C. Howard Lane to John F. Malloy and Lester M. Smith through sale of all interest for \$150,000. Mr. Malloy is owner of KVSJ San Mateo, Calif., and 10% owner of KROY Sacramento. Mr. Smith is manager of KVSJ. Granted Nov. 24.

KFSD-A-M-FM-TV San Diego, Calif.—Airtan Radio Corp. seeks voluntary assignment of license to parent corporation KFSD Inc. Filed Nov. 23.

KUKI Ukiah, Calif.—Marvyn E. Sims executed the estate of Bartley T. Sims, deceased seeks voluntary assignment of license to Marvyn E. Sims (100%), sole heir to the estate. Filed Nov. 22.

WWCO Waterbury, Conn.—The Mattatuck Bstg. Co. seeks voluntary assignment of license to New England Bstg. Corp. for \$67,500. Principal include Pres. Lawrence Brandon (2 1/2%), im-





# PROFESSIONAL CARDS

## SERVICE DIRECTORY

**JANSKY & BAILEY INC.**  
Executive Offices  
1735 De Sales St., N.W.  
Offices and Laboratories  
1339 Wisconsin Ave., N.W.  
Washington, D. C.  
Adams 4-2414  
Member AFCEC

**JAMES C. McNARY**  
Consulting Engineer  
National Press Bldg., Wash., 4, D. C.  
Telephone District 7-1205  
Member AFCEC

**PAUL GODLEY CO.**  
—Established 1926—  
Upper Montclair, N. J. MO. 3-3000  
Laboratories Great Neck, N. J.  
Member AFCEC

**GEORGE C. DAVIS**  
501-514 Munsey Bldg. Starling 3-0  
Washington 4, D. C.  
Member AFCEC

**Commercial Radio Equip. Co.**  
Everett L. Dillard, Gen. Mgr.  
WASHINGTON, D. C.  
P. O. BOX 7037 JACKSON 5302  
KANSAS CITY, MO.  
Member AFCEC

**A. D. RING & ASSOCIATES**  
30 Years' Experience in Radio  
Engineering  
Pennsylvania Bldg. Republic 7-2347  
WASHINGTON 4, D. C.  
Member AFCEC

**GAUTNEY & JONES**  
CONSULTING RADIO ENGINEERS  
1052 Warner Bldg. National 8-7757  
Washington 4, D. C.  
Member AFCEC

**Craven, Lohnes & Culver**  
MUNSEY BUILDING DISTRICT 7-8  
WASHINGTON 4, D. C.  
Member AFCEC

**FRANK H. MCINTOSH**  
CONSULTING RADIO ENGINEER  
1216 WYATT BLDG.  
WASHINGTON, D. C.  
Metropolitan 8-4477  
Member AFCEC

**RUSSELL P. MAY**  
711 14th St., N. W.  
Shorston Bldg.  
Washington 5, D. C.  
Republic 7-3984  
Member AFCEC

**WELDON & CARR**  
Consulting  
Radio & Television  
Engineers  
1001 Conn. Ave., 4212 S. Buckner Blvd.  
Dallas, Texas  
Member AFCEC

**PAGE, CREUTZ,  
GARRISON & WALDSCHMI**  
CONSULTING ENGINEERS  
710 14th St., N. W. Executive 3-4  
Washington 5, D. C.  
Member AFCEC

**KEAR & KENNEDY**  
1302 18th St., N. W. Hudson 3-9000  
WASHINGTON 6, D. C.  
Member AFCEC

**A. EARL CULLUM, JR.**  
CONSULTING RADIO ENGINEERS  
HIGHLAND PARK VILLAGE  
DALLAS 5, TEXAS  
JUSTIN 6108  
Member AFCEC

**GUY C. HUTCHESON**  
P. O. Box 32 AR. 4-8721  
1100 W. Abram  
ARLINGTON, TEXAS

**ROBERT M. SILLIMAN**  
John A. Moffat—Associate  
1405 G St., N. W.  
Republic 7-6646  
Washington 5, D. C.  
Member AFCEC

**LYNNE C. SMEBY**  
"Registered Professional Engineer"  
EX 3-8073  
1311 G St., N. W.  
WASHINGTON 5, D. C.

**GEORGE P. ADAIR**  
Consulting Radio Engineers  
Quarter Century Professional Experience  
Radio-Television-  
Electronics-Communications  
1610 Eye St., N. W., Wash., 6, D. C.  
Executive 3-1230—Executive 3-5851  
(Nights-holidays, Lockwood 5-1819)  
Member AFCEC

**WALTER F. KEAN**  
AM-TV BROADCAST ALLOCATION  
FCC & FIELD ENGINEERING  
1 Riverside Road—Riverside 7-2153  
Riverside, Ill.  
(A Chicago suburb)

**WILLIAM E. BENNS, JR.**  
Consulting Radio Engineer  
3738 Kanawha St., N. W., Wash., 1  
Phone Emerson 2-8071  
Box 2468, Birmingham, Ala.  
Phone 6-2924  
Member AFCEC

**ROBERT L. HAMMETT**  
CONSULTING RADIO ENGINEER  
821 MARKET STREET  
SAN FRANCISCO 3, CALIFORNIA  
SUTTER 1-7545

**JOHN B. HEFFELFINGER**  
815 E. 83rd St.  
MILAND 7010  
KANSAS CITY, MISSOURI

**Vandivere,  
Cohen & Wearn**  
Consulting Electronic Engineers  
612 Evans Bldg.  
NA. 8-2698  
1420 New York Ave., N. W.  
Washington 5, D. C.

**CARL E. SMITH**  
CONSULTING RADIO ENGINEER  
4900 Euclid Avenue  
Cleveland 3, Ohio  
Henderson 2-3177  
Member AFCEC

**J. G. ROUNTREE, JR.**  
4515 Prentice Street  
Emerson 3266  
Dallas 6, Texas

**VIR N. JAMES**  
SPECIALTY  
Directional Antenna Proofs  
Mountain and Plain Terrain  
3955 S. Broadway  
Sunset 9-9182  
Denver, Colorado

**LOWELL R. WRIGHT**  
Aeronautical Consultant  
serving the radio & tv industry  
on aeronautical problems created  
by antenna towers  
Munsey Bldg., Wash., 4, D. C.  
District 7-2009  
(nights-holidays telephone  
Herdon, Va. 114)

  
Member AFCEC

**Custom-Built Equipment**  
U. S. RECORDING CO.  
1121 Vermont Ave., Wash., 5, D. C.  
Lincoln 3-2705

**COMMERCIAL RADIO  
MONITORING COMPANY**  
MOBILE FREQUENCY MEASUREMENT  
SERVICE FOR FM & TV  
Engineer on duty all night every night  
JACKSON 5302  
P. O. Box 7037 Kansas City, Mo.

**SPOT YOUR FIRM'S NAME HERE.**  
To Be Seen by 75,956 Readers  
—among them, the decision-making  
station owners and managers, chief  
engineers and technicians—applicant  
for am, fm, tv and facsimile facilities  
• 1953 ARB Projected Readership Survey

**IF YOU  
DESIRE TO JOIN  
THESE ENGINEERS  
in Service card advertising  
contact  
BROADCASTING • TELECASTING  
1735 DeSales St., N. W., Wash., 6, 1  
December 6, 1954 • Page 101**





## RADIO

### Situations Wanted—(Cont'd)

Do you want a voice that will make people remember? Then you want my high but pleasant, different voice. Recent radio school graduate, light experience and good interpretation. Photo, resume, tape. Box 526F, B.T.

News staff announcer. Ten years experience radio-tv, journalism. Capable. Box 531F, B.T.

Superior, experienced announcer available: family, good salary, working conditions required. Box 534F, B.T.

Staff announcer, four years experience, desires small, friendly station. Permanent. Box 539F, B.T.

Recent school graduate, good news and commercials, knowledge of sports, will travel. Box 540F, B.T.

Announcer-salesman—staff announcer; college and recent radio school grad; excellent sales management background; family. Box 542F, B.T.

Announcer—1st phone—staff; copywriter; desires strong announcing, light engineering. College, recent broadcasting school grad; family. Box 543F, B.T.

Staff announcer, ambitious, pleasant approach, lively news, write copy and deliver commercials that sell. Box 546F, B.T.

I ain't the best, so I work like hell! Authoritative news, informal DJ, positive commercials. \$85.00 minimum. Box 551F, B.T.

Offer 20 years experience radio and tv. Will do friendly, humorous morning show and sports for right organization. Not less than \$150 guarantee. Write Box 552F, B.T.

Attention small stations. Good but limited experience. Robert Daniels, Hoopston, Illinois.

Radio-tv announcer desires position. Six years experience. 1952 summer man at WCAR, Cleveland—50,000 watts CBS affiliate. Held over for another 1½ years as substitute for serviceman. 1954 summer man at NBC's Cleveland stations, WTAM and WNBK. Member of AFTRA. Excellent references. Contact: Guy Ewing, 12951 Lake Avenue, Lakewood 7, Ohio.

Mature—young woman desires work same station. Capable all phases radio. Free to travel. Tapes—resume upon request. Hadda Fessler, 415 A Clinton Avenue, Brooklyn 38, New York.

Staff announcer, good morning man, adlib and emcee, write copy, board work. Illinois, Michigan, Indiana, Ohio. Lee Ford, 737 11th Street, N.W., Washington, D. C. Me. 8-5255.

Mature woman. Experienced all phases of radio. Free to travel. Tape—resume on request. Madeleine Schreiner, 415 A Clinton Avenue, Brooklyn 38, New York.

Top flight—news; play-by-play; all sports; DJ; strong on commercials. 10 years radio-tv. Married, car, draft exempt. 5 years present station. Apt. 4W, 1320 N. Astor Street, Chicago. Delaware 7-4912.

Announcers - writers, thoroughly trained all casting School, 228 S. Wabash Ave., Chicago 4, Ill. Wabash 2-0712.

Engineer—first class license—7 years experience, desires good position as chief engineer or maintenance engineer—no announcing—available immediately. Box 451F, B.T.

## Technical

## RADIO

### Situations Wanted—(Cont'd)

1st class technical school, single, car. Box 502F, B.T.

First phone—experienced equipment, maintenance, console, recording and remotes. Box 511F, B.T.

Engineer—12 years 1st phone experience construction, maintenance operation, microwave and am equipment. 37 years old. Best references. Box 518F, B.T.

Tv-am engineer-chief, supervisor or staff. Capable in any position. Years of experience. Available immediately. Box 519F, B.T.

Experienced engineer, am all phases. Tv transmission, switcher, microwave, camera, maintenance. Permanent only. Box 523F, B.T.

Experienced chief engineer, combo, installation, good operating condition at minimum cost in short time. 15 years experience. Box 547F, B.T.

Ten years am; one tv transmitter experience. First phone, car, 30, single, available immediately. Write: Engineer, 206 Furman Street, Syracuse, N. Y. Phone 75-8913.

Combo men and operators with first class tickets available immediately. Grantham, 6064 Hollywood Blvd., Hollywood, California.

### Production-Programming, Others

Thoroughly experienced program manager in market. Box 432F, B.T.

Program director, chief engineer, fine announcer—DJ. Entire staff wrapped up in one! Family man wants good permanent job with small am. Minimum \$7800 yearly. Thoroughly experienced and competent. Box 438F, B.T.

## RADIO

### Situations Wanted—(Cont'd)

Copywriter—production coordinator; presently employed 4-a advertising agency; 4 years experience radio-tv commercials; California coastal area only; references, samples of work. Box 454F, B.T.

Newsman seeks permanent connection network station. College, veteran, some experience. 24, capable. Prefer midwest. Box 470F, B.T.

Program director. Seven years experience, top-rated station, metropolitan market. Desire change. Box 477F, B.T.

50k's worth of production, news experience. 3 editing. College grad. Box 506F, B.T.

Program director: Ten years, all phases radio. Age 33. Accent production, efficiency, quality. Good announcer, writer, salesman. Will go anywhere. College. Box 507F, B.T.

Program director-salesman for CBS or NBC station (radio or tv) in keenly competitive market. 14 years experience programming, announcing, selling, including 3 years television. College graduate, 30. Am aggressive, meticulous, conscientious. Know how to select and supervise competent personnel on limited budget. Excellent references. Seeking larger market which will offer better opportunities for earning financial advancement. Box 530F, B.T.

Newsman—experienced radio-tv. No announcing. Available January 1. Box 532F, B.T.

Talented writer. Radio school graduate. Commercial, creative ability. Preferably northeast. West. Typist, dictation. Box 544F, B.T.

Continued on next page

RCA needs trained broadcast engineers who can direct and participate in the installation and service of television broadcast equipment. Here's an excellent opportunity for training and experience with color TV transmitters.

## OPPORTUNITY AT RCA ... FOR BROADCAST FIELD ENGINEERS

You need: 2-3 years' experience in broadcast equipment, including work on TV transmitter installation. You should have: EE degree or good technical schooling, 1st Class Radio-Telephone License.

ENJOY RCA ADVANTAGES:  
Top Salaries  
Many Liberal  
Company-Paid Benefits  
Relocation Assistance

For personal interview, please send a complete resume of your education and experience to:

Employment Manager, Dept. Y-620  
RCA Service Company, Inc., Camden 2, N.J.

**RCA SERVICE COMPANY, INC.**  
CAMDEN 2, N.J.



## TELEVISION

### Help Wanted

#### Technical

Wanted. Experienced tv operating engineers. Pre-freeze 100 kw station wants top-notch tv operators with video switching, protection and camera experience. 1st class phone license. Good salary, other benefits. Almost full resume your experience. Box 441F, B.T.

Experienced tv engineer for new General Electric 5 kw rig. Must do switching and maintain projectors also. Western college town of 25,000. Send full particulars, salary requirements, and photo to Box 469F, B.T.

Tv engineer for operation of progressive vhf station. Include experience and salary required in first letter. Chief engineer, WJBF-TV, Augusta, Ga.

#### Production-Programming, Others

Girl with executive ability. Experience in tv traffic. Superior intelligence and personality necessary. Position entails agency and network contacts as well as having complete charge of television traffic department. Starting salary \$350-\$400 per month. Give experience, include photo. Box 440F, B.T.

Midwestern regional vhf offers unusual opportunity for newscaster. Send resume to Box 467F, promotion manager, vhf station, Denver. Must have tv experience. Box 501F, B.T.

### Situations Wanted

#### Managerial

Station—commercial-sales manager with outstanding success story. Put station into black with excellent return. Previous experience with local and major market vhf and radio. Proven successful managerial and sales record. Can bring experienced sales and staff personnel. Operate on low overhead. Age 35, married, college graduate. Seeking permanent location. Will accept proposition on straight percentage, stock or salary and percentage arrangement or any combination thereof. Presently employed. Box 350F, B.T.

Assistant manager. Five years supervisory experience radio-tv. Excellent record, references. Box 433F, B.T.

Producer-director worked up from cable carrier local to network shows. Former musician, photographer, actor. Presently production manager. Available due to sale of station. Box 529F, B.T.

#### Salesman

Syndicated radio-tv sales. Account executive with 5 years experience in syndicated radio and television sales. Have worked extensively through the south and southeast. Splendid connection with stations—agencies and clients. Now employed. Desires of making change to either stations rep. or tv film syndication firm. Superior sales record and references. Box 527F, B.T.

# AVAILABLE IMMEDIATELY TELEVISION TRANSMITTER

RCA-TT 5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load. RCA six (6) bay antenna and tower. Terms can be arranged.

BREMER BROADCASTING CORP.

1020 Broad Street  
Newark 2, New Jersey

## TELEVISION

### Situations Wanted—(Cont'd)

#### Production-Programming, Others

Puppeteer—puppet record show. One man operation. Profitable. Appealing. Details. Box 409F, B.T.

Experienced PD put two television stations on air. Immediately available for supervisory position in major market. Box 435F, B.T.

Experienced tv continuity director desires similar position in major market. Box 435F, B.T.

Program director. Eight years experience in am's best, wishes tv programming, production, large market. Box 478F, B.T.

You'll make money with this sales-minded young man. Advertising honor graduate, N.Y.U. Training in copywriting and campaigns. Master's work in radio-tv films production. Scholar's average in public speaking. Experienced determining sales effectiveness of telecasts. Knowledge of consumers' wants and attitudes. Cash in immediate contact. This single veteran for your production staff. Box 541F, B.T.

Urgently desire tv work leading to music programming. Bachelor of Music in Theory and Composition, twelve years experience dance band and combo piano and solo Hammond. Four years on tv shows. College and commercial radio announcing. Box 543F, B.T.

Four years experience shooting and editing television films including one year newscast work. Will relocate. Marvin Barsky, 3300 Blodgett, Houston, Texas.

### For Sale

#### Stations

Exclusive profitable tri-city 500 watts Ohio day. B.T.

For sale, southern Illinois. 250 watt, independent. Box 550F, B.T.

ABC, local, metropolitan market in south. \$75,000.00. Paul H. Chapman, 84 Peachtree Street, Atlanta, Georgia.

Free list of good radio and tv station buys now Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

#### Equipment Etc.

For sale, at a bargain, one brand new 446 ft. galvanized EMSCO type RT 27 tower, 40-lb. wind loading, to support 12 bay turnstile antenna on channels 7-13, including A-4 lighting, completely fabricated, ready to ship. Make offer. Write Box 296F, B.T.

Used 35mm television projector. State price and condition. Chief Engineer, WPJX, 220 East 42nd Street, New York 17, New York.

Wanted used 5kw am transmitter and used 1kw to Box 338F, B.T.

Good fm transmitter, frequency monitor, antenna, new or used, state price and details. Box 533F, B.T.

Wanted: Used 5kw am transmitter in good condition. Please give full details and price in first letter. Box 505F, B.T.

### Wanted to Buy

#### Stations

Have losing money station in Florida? Want to sell? Successful operator interested in am station. Confidential, you deal direct with buyer. Box 520F, B.T.

Radio property New York, Pennsylvania or New Jersey. No broker. Will finance. Details. M. LaBarre, Box 89, Elmira, New York.

Radio station, Missouri, Arkansas, Kansas, Oklahoma, Ralph Erwin, Theatre Exchange Broker, Box 811, Tulsa.

Used 35mm television projector. State price and condition. Chief Engineer, WPJX, 220 East 42nd Street, New York 17, New York.

Tower Maintenance Co., 410 7th Avenue, N.E., Glenburnie, Md., day phone, Glenburnie 2401, night phone, Severna Park 18-J. Painting, inspection, repairing, relamping, coaxial, antenna repairs, tower erection, dismantling, emergency service. Yearly maintenance contracts.

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Cincinnati, 6064 Hollywood Blvd., Hollywood, California.

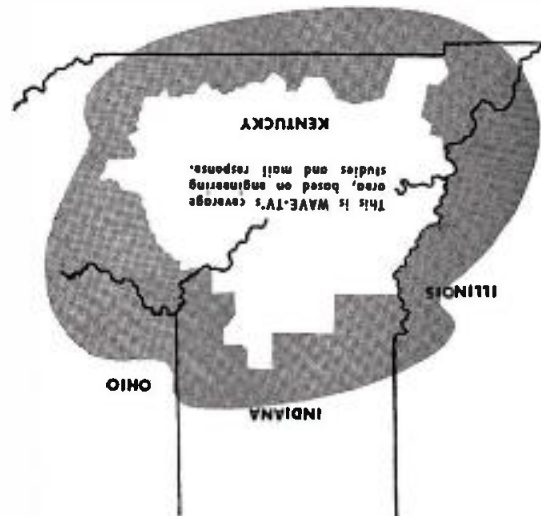
CANCELLATION  
G. F. Roberts of KGFL, Roswell, N. M., writes:  
"Please cancel our ad. Sold equipment day of publication. Absolutely amazed at response."

We don't like to deal with cancellations at BoT. But we are happy that we helped Mr. Roberts sell his equipment with one classified ad insertion.  
If you have any equipment gathering dust in your station, why not try BoT and see what results we can get for you.



# RADIO

# GROPING?



If you're feeling around in the dark for the TV station that gives you the biggest audience in Kentucky and Southern Indiana —

ASK YOUR REGIONAL DISTRIBUTORS!

Pick up your telephone and call your distributors in Louisville—  
—and Evansville (101 air miles)  
—and Lexington (78 air miles)  
Ask them all, "What Louisville TV station do your neighbors prefer?"

Make the calls now. It'll cost you a few bucks to find a new light on the subject, but it will save you many on your results.

## WAVE-TV

CHANNEL 3 LOUISVILLE

FIRST IN KENTUCKY

Affiliated with NBC, ABC, DUMONT

NBC SPOT SALES, Exclusive National Representatives









WCTV (5) Stars National: 12/23/53-1/1/55  
 WSAV Inc. (3) Initial Decision 3/31/54  
 WOC-TV (11) ABC, CBS, NBC, DUM; Avery-Knodel: 54,341  
 WROM-TV (9) Weed: 135,280  
 WNEK-TV (47) NBC; Branham: 62,032  
 WMAZ-TV (13) ABC, CBS, DUM; Avery-Knodel: 81,588  
 WRBL-TV (4) CBS; Hollingbery: 85,592  
 WDAK-TV (28) ABC, NBC, DUM; Headley-Columbus  
 WRDW-TV (12) CBS; Headley-Reed: 110,000  
 WJBF (6) ABC, NBC, DUM; Hollingbery: 121,200  
 WSB-TV (2) NBC; Petty: 475,221  
 WQXI-TV (36) 11/19/53-Early Dec. (Granted)  
 WTLA-TV (11) ABC; Crosley Sta.: 460,130  
 WAGA-TV (5) CBS, DUM; Katz: 456,190  
 WALB-TV (10) ABC, NBC, DUM; Burn-Smith: 45,000  
 Albany—  
 WJNO-TV (5) NBC, ABC, CBS, DUM; Meeker: 222,500  
 WIRK-TV (21) ABC, DUM; Weed: 41,220  
 WEAT-TV (12) ABC; Walker: 2/18/54-1/1/55  
 West Palm Beach—  
 WTVT (13) Avey-Knodel: 9/2/54-1/15/55  
 Tampa—  
 WFLA-TV (8) Blair: 8/4/54-Feb. '55  
 WSTN-TV (38) ABC, CBS, NBC, DUM; Weed: 115,000  
 St. Petersburg—  
 WFLA (15) See footnote (c)  
 Pensacola—  
 WJRM (7) ABC, NBC; Hollingbery: 22,500  
 Panama City—  
 WDBO-TV (6) CBS, ABC, NBC, DUM; Blair: 60,000  
 Orlando—  
 WITV (17) See Port Lauderdale  
 WTVT (4) CBS, ABC, NBC, DUM; Free & Peters: 287,600  
 WTHS-TV (2) 11/12/53-Unknown  
 WMLF-TV (27) Stars National: 12/2/53-1/1/55  
 Miami—  
 WOBS-TV (30) Stars National: 8/12/53-1/1/55  
 WMBM-TV (4) ABC, CBS, DUM; CBS Spot Sta.: 261,000  
 WJHP-TV (36) ABC, NBC, DUM; Perry: 81,000  
 Jacksonville—  
 WINK-TV (11) ABC; Weed: 10,439  
 Fort Myers—  
 WITV (17) ABC, DUM; Bolling: 121,000 (also  
 WFTL-TV (23) NBC; Weed: 148,000  
 Port Lauderdale—  
 WFTS-TV (2) 7/8/54-1/1/55  
 Daytona Beach—  
 WFGT (32) 12/2/53-Unknown  
 Clearwater—  
 54-Unknown  
 Washington Metropolitan TV Corp. (28) 10/21/54-Unknown  
 WTTG (5) DUM; Blair: 619,000  
 WTOP-TV (9) CBS; CBS Spot Sta.: 648,900  
 WRC-TV (4) NBC; NBC Spot Sta.: 655,000  
 WOOK-TV (50) 1/24/54-Unknown  
 Washington—  
 WMLA-TV (7) ABC; Katz: 600,800  
 District of Columbia—  
 WMLA-TV (12) NBC, DUM; Meeker: 223,028  
 Wilmington—  
 WDEL-TV (63) 10/14/53-Unknown  
 Delaware—  
 WATR-TV (53) ABC; Stuart: 156,000  
 Waterbury—  
 WSTE (27) 5/27/53-Unknown  
 Stamford—  
 WCNE (63) 1/29/53-Unknown  
 Norwich—  
 WNIC-TV (26) 12/31/52-Unknown  
 New London—  
 WNHCTV (59) H-R: 6/24/53-Unknown  
 New Haven—  
 WKNB-TV (30) CBS; Bolling: 219,422  
 New Britain—

INDIANA  
 Bloomington—  
 WTTV (4) ABC, NBC, DUM; Meeker: 584,843  
 (also Indianapolis)  
 Elkhart—  
 WSVJ (52) ABC, NBC, DUM; H-R: 204,103  
 Evansville—  
 WHEI (50) See Henderson, Ky.  
 Evansville TV Inc. (7) Initial Decision 10/4/54  
 Fort Wayne—  
 WINT (18) See Waterloo  
 WINK-TV (33) NBC, DUM; Raymer: 112,186  
 WANE-TV (69) Bolling: 9/29/54-Unknown  
 Indianapolis—  
 WFBM-TV (6) ABC, CBS, DUM; Katz: 665,000  
 WISH-TV (8) ABC, CBS, NBC, DUM; Bolling: 663,000  
 WTTV (4) See Bloomington  
 Lafayette—  
 WFLA-TV (59) ABC, CBS, NBC, DUM; Rambeau: 64,250  
 Muncie—  
 WLMC-TV (48) ABC, CBS, NBC, DUM; Holman: 84,700  
 Notre Dame (South Bend)—  
 WNDU-TV (46) NBC; 8/12/54-Unknown

IDAHO  
 Boise (Meridian)—  
 KBOT (2) CBS, DUM; Free & Peters: 37,075  
 KIDO-TV (7) ABC, NBC, DUM; Blair: 35,600  
 KID-TV (3) ABC, CBS, NBC, DUM; Gill-Perna: 31,150  
 Pocatello—  
 KWIK-TV (6) ABC; Hollingbery: 3/26/53-Unknown  
 Twin Falls—  
 KTLX-TV (11) ABC; Hollingbery: 3/19/53-Early '55

**KGLO**  
**TV CHANNEL 3**  
**MASON CITY, IOWA**  
*New Sewing...*  
**"THE GOLDEN TRIANGLE AREA"**  
**ALBERT LEA**  
**AUSTIN**  
**CBS**  
**100,000 WATTS ERP**  
**DUMONT**

**LEE STATIONS**  
 National Sales Offices  
 WCU BUILDING • QUINCY, ILLINOIS  
 Affiliated with KGLO-AM-FM  
 KHQA-TV, WTAD-AM-FM—Quincy, Ill.

Sell more people in the rich area of Northern Iowa and Southern Minnesota with KGLO-TV.  
 Reach more homes in this vast land of corn, hogs and beef that lies midway between Des Moines and Minneapolis with KGLO-TV.  
 Set Count as of December 1  
 100 micro-volt contour . . . 112,572  
 Represented by Weed Television



# KTVH

HUTCHINSON

**CBS BASIC - DUMONT**

Represented Nationally by H-R Representatives, Inc.

**240,000 WATTS**

**VHF**

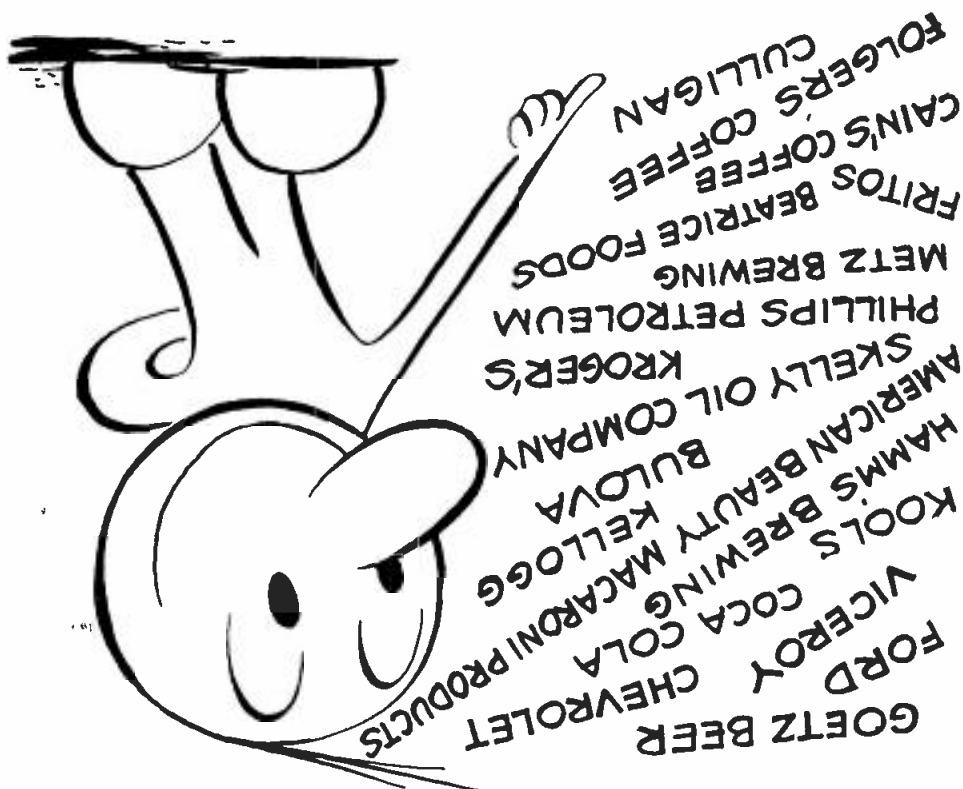
**CHANNEL 12**

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager

"Join the parade of successful advertisers," is Windy's advice to you!

Windy, the guiding spirit of TV in Central Kansas, knows that prestige accounts now using **KTVH** as an advertising medium will promote better results for you.

Windy says, "There are still openings in this Blue Ribbon list. Better investigate, today!"



**MASSACHUSETTS**

WBOC-TV (16) ABC, DUM; Burn-Smith; 40,760

Salisbury-TV (17) 11/12/53-Unknown

Adams (Pittsfield)

WMGT (19) DUM; Walker; 169,015

Boston

WBZ-TV (4) NBC; Free & Peters; 1,239,424

WGBH-TV (2) 7/16/53-Fall '54

WJDW (44) 8/12/53-Unknown

WNAC-TV (7) ABC, CBS, DUM; H-R; 1,239,424

Brockton

WHEF-TV (62) 7/30/53-Fall '54

Cambridge (Boston)

WTAO-TV (56) DUM; Everett-McKinney; 178,000

Springfield

WHY-TV (55) CBS, DUM; Branham; 156,000

WVLP (61) ABC, NBC, DUM; Hollingbery; 156,000

Worcester

WAAB-TV (20) Forjoe; 8/12/53-Unknown

WVOR-TV (14) ABC, DUM; Raymer; 67,401

**MAINE**

Bangor

WABI-TV (5) ABC, CBS, NBC, DUM; Hollingbery; 79,104

WTWO (2) Venard

Lewiston

WLAM-TV (17) DUM; Everett-McKinney; 21,707

Poland Springs

WMTV (8) ABC, CBS, DUM; Harrington, Righter & Parsons; 259,933

Portland

WCSH-TV (6) NBC; Weed; 141,504

WGAN-TV (13) ABC, CBS; Avery-Knodel

WPMI (53) DUM; Everett-McKinney; 50,100

**MARYLAND**

Baltimore

WAMM (13) ABC, DUM; Harrington, Righter & Parsons; 575,174

WBAL-TV (11) NBC; Petty; 575,174

WITB-TV (72) Forjoe; 12/18/52-Unknown

WMAR-TV (2) CBS; Katz; 575,174

WTLF (18) 12/9/53-Unknown

**PRINCETON**

WRAY-TV (52) See footnote (c)

**SOUTH BEND**

WSBT-TV (34) CBS, DUM; Raymer; 203,520

**TERRA HAUTE**

WTHI-TV (10) ABC, CBS, DUM; Bolling; 144,267

Waterloo (Fort Wayne)

WINT (15) ABC, CBS; H-R; 104,345

**IOWA**

Ames

WOI-TV (5) ABC, CBS, DUM; Weed; 247,590

Cedar Rapids

KCRG-TV (9) ABC, DUM; Venard; 116,333

WMT-TV (2) CBS; Katz; 245,120

Davenport (Moline)

WOC-TV (6) NBC; Free & Peters; 295,156

Des Moines

KGTV (17) ABC; Hollingbery; 76,500

WHOT-TV (13) NBC; Free & Peters; 286,000

Cowles Broadcasting Co. (8) Initial Decision

8/26/54

Fort Dodge

KQTV (21) ABC; Pearson; 42,100

Mason City

KGLO-TV (3) CBS, DUM; Weed; 112,572

Sioux City

KCTV (36) 10/30/52-Unknown

KTV (4) NBC; Hollingbery

KVTV (9) ABC, CBS, DUM; Katz; 120,123

Waterloo

KWWL-TV (7) NBC, DUM; Headley-Reed; 140,763

**KANSAS**

Great Bend

KCKT (2) Bolling

Hutchinson

KTVH (12) CBS, DUM; H-R; 151,726

Manhattan

KSAC-TV (8) 7/24/53-Unknown

Pittsburg

KOAM-TV (7) ABC, NBC, DUM; Katz; 70,197

Topeka

WTBW-TV (13) ABC, CBS, DUM; Capper Sis; 388,142

Wichita

KAKR-TV (10) ABC; Hollingbery

KEDD (16) NBC; Petty; 124,311

Wichita TV Corp. (3) Initial Decision 8/9/54

**KENTUCKY**

Ashland

WPTV (59) Petty; 8/14/52-Unknown

Henderson (Evanville, Ind.)

WEHT (50) CBS; Meeker; 62,075

Lexington

WLAP-TV (27) 12/3/53-Unknown

WLTX-TV (18) Forjoe; 4/13/54-1/15/55

Louisville

WAVE-TV (3) ABC, NBC, DUM; NBC Spot

Sis; 414,755

WHAS-TV (11) CBS; Harrington, Righter & Parsons; See footnote (b)

WKLO-TV (21) See footnote (c)

WQXL-TV (41) Forjoe; 1/15/53-early '55

Newport

WNOP-TV (74) 12/24/53-Unknown

**LOUISIANA**

Alexandria

KALB-TV (5) Weed

Baton Rouge

WAFB-TV (28) ABC, CBS, NBC, DUM; Young; 75,000

WBZ (2) Hollingbery; 1/28/54-1/1/55

Lafayette

KLFT-TV (10) Rambeau; 9/16/53-Unknown

KVOI-TV (10) 9/16/53-Unknown

Lake Charles

KPLC-TV (7) NBC; Weed; 55,935

KTAG (25) CBS, ABC, DUM; Young; 30,000

Montre

KFAZ (43) See footnote (c)

KNOE-TV (8) CBS, NBC, ABC, DUM; H-R; 176,500

New Orleans

WCKG (26) GMM-Perma; 4/2/53-Late '54

WCNO-TV (32) Forjoe; 4/2/53-Unknown

WDSU-TV (6) ABC, CBS, NBC, DUM; Blair; 258,412

WJMR-TV (61) ABC, CBS, DUM; Bolling; 108,982

Shreveport

KSIA (12) ABC, CBS, NBC, DUM; Raymer; 65,100

Shreveport TV Co. (12) Initial Decision 6/7/54

See footnote (d)

KITB Inc. (3) Initial Decision 6/11/54

Director's information is in following order: call letters, channel, network affiliation, national representation; date of grant and commencement target date for grantees.

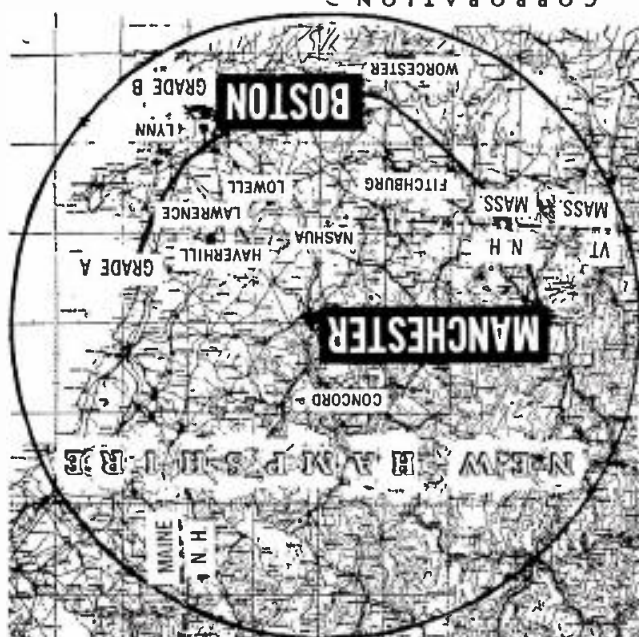
BROADCASTING • TELECASTING

REPRESENTED BY WEED TELEVISION CORPORATION

9 out of 10 New Hampshire counties	113,825 TV families
PLUS—Coverage of north-eastern Massachusetts—Lowell, Lawrence, Haverhill, Fitchburg area	235,063 TV families
PLUS—Coverage of southern and eastern Vermont	13,200 TV families
PLUS—York County, Maine	19,250 TV families
<b>Total PRIMARY coverage</b>	<b>381,338 TV families</b>

**THE BEST SIGNAL—AND LOCAL COVERAGE FROM WITHIN THE MARKET**

THE STATE STATION



► KMMT-TV (6) ABC; Pearson: \$5,951  
—  
Dunham (Superior, Wis.)  
► KDAL-TV (3) ABC, NBC; Avery-Knodel: 69,250  
► WDSM-TV (6); See Superior, Wis.  
WFLV-TV (38) See footnote (c)  
Hibbing†  
KHTV-TV (10) 1/13/54-Unknown  
Minneapolis (St. Paul)—  
KCND-TV (4) DuM: 6/10/54-1/9/55  
WCCO-TV (4) CBS; Flee & Peters: \$33,000  
► WTCH-TV (11) ABC; Bialy: \$33,000  
Rochester—  
KHOC-TV (10) NBC; Meeker: 92,386  
St. Paul (Minneapolis)—  
KSTP-TV (9) NBC; Pety: \$11,000  
► WMIN-TV (11) ABC, DuM; Bialy: \$33,000

— WPAG-TV (20) DuM: Everett-McKinney; 22,400  
 — WUOM-TV (\*28) 11/4/53-Unknown  
 — Battle Creek—  
 — WBCB-TV (58) Headley-Reed; 11/20/52-Un-  
 known  
 — Bay City (Midland, Saginaw)—  
 — WJNL-TV (5) NBC, DuM; Headley-Reed; 259,793  
 — Cadillac—  
 — WJLT (13) ABC, CBS, DuM; Weed; 62,410  
 — Detroit—  
 — WBBB-TV (62) 11/19/53-Unknown  
 — WJLB-TV (2) CBS, Katz; 1,468,400  
 — WJVS (\*66) 7/14/54-Late '54  
 — WWV-TV (4) NBC; Hollingsbery; 1,466,000  
 — WXYZ-TV (7) ABC; Blair; 1,306,200  
 — WFLB-TV (50) 9/8/54-Unknown  
 — CKLT-TV (8) See Windsor, Ont.  
 — East Lansing!—  
 — WKAR-TV (\*60)  
 — Flint—  
 — WJRT (12) 5/12/54-Unknown  
 — Grand Rapids—  
 — WOOD-TV (8) ABC, NBC, DuM; Katz; 460,860  
 — WACB (23) 9/2/54-Unknown  
 — Kalamazoo—  
 — WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-  
 Knodel; 514,400  
 — Lansing—  
 — WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000  
 — WJTM-TV (6) ABC, CBS, NBC; Petty; 407,256  
 — Marquette!—  
 — WAGB-TV (6) 4/7/54-Unknown  
 — Muskegon!—  
 — WTVM (35) 12/23/52-Unknown  
 — Saginaw (Bay City, Midland)—  
 — WKIX-TV (81) ABC, CBS; Gill-Perna; 140,000  
 — WSBM-TV (51) 10/29/53-Dec. '55  
 — Traverse City!—  
 — WPBN-TV (7) NBC; Holman

FOR THE RECORD -

Radio Assoc. Inc. (13) Initial Decision 7/1/54  
Columbus—  
WCHI-TV (4) McGilvra; 7/28/54-Early '55  
Jackson—  
WLTB (3) NBC; Hollingbery; 88,472  
WSTL-TV (12) ABC; Weed; 108,450  
Meridian—  
WOC-TV (30) See footnote (c)  
WYOR-TV (11) ABC, CBS, NBC, DuM; Head-  
ley-Reed; 56,800  
MISSOURI  
Cape Girardeau—  
KFVS-TV (12) CBS  
Clayton—  
KFVO-TV (30) 2/5/53-Unknown  
Columbia—  
KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 53,048  
Festus—  
KACY (14) See footnote (c)  
Hannibal (Quincy, Ill.)—  
KHQA-TV (7) CBS, DuM; Weed; 136,032  
WGM-TV (10) See Quincy, Ill.  
Jefferson City—  
KRCC (13) 6/10/54-Unknown  
Joplin—  
KSWM-TV (12) CBS; Venard; 81,270  
Kansas City—  
KCWO-TV (5) ABC, DuM; Katz; 440,665  
KMBC-TV (8) CBS; Free & Peters; 440,665  
WDAV-TV (4) NBC; Harrington, Richter &  
Parsons; 440,665  
Kirksville—  
KTVO (3) 12/16/53-Unknown  
St. Joseph—  
KREQ-TV (2) CBS, DuM; Headley-Reed; 111,780  
St. Louis—  
KETC (9) 500,000  
KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 691,780  
KWK-TV (4) CBS; Katz  
WLT-TV (42) 2/12/53-Unknown  
KACY (14) See Festus  
WTV (54) See Belleville, Ill.  
Sedalia—  
KDRO-TV (6) Forjoe; 57,000  
Springfield—  
KJTS-TV (10) CBS, DuM; Weed; 56,880  
KYTV (3) ABC, NBC; Hollingbery; 56,670  
MONTANA  
Billings—  
KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-  
Reed; 17,000  
Butte—  
KOPR-TV (4) See footnote (c)  
KXLF-TV (6). No estimate given.  
Great Falls—  
KPBH-TV (5) CBS, ABC, DuM; Headley-Reed, 17,500

KBOV-TV (12) ABC, CBS, NBC, DuM, Gm-  
 Ferns: 14,000  
**NEBRASKA**  
 Kearney (Holdrege)—  
 ▶ KHOL-TV (13) ABC, CBS, DuM; Meeker:  
 Lincoln—  
 ▶ KOIN-TV (10) ABC, CBS, DuM; Avery-Kno-  
 del: 107,204  
 ▶ KUON-TV (12)  
 Omaha—  
 ▶ KMTV (3) ABC, CBS, DuM; Petry: 203,150  
 ▶ WOW-TV (6) NBC, DuM; Blair: 203,150  
 Scottsbluff—  
 KSTP (10) 8/18/54-Unknown  
**NEVADA**  
 Henderson†  
 KLRJ-TV (2) Pearson 7/2/54-1/1/55  
 Las Vegas—  
 ▶ KLAS-TV (6) ABC, CBS, NBC, DuM; Weed:  
 Reno—  
 ▶ KZTV (8) ABC, CBS, NBC, DuM; Pearson:  
 16,500  
**NEW HAMPSHIRE**  
 Keene†  
 WKNE-TV (45) 4/22/53-Unknown  
 Manchester—  
 ▶ WMUR-TV (9) ABC, DuM; Weed: 381,338  
 ▶ WMTW (8) See Poland Spring, Me.  
**NEW JERSEY**  
 Asbury Park—  
 ▶ WRTV (58) 10,500  
 Atlantic City—  
 WFG-TV (46) See footnote (c)  
 WOCN (62)  
 Camden†  
 WKDN-TV (17) 1/28/54-Unknown  
 Newark (New York City)—  
 ▶ WATV (13) Petry: 4,150,000  
 New Brunswick†  
 WTLV (19) 12/4/52-Unknown  
**NEW MEXICO**  
 Albuquerque—  
 ▶ KOAT-TV (7) ABC, DuM; Hollingbery: 50,000  
 ▶ KOB-TV (4) NBC; Branham: 51,716  
 ▶ KCGM-TV (13) CBS; Weed: 49,289  
 Roswell†  
 ▶ KSWB-TV (8) ABC, CBS, NBC, DuM; Meeker:  
 24,642  
**NEW YORK**  
 Albany (Schenectady, Troy)—  
 WPTX-TV (23) 6/10/53-Unknown  
 WROW-TV (41) ABC, DuM; Bolling: 125,000  
 ▶ WTHI (35) CBS; Blair: 125,633  
 WTVZ (41) 7/24/52-Unknown



Get the WBEN-TV Story from HARRINGTON, RIGTER &amp; PARSONS, INC.

1st on the air... 1st in know how... 1st in experience. WBEN-TV, Buffalo's favorite station, is also 1st in Niagara Falls, Olean, Jamestown, Lockport and other Western New York communities. WBEN-TV has high penetration in Toronto and Southern Ontario. Trained and experienced personnel of Buffalo's 1st station are equipped to interpret and handle your advertising needs.

## WBEN-TV LEADS THE WAY



Directory information is in following order: call letters, channel, network affiliation, national representation; date of grant set count for operating stations; date of grant and commencement target date for franchisees.

Asheville—  
 ▶ WISE-TV (62) CBS, NBC; Bowling: 32,300  
 ▶ WLOS-TV (13) ABC, DuM; Venable: 277,000  
 Chapel Hill—  
 ▶ WUNC-TV (4) 9/30/53-Late '54  
 Charlotte—  
 ▶ WAYS-TV (36) ABC, NBC; Bolling: 56,338  
 ▶ WBT-TV (3) CBS, NBC, DuM; CBS Spot Sls.: 430,276  
 Durham—  
 ▶ WTVB (11) ABC, NBC; Headley-Reed: 185,690  
 Fayetteville—  
 ▶ WFLB-TV (18) 4/13/54-Unknown  
 Gastonia—  
 ▶ WTVX (48) 4/7/54-Unknown  
 Greensboro—  
 ▶ WMY-TV (2) ABC, CBS, DuM; Harrington, Righer & Parsons: 252,716  
 Greenville—  
 ▶ WNCI (9) ABC, CBS, NBC, DuM; Pearson: 80,800  
 Raleigh—  
 ▶ WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel: 112,600  
 Washington—  
 North Carolina TV Inc. (7) 10/27/54-Unknown  
 Wilmington—  
 ▶ WMD-TV (6) ABC, NBC; Weed: 36,660  
 WTHI (3) 2/17/54-Unknown  
 Winston-Salem—  
 ▶ WFSB-TV (12) NBC; Headley-Reed: 245,189  
 ▶ WTOB-TV (26) ABC, DuM; H-R: 75,000

## NORTH CAROLINA

Birmingham—  
 ▶ WNBH-TV (12) ABC, CBS, NBC, DuM; Bol-ling: 301,890  
 WGT (46) 8/14/52-Unknown  
 Birmingham (Lake Placid)—  
 WIRI (5) Young: 12/2/53-12/1/54 (Granted STA Nov. 18)  
 Buffalo—  
 ▶ WBEN-TV (4) ABC, CBS, DuM; Harrington, Righer & Parsons: 422,590. See footnote (a).  
 ▶ WBUF-TV (17) ABC, CBS, NBC, DuM; H-R: 165,000  
 ▶ WGR-TV (2) ABC, NBC, DuM; Headley-Reed: 425,567  
 Carthage (Watertown)—  
 ▶ WTVF (23) 7/24/52-Unknown  
 Elmhurst—  
 ▶ WTVF (24) See footnote (c)  
 Ithaca—  
 ▶ WHCU-TV (20) CBS: 1/8/53-Unknown  
 Kingston—  
 ▶ WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker: 18,000  
 New York—  
 ▶ WABC-TV (7) DuM; Avery-Knodel: 4,180,000  
 ▶ WABD (5) DuM; Avery-Knodel: 4,180,000  
 ▶ WCBF-TV (2) CBS; CBS Spot Sls.: 4,180,000  
 WGT (25) 8/14/52-Unknown  
 WNYC-TV (31) 5/12/54-Unknown  
 WOR-TV (9) WOR; WOR-TV Sls.: 4,180,000  
 WPIX (11) Free & Peters: 4,180,000  
 ▶ WPCA-TV (4) NBC; NBC Spot Sls.: 4,180,000  
 ▶ WATV (13) See Newark, N. J.  
 Rochester—  
 ▶ WCRF-TV (15) 6/10/53-Unknown  
 ▶ WHAM-TV (5) NBC; Hollingbery: 255,000  
 ▶ WHCF-TV (10) ABC, CBS; Everett-McKinney: 255,000  
 ▶ WRNY-TV (27) 4/2/53-Unknown  
 WROH (21) 7/24/52-Unknown  
 ▶ WATL-TV (10) ABC, CBS; Bolling: 255,000  
 Schenectady (Albany, Troy)—  
 ▶ WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.: 395,400  
 Syracuse—  
 ▶ WHEH-TV (8) ABC, CBS, DuM; Katz: 350,500  
 ▶ WTV (43) 9/18/52-Unknown  
 ▶ WSYR-TV (3) NBC; Headley-Reed: 351,750  
 Utica—  
 ▶ WKTV (13) ABC, CBS, NBC, DuM; Cooke: 151,000

Cincinnati—  
 ▶ WCEI (48) 2,000  
 ▶ WCPQ-TV (9) ABC, DuM; Branham: 724,140  
 ▶ WKRC-TV (12) CBS; Katz: 662,236  
 ▶ WLVTV (5) NBC; WLW Sls.: 525,000  
 Cleveland—  
 WQXN-TV (54) For Joe: 5/14/53-early '55  
 WERE-TV (65) 6/18/53-Unknown  
 ▶ WEWS (5) CBS; Branham: 1,063,130  
 ▶ WHK-TV (19) 11/25/53-Unknown  
 ▶ WNBK (3) NBC; NBC Spot Sls.: 1,045,000  
 ▶ WXEL (8) ABC, CBS, DuM; Katz: 1,063,000  
 Columbus—  
 ▶ WBNS-TV (10) CBS; Blair: 397,000  
 ▶ WLWC (4) NBC; WLW Sls.: 397,000  
 WOSU-TV (34) 4/22/53-Unknown  
 ▶ WTVN-TV (6) DuM; Katz: 381,451

## OHIO

Bismarck—  
 ▶ KFVR-TV (5) ABC, CBS, NBC, DuM; Blair: 16,915  
 Fargo—  
 ▶ WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters: 65,000  
 Grand Forks—  
 ▶ KNOK-TV (10) 3/10/54-Unknown  
 Minot—  
 ▶ KCBF-TV (13) ABC, CBS, NBC, DuM; Weed: 26,000  
 Valley City—  
 ▶ KXJB-TV (4) CBS; Weed: 50,000  
 Akron—  
 ▶ WAKR-TV (49) ABC; Weed: 174,066  
 Ashland—  
 ▶ WICA-TV (15) 25,000  
 Canton—  
 Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54

## NORTH DAKOTA

Dayton—  
 ▶ WHIO-TV (7) CBS, DuM; Hollingbery: 637,330  
 WIFE (22) See footnote (c)  
 ▶ WLWD (2) ABC, NBC; WLW Sls.: 320,000  
 Elkhart—  
 ▶ WCOL-TV (31) 2/11/54-Fall '54  
 Lima—  
 ▶ WIMA-TV (35) Weed: 1/24/52-Early '55  
 ▶ WLOK-TV (73) ABC, CBS, NBC; H-R: 63,557  
 Mansfield—  
 WTVG (36) 6/3/54-Unknown  
 Massillon—  
 ▶ WMAC-TV (23) Petry: 9/4/52-Unknown  
 Steubenville (Wheeling, W. Va.)—  
 ▶ WSTV-TV (9) CBS; Avery-Knodel: 1,063,800  
 Toledo—  
 ▶ WSPD-TV (13) ABC, CBS, NBC, DuM; Katz: 303,050  
 Youngstown—  
 ▶ WFMJ-TV (21) NBC; Headley-Reed: 146,000  
 ▶ WKBN-TV (27) ABC, CBS, DuM; Haymer: 144,872  
 Zanesville—  
 ▶ WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson: 45,000  
 Oklahoma—  
 Ada—  
 ▶ KTEH (10) ABC; Venable: 180,000  
 Ardmore—  
 ▶ KVSQ-TV (12) 5/12/54-Unknown  
 Enid—  
 ▶ KGEQ-TV (5) ABC; Pearson: 118,000  
 Lawton—  
 ▶ KSWO-TV (7) DuM; Pearson: 54,540  
 Miami—  
 ▶ KMIV (58) 4/22/53-Unknown  
 Muskogee—  
 ▶ KTVX (8) ABC, CBS, NBC, DuM; Avery-Knodel: 245,000

Providence—  
▶ WVAR-TV (10) ABC, NBC, DuM; Weed; 1,145,201  
▶ WNET (16) ABC, CBS, DuM; Raymer; 72,000  
ed STA 9/23/53)  
SOUTH CAROLINA  
▶ WAIM-TV (40) CBS; Headley-Reed; 76,121  
Camdent—  
WACA-TV (15) 6/3/53-Unknown  
Charleston—  
▶ WSCS-TV (5) ABC, CBS; Free & Peters; 139,832  
▶ WUSN-TV (2) NBC, DuM; H-R; 138,000  
Columbia—  
▶ WCCS-TV (25) ABC, DuM; Headley-Reed; 66,000  
▶ WIS-TV (10) ABC, NBC, DuM; Free & Peters; 133,542  
▶ WNOX-TV (67) CBS, DuM; Raymer; 60,173  
Florence—  
▶ WBTW (8) ABC, CBS; CBS Spot Sls; 100,000  
Greenville—  
▶ WRBC-TV (4) NBC; Weed; 317,226  
▶ WAIM-TV (40) See Anderson  
Spartanburg—  
▶ WSPA-TV (7) CBS; Hollingbery; 11/25/53-  
Early 55  
SOUTH DAKOTA  
▶ KXLO-TV (11) ABC, CBS, NBC, DuM; Raymer; 105,897  
Sioux Falls—  
TENNESSEE  
Chattanooga—  
▶ WDEF-TV (12) ABC, CBS, NBC, DuM; Bran-ham; 109,834  
Mountain City  
▶ WJHL-TV (11) ABC, CBS, NBC, DuM; Pear-son; 129,360  
Knoxville—  
▶ WATN (6) ABC, NBC; Avery-Knode; 95,110  
▶ WTSK-TV (26) ABC, CBS, DuM; Pearson; 80,050  
Memphis—  
▶ WHBQ-TV (13) CBS; Blair; 306,199  
▶ WMCN (5) ABC, NBC, DuM; Branham; 306,199  
WRCB Broadcasting Service (3) Initial Decl-  
sion 8/27/54  
Nashville—  
▶ WISN-TV (8) ABC, DuM; Hollingbery; 216,940  
Old Hickory (Nashville)—  
▶ WLAC-TV (5) CBS; Katz; 207,158  
TEXAS  
Abilene—  
▶ KRBC-TV (9) ABC, NBC, DuM; Pearson; 39,983  
Amarillo—  
▶ KEDA-TV (10) ABC, CBS; Branham; 60,902  
▶ KGNC-TV (4) NBC, DuM; Katz; 60,902  
▶ KLYN-TV (12/11/53-Unknown  
Austin—  
▶ KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 92,207  
Beaumont—  
▶ KBMT (31) ABC, NBC, DuM; Fortoe; 33,580  
Beaumont Broadcasting Corp. (6) CBS; 8/4/54-Dec. 54  
Big Spring—  
▶ KBST-TV (4) 1/22/54-Unknown  
Corpus Christi—  
▶ KVDQ-TV (22) ABC, NBC, DuM; Young; 27,600  
KTLG (43) 12/9/53-Unknown  
Gulf Coast Broadcasting Co. (6) Initial Decision 6/17/54  
Dallas—  
▶ KDTX (23) 1/15/53-Unknown  
▶ KLFB-TV (29) CBS; Branham; 414,944  
▶ KRFD-TV (4) CBS; Branham; 414,944  
▶ WFAA-TV (8) ABC, NBC, DuM; Petty; 414,944  
El Paso—  
▶ KROK (13) Fortoe; 3/18/54-Unknown  
▶ KRBD-TV (4) ABC, CBS, DuM; Branham; 60,602  
▶ KTSM-TV (9) NBC; Hollingbery; 56,766  
El Worth—  
▶ WFAF-TV (5) ABC, NBC; Free & Peters; 416,000  
KFFZ-TV (11) 9/17/54-Unknown  
Galveston—  
▶ KGUL-TV (11) CBS, DuM; CBS Spot Sls; 325,000  
Harrisburg (Brownsville, McAllen, Weslaco)—  
▶ KGBT-TV (4) ABC, CBS, DuM; H-R; 44,826

Eugene—  
 KVAL-TV (13) ABC, NBC, DuM; Hollingbery: 30,000  
 Klamath Falls—  
 KCFJ Broadcasters Inc. (2) Initial Decision 11/8/54  
 Medford—  
 KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blaiz, Blaiz-TV; 26,500  
 Portland—  
 KLOK (12) ABC, CBS; Hollingbery: 7/22/54-3/1/55  
 KOIN-TV (6) ABC, CBS; CBS Spots Sla.; 240,000-964  
 KPTV (27) ABC, NBC, DuM; NBC Spot Sla.; 196,856  
 Salem—  
 KSLM-TV (3) 9/30/53-Unknown  
 PENNSYLVANIA  
 Allentown—  
 WFMZ-TV (67) 7/16/53-12/4/54 (Granted STA Nov. 24)  
 WQCY (39) Weed; 8/12/53-Unknown  
 Altoona—  
 WFRG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128  
 Bethlehem—  
 WLFE-TV (51) NBC; Meeker; 89,307  
 Easton—  
 WGLV (57) ABC, DuM; Headley-Reed; 84,915  
 Erie—  
 WICU (12) ABC, NBC, DuM; Petry; 208,500  
 WLBU-TV (68) 12/31/53-Unknown  
 WSEE (35) CBS, DuM; Avery-Knodel; 47,043  
 Harrisburg—  
 WCMB-TV (27) Cooke  
 WHP-TV (55) CBS; Bolling; 166,423  
 WLPB (71) ABC, NBC; Headley-Reed; 166,423  
 Hazleton—  
 WAZL-TV (63) Meeker; 12/18/52-Unknown  
 Johnstown—  
 WARD-TV (56) ABC, CBS, DuM; Weed  
 WJAC-TV (6) ABC, CBS, NBC, DuM; Katz; 805,604  
 Lancaster—  
 WGCJ-TV (8) CBS, NBC, DuM; Meeker; 602,350  
 WMLA (21) 5/7/53-Fall 54  
 Lebanon—  
 WLBR-TV (15) See footnote (c)  
 New Castle—  
 WKST-TV (45) ABC, DuM; Everett-McKinney; 146,367  
 Philadelphia—  
 WCAU-TV (10) CBS; CBS Spot Sla.; 1,854,637  
 WFTL-TV (6) ABC, DuM; Katz; 1,833,160  
 WJMG-TV (23) 10/21/53-Unknown  
 WPTZ (3) NBC; Free & Peters; 1,820,000  
 Pittsburgh—  
 WDTV (2) CBS, NBC, DuM; DuM Spot Sla.; 1,134,110  
 WEWS (16) ABC, CBS, NBC; Petry; 412,000  
 WGED (13)  
 WLTD (47) Headley-Reed; 12/23/52-Unknown  
 Reading—  
 WEEU-TV (33) ABC, NBC; Headley Reed; 98,000  
 Sharon—  
 WSHA (38) 1/27/54-Unknown  
 Wilkes-Barre—  
 WBEH-TV (28) NBC; Headley-Reed; 200,000  
 WILK-TV (34) ABC, DuM; Avery-Knodel; 190,000  
 Williamsport—  
 WHA-TV (36) Everett-McKinney; 11/13/52-Jan. 55  
 York—  
 WNCN-TV (49) DuM; Forjoe; 87,400  
 WSHB-TV (43) ABC; Young; 88,000



**WEST VIRGINIA**

Bluefield—  
WHIS-TV (6) Katz; 10/29/54-Unknown  
Charleston—  
WCHS-TV (8) ABC, CBS, DuM; Branham;  
402,584  
WKNA-TV (49) ABC; Weed; 47,320  
Clarksburg—  
WBKR-TV (12) Branham; 2/17/54-1/1/55  
Fairmont—  
WFB-TV (35) ABC, NBC, DuM; GMI-Perna;  
35,300  
Huntington—  
WSAZ-TV (3) ABC, NBC, DuM; Katz; 448,382  
WHTN-TV (13) 8/2/54-Spring '55  
Oak Hill (Beckley)—  
WOAX-TV (4) ABC; Weed; 6/2/54-Dec. '54  
Parkersburg—  
WTAP (15) ABC, DuM; Forjee; 30,000  
Wheeling—  
WLTV (51) 2/11/53-Unknown  
WTRF-TV (7) ABC, NBC; Hollingsbery; 281,811  
WSTV-TV (9) See Steubenville, Ohio

**WISCONSIN**

Eau Claire—  
WEAU-TV (13) ABC, NBC, DuM; Hollingsbery;  
75,000  
Green Bay—  
WBAY-TV (2) ABC, CBS, DuM; Weed; 210,000  
WFRV-TV (5) 3/10/54-Unknown  
WMBV-TV (11) See Marinette  
La Crosse—  
WKBT (8) ABC, CBS, NBC, DuM; Raymer;  
40,000  
WTLB (38) 12/16/53-Unknown

**MADISON**

WHA-TV (21)  
WKOW-TV (27) CBS; Headley-Reed; 65,000  
WMTV (33) ABC, NBC, DuM; Holling; 61,000  
Badger Television Co. (3) Initial Decision  
7/31/54  
Marinette (Green Bay)—  
WMBV-TV (11) ABC, NBC; Vennard; 175,000  
Milwaukee—  
WOCAN-TV (25) CBS; Rosenman; 408,900  
WOKY-TV (19) DuM; Bolling; 378,340  
WTMJ-TV (4) NBC; Harrington, Richter &  
Farsons; 722,178  
WTVW (12) ABC, DuM; Petty

**NEENAH**

WNAM-TV (42) ABC; George Clark  
Superior (Duluth, Minn.)—  
WDSM-TV (6) CBS, DuM; Free & Peters; 70,000  
KDAL-TV (3) See Duluth, Minn.  
WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker;  
37,500

**CHEYENNE**

KREB-TV (5) ABC, CBS, NBC, DuM; Holling-  
bery; 49,000

**ALASKA**

Anchorage—  
KRIA (2) ABC, CBS, Weed; 14,000  
KTVA (11) NBC, DuM; Reids; 10,000  
Fairbanks—  
KFTL (2) ABC, CBS; 7/1/53-Unknown

**HAWAII**

Honolulu—  
KGMV-TV (9) CBS; Free & Peters; 60,000  
KONA (11) NBC; NBC Spot Sis; 60,000  
KULA-TV (4) ABC, DuM; Young; 62,000

**PUERTO RICO**

San Juan—  
WAPA-TV (4) ABC, NBC, DuM; Caribbean  
Networks  
WKAQ-TV (2) CBS; Inter-American; 41,000

**CANADA**

Calgary, Alt.—  
CHCT-TV (2) CBC; All-Canada, Weed  
Edmonton, Alt.—  
CFRN-TV (3)  
Hamilton, Ont.—  
CHCH-TV (11) CBC, CBS, NBC; All-Canada  
Young; 96,500

**UPCOMING**

London, Ont.—  
CCKO-TV (13) CBC, CBS, Harry, Weed, 75,000  
CFTL-TV (10) CBC, CBS, NBC, All-Canada, Weed, 80,627  
Montreal, Que.—  
CBMT (6) CBC, CBC, 221,216  
CBMT (2) CBC French; CBC, 221,216  
Ottawa, Ont.—  
CBOT (4) CBC, CBC, 35,500  
Port Arthur, Ont.—  
CFPA-TV (2) CBC; All-Canada, Weed  
Quebec City, Que.—  
CFQM-TV (4) CBC; Hardy; 6,000 estimate  
Regina, Sask.—  
CKCK-TV (2) CBC, CBS, NBC; All-Canada, Weed, 10,000  
Rimouski, Que.—  
CJBR-TV (3) CBC, CBC  
St. John, N. B.—  
CHSJ-TV (4) CBC; All-Canada, Weed, 12,000  
Sudbury, Ont.—  
CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed, 11,249  
Toronto, Ont.—  
CBLT (9) CBC, ABC, CBS, NBC, DUM; CBC; 250,000  
Vancouver, B. C.—  
CBUT (2) CBC, CBC, 30,000  
Windsor, Ont. (Detroit, Mich.)—  
CKLW-TV (9) CBC, DUM; Young Winipeg, Man.—  
CBWT (4) CBC, CBC, 5,000  
**MEXICO**  
Guarez (El Paso, Tex.)—  
XETV (5) National Time Sales; 43,650  
Tijuana (San Diego)—  
XETV (6) Weed; 260,550

**DECEMBER**  
Dec. 6: Rhode Island Radio & TV Bcstrs. Assn., Crown Hotel, Baltimore.

**JANUARY**  
Jan. 10: BAB Clinic, Miami, Fla.  
Jan. 11: BAB Clinic, Jacksonville, Fla.  
Jan. 12: BAB Clinic, Birmingham, Ala.  
Jan. 13: BAB Clinic, Atlanta, Ga.  
Jan. 14: BAB Clinic, Augusta, Ga.  
Jan. 19: First meeting, Broadcast Advertising Council of Chicago.  
Jan. 20-21: Symposium on printed circuits by Engineering Dept. of RETMA, U. of Pennsylvania, Philadelphia.  
Jan. 22-23: Third annual Retail Advertising Conference, Sheraton Hotel, Chicago.  
Jan. 24: BAB Clinic, Chattanooga, Tenn.  
Jan. 25: BAB Clinic, Nashville, Tenn.  
Jan. 26: BAB Clinic, Columbia, S. C.  
Jan. 26-28: Georgia Radio-TV Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.  
Jan. 27: BAB Clinic, Charlotte, N. C.  
Jan. 28: BAB Clinic, Raleigh, N. C.  
Jan. 30-Feb. 4: American Institute of Electrical Engineers mid-winter general meeting, Hotels Statler and Governor Clinton, New York.

**FEBRUARY**  
Feb. 7: BAB Clinic, Phoenix.  
Feb. 8: BAB Clinic, Los Angeles  
Feb. 9: BAB Clinic, Fresno, Calif.  
Feb. 10: BAB Clinic, San Francisco.  
Feb. 10-12: Southwestern region, Institute of Radio Engineers, Dallas.  
Feb. 11: BAB Clinic, Sacramento.  
Feb. 13-19: National Advertising Week.

**WSAU-TV**  
WISCONSIN



**CBS • NBC**  
**ABC • DuMont**

**CHANNEL 7**

1,921 ft. above sea level  
540,000 population  
\$662,899,000 spendable income  
152,000 homes

Represented by  
**MEEKER, T.V.**  
New York, Chi., Los Angeles, San Fran.

**Stockholders include**  
**RADIO STATIONS:**  
WSAU - WFRH - WATK  
**NEWSPAPERS:**  
Wausau Daily Record-Herald  
Marshfield News Herald  
Wis. Rapids Daily Tribune  
Merrill Daily Herald  
Rhinelander Daily News  
Antigo Daily Journal

OWNED AND OPERATED BY  
**WISCONSIN VALLEY TELEVISION CORP.**

Mr. Gediman also noted that among \$25,000-and-more advertisers last year, 57% of those who used network radio at all used it to the tune of \$1 million or more for time only (56% in the case of tv). Would it be out of line to suggest that these advertisers have found the broadcast media worth the money and that they have contributed to their success and their ability to put more and more into broadcasting?

Mr. Gediman puts it, would it not be most sensible to embrace the and tv, for instance.

As for the basis to be used in selecting media to "embrace," as Mr. Gediman puts it, would it not be most sensible to embrace the ones with demonstrated ability to sell most for least? Like radio and on the business judgment of the advertisers?

Taking his reference to the magnitude of newspapers' advertising volume, is it his point that newspapers are best because they're biggest? If this is his standard, we are constrained to observe that up the distance despite newspapers' hundred-year jump. If so, again, what is the point about the "frequently forgotten" fact that "both tv and radio tend to be used with thoroughgoing frequency and adequacy"? Is this a slur on their effectiveness as advertising media, and on the business judgment of the advertisers?

There is a delightful inconsistency of argument in this assemblage of observations, relatively factual though each may be. They are culled from a speech by Mr. Gediman at the American Assn. of Advertising Agencies eastern annual conference in New York a fortnight ago [B•T, Nov. 29].

"Certainly we should not embrace the newspaper as the best merely because it is the oldest. But I suggest it is equally judicious not to embrace television as the best merely because it is the newest"; *IBID.*

"What is frequently forgotten is that both tv and radio tend to be used with thoroughgoing frequency and adequacy. Newspapers and magazines are paid the doubtful compliment that a little goes a long way"; *IBID.*

**THE** dollar volume of advertising in newspapers is greater than that of all . . . radio, magazines, tv put together"; *Statement by James Gediman, executive vice president, the American Weekly and Puck, The Comic Weekly.*

## Does Biggest Mean Best?

Republicans are pointing the finger at the patronage battery of GOP Chairman Leonard W. Hall and Assistant to the President Sherman Adams. We wouldn't know how they've done on the whole front, but in the communications sector, they haven't won many contests. Doubtless that's the reason there's talk of a new battery when early training begins for the new Congressional season in January.

"This show is a natural for a lumber company . . . we'll call it *Saw It Now!*"



Drawn for BROADCASTING • TELECASTING by Sid Hix

The stunning blow was the loss of the Nov. 2 elections and the Many GOP job-hunters are still looking.

ownership philosophy, under the guise of "diversification" of media. Republican FCC has out-dealed the New Deal on the newspaper-are disillusioned. Among them are many newspapers who feel the apiently. Stalwart Republicans, who were with Ike before Chicago, The point is that the GOP team, whatever its intent, has goofed.

It works the same way in reverse, Republican or Democratic. It out loud are the political adversaries of those in office for the of the regulatory agencies. Usually the only ones who talk about That is a situation not peculiar to the FCC; it has permeated most It has been more brazen with some commissions than with others.

Commission since regulation of communications began in 1927. Politics, to a greater or less extent, has been a factor with every caster competitors of those about to be appointed.

learn at the staff level they're almost certain to get from broad-fate, watches the FCC's every move. And what the legislators don't Brickner network investigation committee, whatever its ultimate assistants or the committee experts on communications do. The Congressmen themselves do not get the word at first-hand, their the FCC escapes the notice of Capitol Hill. If the Senators or

But they didn't reckon with the opposition. Hardly an action of while spoils that belong to the victors.

those postmasters, public works, rivers and harbors and other erst-leaders, out to make up for 20 years of patronage famine. They saw in television, patronage rewards that would make pygmies of Those no question about the original intent of the party political penetrating Democratic eyes.

had their way. But the eyes of Congress are upon it—probing, The answer is that it probably would be if the GOP politicians Truman?

**NINE** OUT of ten in the business of broadcasting ask: "Is the FCC more political under Eisenhower than it was under Nine Out of Ten . . ."

should accept the invitation as a command performance.

invite comments before it acts. And the best minds in the business If the FCC is to act in the public interest in this case, it should section of interests in the field.

ing. It can be particularly valuable if it comes from a good cross-intelligence and experience in television broadcasting and advertis-But even speculation can be valuable if it comes from people of necessarily be speculative.

deniable as is also the fact that opinion on the subject would of of the effects that might be generated by such a system. That is un-Zenith said that there was now an absence of empirical knowledge

In its petition for early approval of pay-as-you-see television, FCC has an absolutely one-sided case to consider.

subject, they have kept their thoughts quiet. At this stage the development of subscription tv. If others have thought about the tion television has come from interests associated with the technical To date the only extensive comment on the subject of subscrip-

loss. with an increase in the number and variety of tv programs or a radiation of the U. S. television system, would provide the public would be good or bad, would constitute a net improvement or deg-

We do not know—not does anyone else—whether these effects the basic economic structure of the medium.

affect the status of television as an advertising medium, disturb conventional viewing habits of the television audience and influence The introduction of subscription tv service would inevitably

It is also a matter of significant public concern. casters, advertisers, agencies and others associated in the business. scription tv. It is an issue vital to the future of television broad-FCC had before it an issue of such profound importance as sub-

long freeze and opening the way for vast tv expansion, has the Not since it issued its television allocations report, ending the care.

on an issue which should be examined with deliberation and utmost vision, Zenith Radio Corp. has asked the FCC to rush a decision

**IN** PETITIONING for quick authorization of subscription tele-

## What's the Rush?



**AN EXPERT SHOW...  
because all the stars are experts**

# HOMEMAKERS' INSTITUTE

Each personality on Homemakers' Institute is an expert in her own field, chosen for this show because she is an expert. This brings talent, knowledge and entertainment to thousands of housewives in the WBAL-TV audience.

Monday thru Friday, 1:30 to 2:30 PM. . . what housewife isn't ready to relax at this hour? It's lunch time. . . the time they sit down for an hour and treat themselves to learning more about everything that interests them most.

Known as the "Women's Magazine of the Air", Homemakers' Institute combines all the factors usually found in several different magazines. It's a 60 minute, fast moving session, divided into three sections; cooking and kitchen demonstrations—news for women, including interviews with famous guests—fashion highlights.

And better yet, Homemakers' Institute is backed by merchandising to help food brokers, appliance distributors and sales representatives.



**MARY LANDIS**

**Cooking Expert**  
This culinary genius stresses variety in meals. Her famous recipes have been collected on her travels throughout the world.



**MOLLIE MARTIN**

**Homemaking Expert**  
Inspiring and friendly Mollie brings amazing new interests to all housewives plus most intriguing interviews.



**KITTY DIERKEN**

**Fashion Expert**  
Interviewing a famous guest or selling a product. . . it's her contagious enthusiasm that makes her so famous.



**BOB JONES**

**Expert Announcer**  
Bob adds continuity from one set to another. . . keeps the show moving. When he does a commercial, he sells, BUT GOOD!

# WBAL-TV

**NBC AFFILIATE • TELEVISION BALTIMORE**  
Nationally Represented by  
**EDWARD PETRY & CO.**

# DEEM

*television*

ON STATION REPRESENTATIVES  
DETROIT • BOSTON • SAN FRANCISCO • ATLANTA • HOLLYWOOD