

BROADCASTING TELECASTING

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EXCLUSIVE
PREPARES
COMMERCIAL TV
PRESS REPORT
McCOLLOUGH
Pages 55-62

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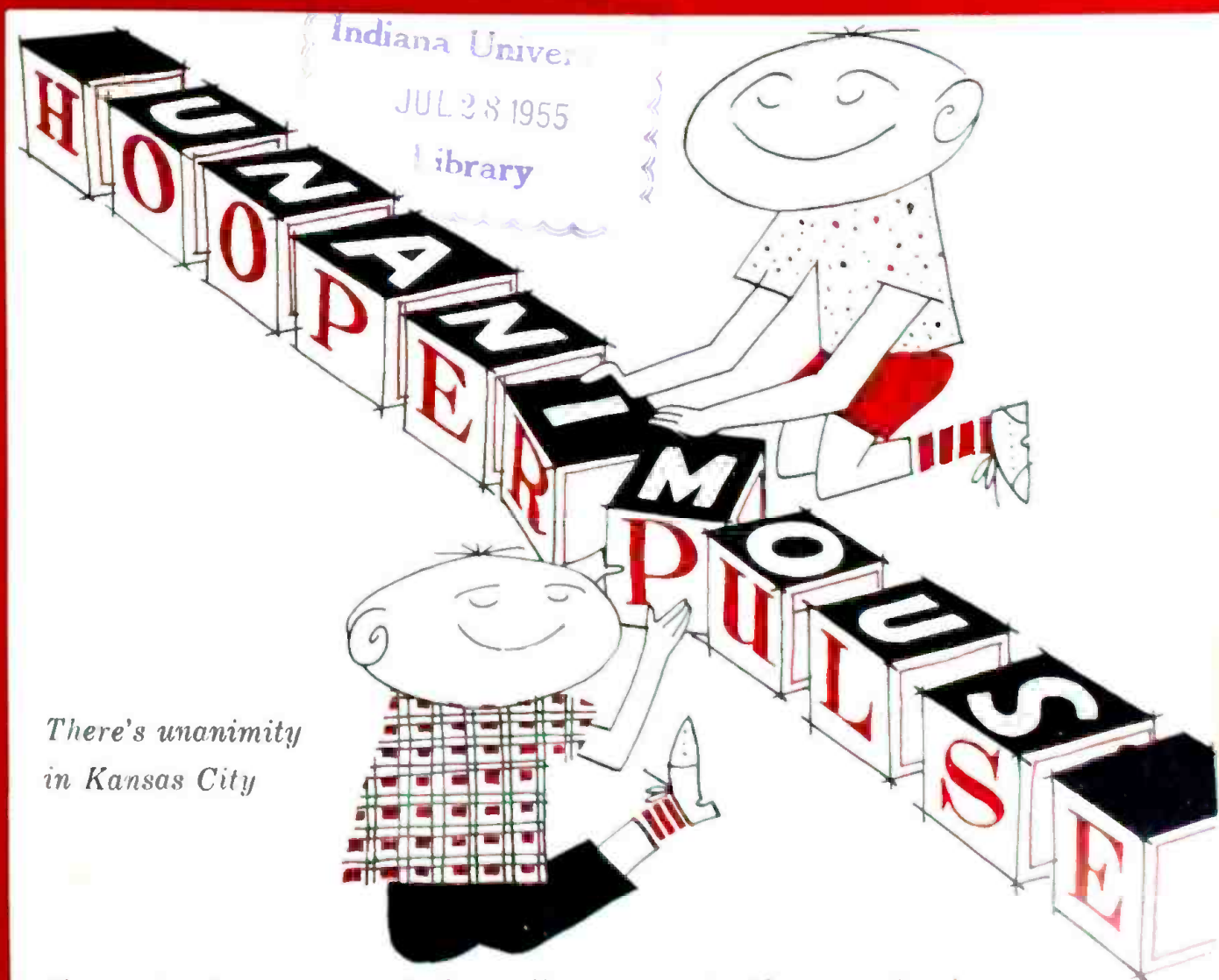
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4TH
ear

NEWSWEEKLY
DIO AND TV



*There's unanimity
in Kansas City*

No matter how you count the audience . . . the No. 1 station is

WHB LEADERSHIP LINE-UP:
FIRST PLACE—HOOPER
Average share of audience, 7 a.m. - 6 p.m.,
Mon.-Fri., May-June, 1955
FIRST PLACE—PULSE
Average share of audience, 6 a.m. - 6 p.m.,
Mon.-Sat., March-April, 1955

WHB

10,000 WATTS, 710 KC

Buying radio in Kansas City is practically child's play today, because Hooper and Pulse are unanimous in their rating of WHB as the station with the biggest audience (All-day averages as high as 45.7%!). This is what Mid-Continent programming, ideas and excitement has achieved for WHB! The same programming, ideas and excitement can achieve leadership for you. Talk to the man from Blanton, W. General Manager George H. Anderson.



MID-CONTINENT BROADCASTING COMPANY

President, Todd Stone

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

WJH, Omaha
Represented by
H.R. Repp, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

Beeline

RADIO

delivers more
for the money



These four *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and at the lowest cost per thousand! (SAMS and SR&D)

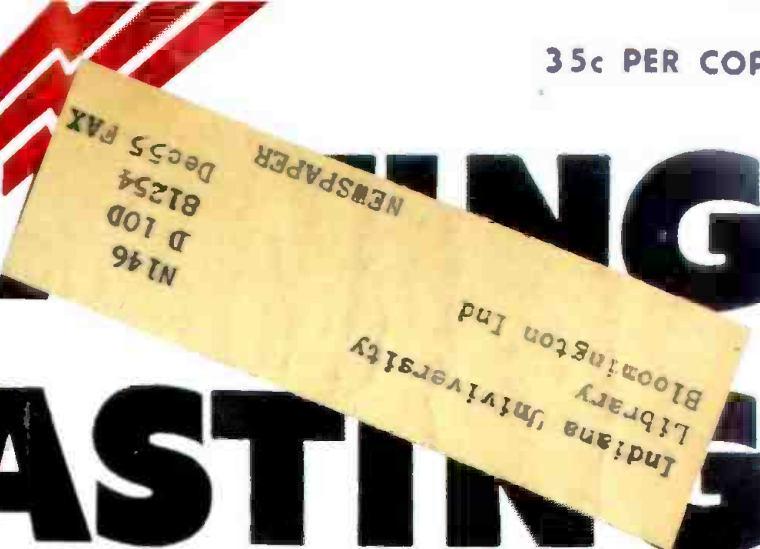
In this mountain-isolated market, the Beeline serves an area with over 2 million people and 3¼ billion in spendable income. (1955 Consumer Markets)



McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

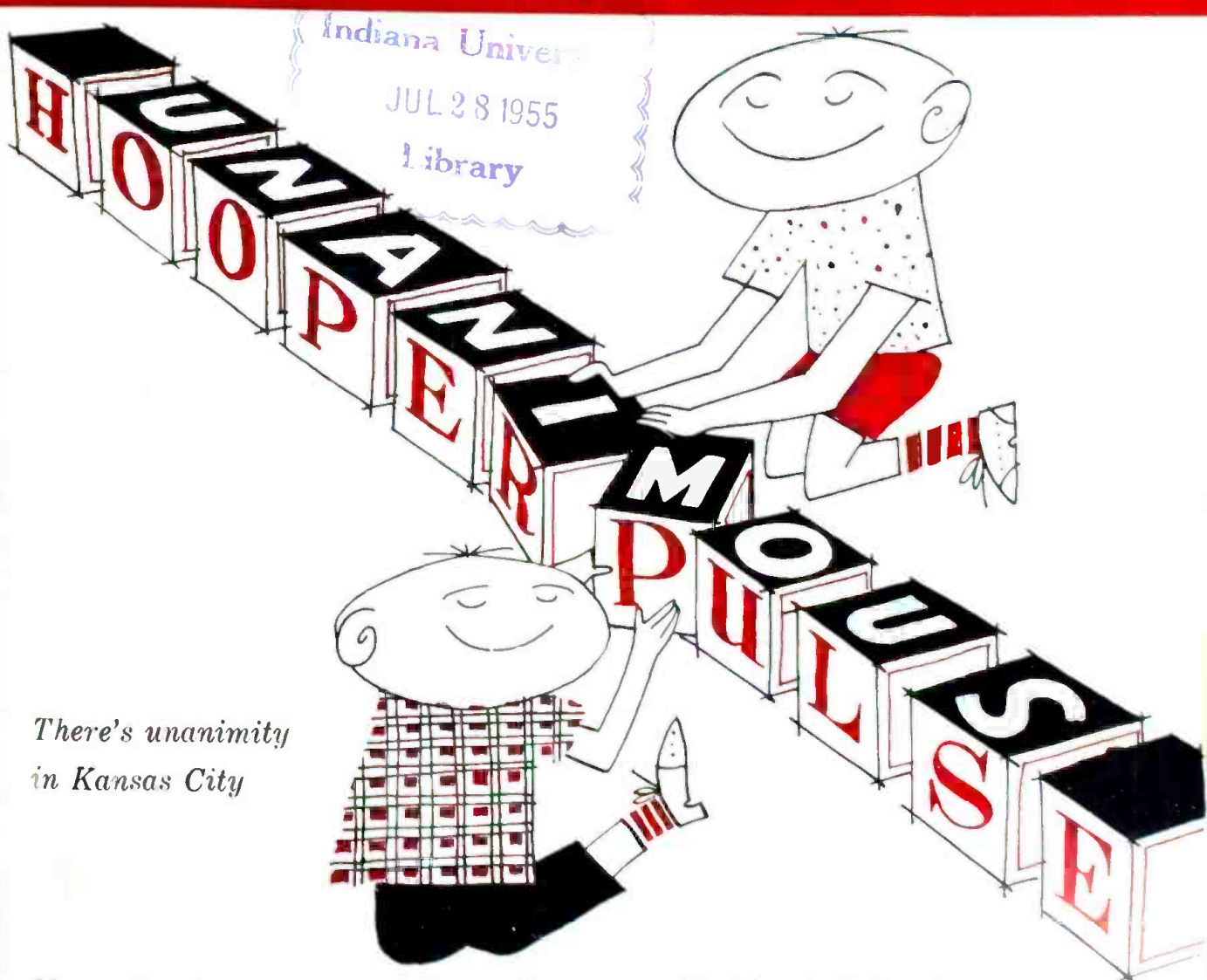
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MID-CONTINENT BROADCASTING COMPANY

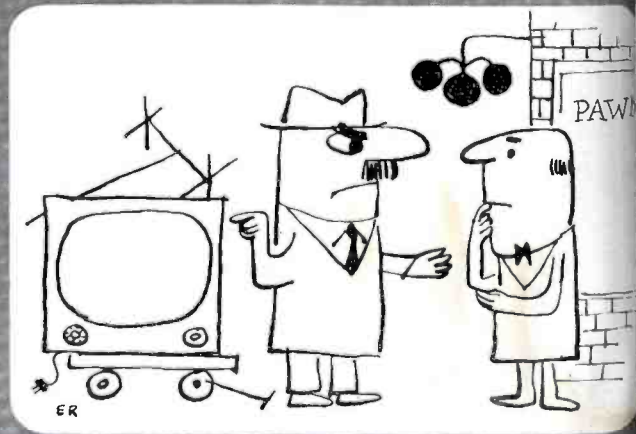
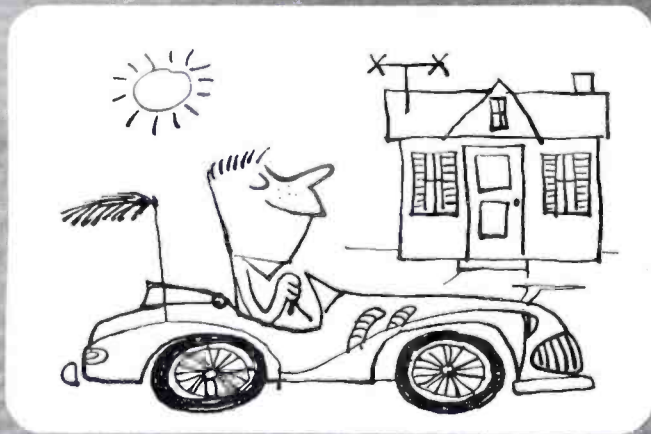
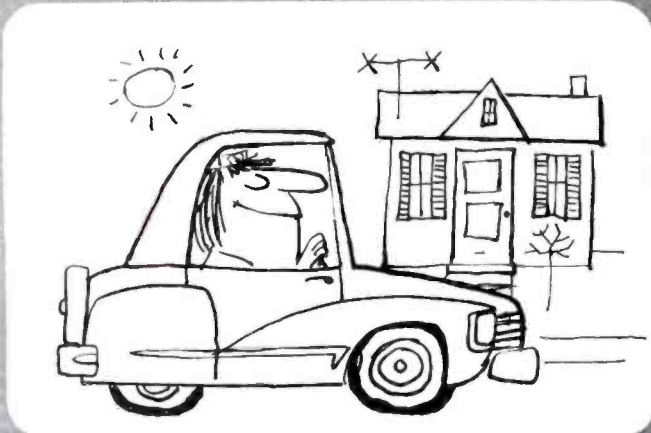
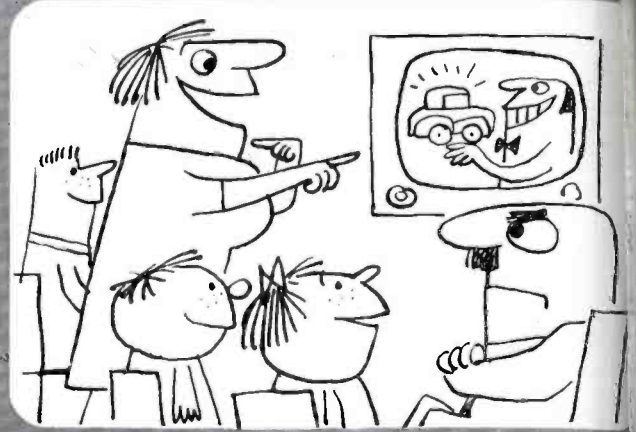
President: Todd Stora

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

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

WHB, Kansas City
Represented by
John Blair & Co.

We're moving more motor cars in motorized San Diego!



41% more than in 1951
for a 1954 total of \$160,956,000* worth!

This is more "automotive" sales
than Miami, Louisville or Columbus, Ohio!

We've got more people, making more, spending more
and watching Channel 8 more than ever before!

*Sales Mgt., 1955

KFMB TV

WRATHER-ALVAREZ BROADCASTING, INC.

SAN DIEGO, CALIF.

REPRESENTED BY PETRY

America's more marke

W

J

I

M

**CHANNEL
6**

JACKSON

T

LANSING

BAY CITY

FLINT

V

SAGINAW

**GRAND
RAPIDS**

**BATTLE
CREEK**



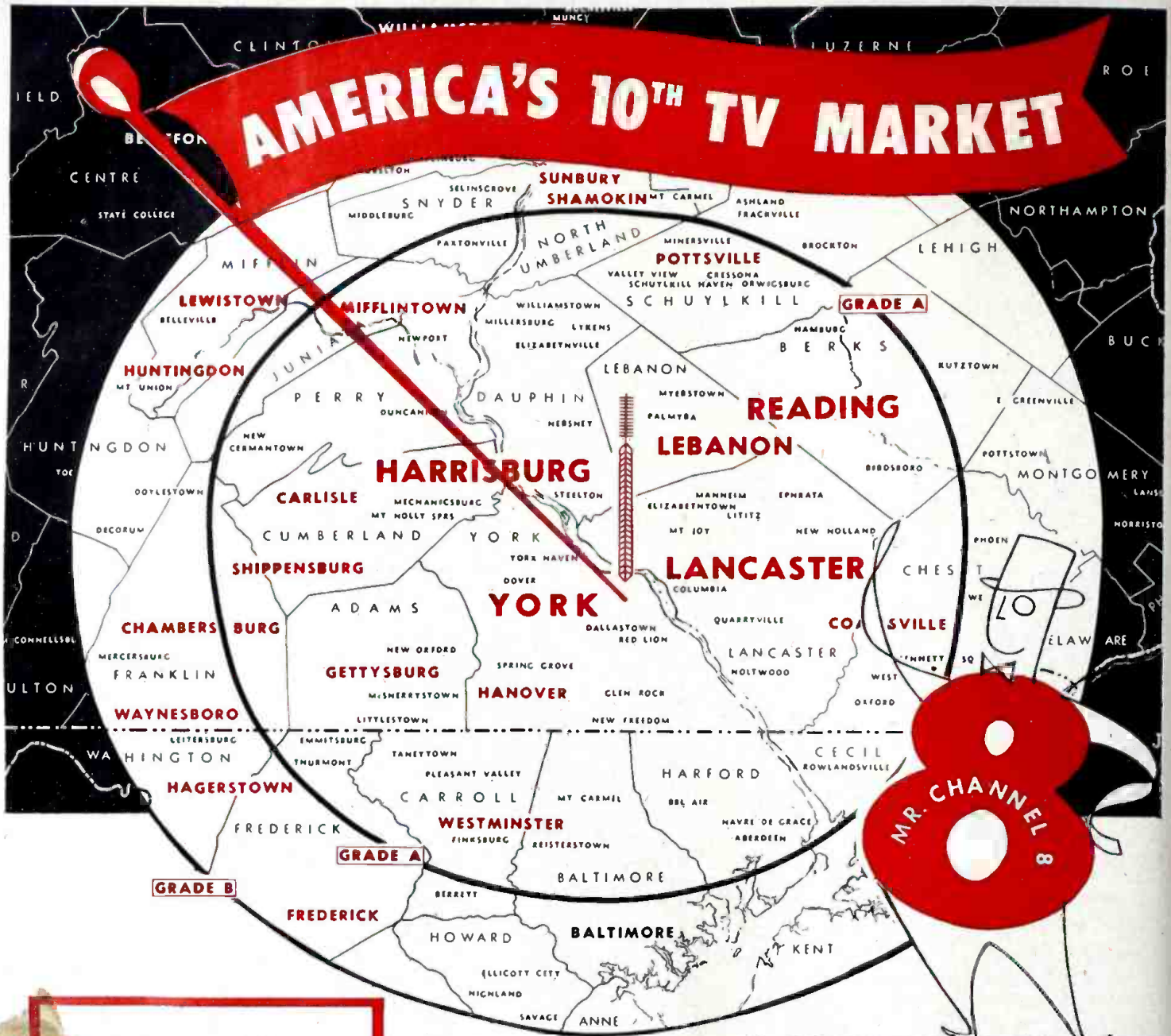
Coverage that Counts!

*7 major Michigan markets
for NBC, CBS and ABC*

Now 100,000 watts!

PETRY & CO.

AMERICA'S 10TH TV MARKET



| TV Area | TV Sets |
|----------------------|----------------|
| 1 New York | 4,730,000 |
| 2 Chicago | 2,255,000 |
| 3 Los Angeles | 2,107,168 |
| 4 Philadelphia | 2,094,852 |
| 5 Detroit | 1,553,200 |
| 6 Boston | 1,308,362 |
| 7 Cleveland | 1,195,000 |
| 8 Pittsburgh | 1,134,110 |
| 9 San Francisco | 1,084,590 |
| 10 LANCASTER | 912,950 |
| 11 St. Louis | 785,162 |
| 12 Milwaukee | 774,803 |
| 13 Washington, D. C. | 741,000 |
| 14 Cincinnati | 724,140 |
| 15 Indianapolis | 663,000 |

316,000 Watts

WGAL-TV

LANCASTER, PENNA.

NBC • CBS • DuMont

WGAL-TV's 316,000-watt signal on Channel 8 beams a clear picture from its mountaintop transmitter location to a wide area which collectively creates the tenth largest TV market in the Nation. Stations in only nine other areas reach more television sets than those in the WGAL-TV Channel 8 Mighty Market Place.

STEINMAN STATION Clair McCollough, Pres.

Representatives:

MEEKER TV, INC.

New York
Los Angeles

Chicago
San Francisco

Channel 8 Mighty Market Place

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

closed circuit®

MADISON AVE. MISSION • FCC Comr. Robert E. Lee went on scouting trip to New York last week to find out if widely reported "Madison Ave. complex" against television actually exists. Whether he found complex he did not say, but after two days visiting two dozen agency timebuyers and station representatives, he returned to Washington with new respect for business men of those whose advertising placements help support media he helps regulate.

B•T

RE may be repercussions aplenty following resignation of Sidney Davis as counsel of Senate Commerce Committee's investigation of tv (story page 31). Mr. Davis shortly undergoes treatment for back ailment, it's hinted that republican opposition, stemming mainly from ranking minority member John W. Snyder of Ohio, was also responsible for Davis' decision to quit after four months. Among those being considered as successor is Joseph Kittner, assistant chief of FCC's Broadcast Bureau, who is set to transfer to same post in Safety and Special Services and isn't happy about it.

B•T

CHAIRMAN • Comr. E. M. Webster last Friday became Acting Chairman of FCC and will serve until Sept. 5, when William George C. McConnaughey returns from his quasi-official European trip [B•T, July 11]. Comr. Rosel H. Hyde, who holds FCC seniority, was unable to take over because of obligations in NARBA discussions with Mexico, plus fact that Mr. Webster plans to remain in Washington during entire August recess.

B•T

BATV, after successful telecast early this month of first Wide Wide World [B•T, July 11], has scheduled program for 20 days to start in mid-October. First sale of books but as yet unannounced—to General Motors' United Motors Service Div. (steel distribution and accessory service) for one-third sponsorship of series through Campbell Ewald, Detroit. Network reportedly is dickering with Aluminum Co. of America, AT&T and Allis Chalmers Co. for sale of remaining two half-hour segments. Alcoa's latest network tv show was CBS-TV's See It Now.

B•T

WHAT CAN BE TOLD • John L. Fitzgerald, chief of FCC's Office of Opinions and Reviews, could have been chief of Broadcast Bureau—post given to Edward Kenehan [B•T, July 18]. This assignment had been discussed with Mr. Fitzgerald on basis of seniority, but he expressed preference for present position in view of heavy backlog ahead. Mr. Kenehan had been slated for substantial promotion, based on merit and achievement, but because of Mr. Fitzgerald's preference, he leap-frogged into top broadcast post.

SCHEME to break logjam in FCC's Office of Opinions & Reviews contemplates hiring junior attorneys for pairing with experienced professionals to move cases. One such legal "legman" has already been hired and has proved real help. Hope is that two or three more can be added to staff so that "team" of two can pitch into cases, whip them out quickly.

B•T

HELP WANTED • Happiest news for Hollywood talent in many months is NBC-TV's five-weekly hour-long color venture *Matinee* which will use 4,000 actors during new season. Since top stars are not in schedule, pasture appears extra green for experienced players and new talent. More than 100 writers and adapters are needed, and NBC is on open market for story material, will pay above scale.

B•T

TV IMPACT on West Coast movie industry is evident this summer as never before with major studios devoting increasing portions of their lots and production schedules to new medium. Already ABC-TV film shows before cameras at Walt Disney studios are consuming 85% of that company's creative staff.

B•T

NEW YORK UHF • Project of FCC Comr. John C. Doerfer, which he insists is no trial balloon, to de-mix by making major markets such as New York City all uhf, with vhf's to cover secondary markets and adjoining "areas," has stirred heated debate within ownership ranks. One large owner, in both vhf and uhf, contends it would cost \$400-\$500 million to convert sets in metropolitan New York alone for uhf reception. (See story page 31.)

B•T

PURCHASE of now dark ch. 15 WLBR-TV Lebanon, Pa., by Triangle Publications (Philadelphia Inquirer-WFIL-AM-FM-TV) for \$115,000 plus assumption of obligations totaling \$125,000 [B•T, July 4] causing much excitement among tv stations in surrounding areas — Harrisburg, York, Reading, Lancaster, among others — and objections to sale may be forthcoming. At stake are network affiliations and exclusivity features in film contracts, according to those immediately concerned. Attack would be made, it was understood, on grounds of concentration of control of media of communications and overlap (Lebanon is about 70 miles from Philadelphia). Triangle also owns WNBC-AM-TV Binghamton, N. Y.

B•T

ON THE BLOCK • KFEQ-AM-TV St. Joseph, Mo., may be sold soon. Because of illness of Barton Pitts, president and 98% owner, it's learned stations are being offered through Kidder, Peabody & Co. Chicago office (Robert E. Grant). KFEQ-TV, which began operation Sept. 27, 1953, is CBS

affiliated and operates on ch. 2 with 52 kw visual and 26 kw aural. KFEQ-AM, founded in 1923, operates on 680 kc with 5 kw and is MBS affiliated. Both stations are represented by Headley-Reed. It's understood price placed on common stock is \$600,000, plus long-term liabilities of approximately \$225,000.

B•T

MISSING from autumn tv calendar, it's understood, will be opening night production of Metropolitan Opera in New York. Met's operators feel normal operatic production is marred by tv trappings and that it isn't suitable tv fare unless specially staged. New wrinkle in autumn musical world may be nationwide closed-circuit operas from Chicago, featuring famed soprano Maria Callas, fed to concert halls around country and catering to concert-going public.

B•T

COLOR BLIND • Although ABC-TV affiliates are converting their gear to handle network color transmissions, network officials frankly admit they have no immediate color plans. Reason: lack of set circulation. ABC feels that those who stand to profit from color set sales should pay for receiver sales promotion through pioneer colorcasting. ABC is inclined to discourage prospective color sponsors until they can get their money's worth in audience.

B•T

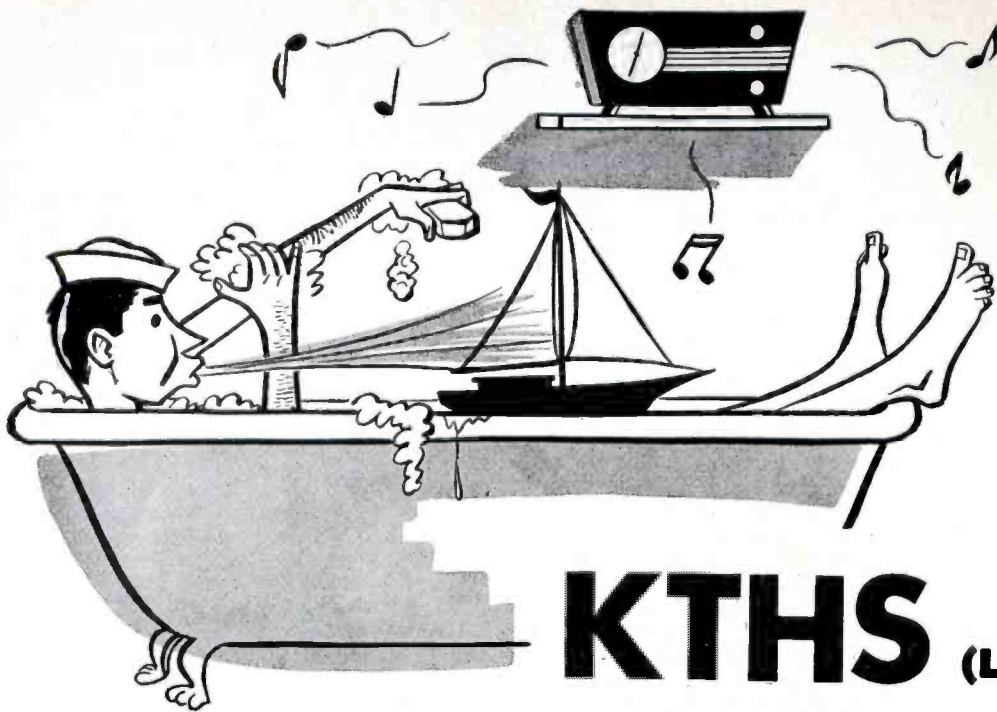
SLIGHTLY different coverage concept is seen in decision by Standard Oil Co. (of Indiana), heavy regional radio-tv spender, to abandon Midwest radio station hookup for Chicago Bears football broadcasts this fall. Standard sponsored games in 1954 on 15 outlets fed by WGN Chicago. Latter reportedly will carry contests alone this year.

B•T

NOW AND THEN • Is optimism for fall color tv prospects fading? In remarks last week by Raymond Durst, president of Hallicrafters Co., there was noticeable backtracking from pitch by Board Chairman William J. Halligan last May when latter said color tv is here "now" and there would be \$695 sets "soon." Ironically, Hallicrafters has failed to list price yet for set with 21-inch RCA type tube, while Motorola slashed price on similar CBS-Hytron model to aforementioned \$695. (See story page 83.)

B•T

HOW'S British commercial tv, due to begin Sept. 22, doing? One important prospective advertiser reports: "The whole situation is gummy. The medium is overpriced for the limited circulation available—about 1000 pounds per commercial minute (\$2800 American). It will need plenty of shaking down." [See McCollough Interview, page 55.]



KTHS (LITTLE ROCK)

SAILS INTO COVE, TOO!

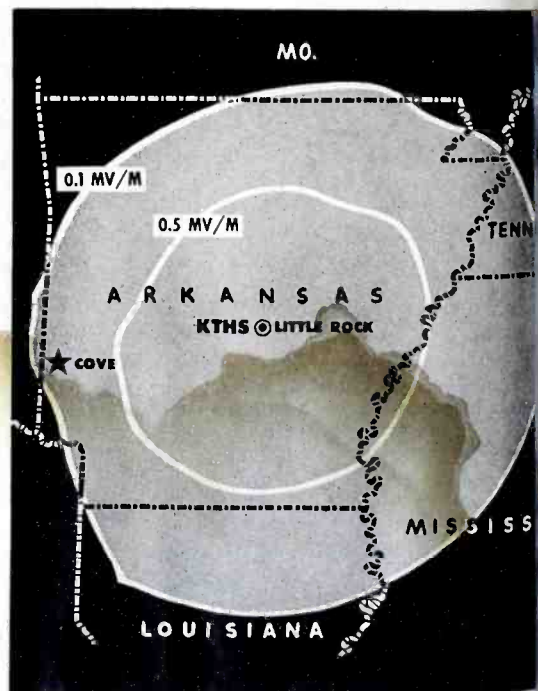
Advertisers on 50,000-watt KTHS get a lot more than Metropolitan Little Rock. They get coverage throughout most of Arkansas.

KT^HS drops a strong anchor in Cove, for example. This little West Arkansas town has only 482 people—but combined with thousands of other towns and villages and farms, it helps account for KT^HS's daytime coverage of more than 3-1/3 MILLION people.

In Arkansas, KT^HS is the BIG radio value—KT^HS, Basic CBS in Little Rock.

KT^HS 50,000 Watts
CBS Radio
BROADCASTING FROM
LITTLE ROCK, ARKANSAS

Represented by The Branham Co.
Under Same Management as KW^KH, Shreveport
Henry Clay, Executive Vice President
B. G. Robertson, General Manager



The Station KT^HS daytime primary (0.5MV/M) area has a population of 1,002,758 people, of whom over 100,000 do not receive primary daytime service from any other radio station . . . Our interference-free daytime coverage area has a population of 3,372,433.

at deadline

FCC APPOINTS FOUR-MAN COMMITTEE TO CONDUCT STUDY OF NETWORKS

took first step toward own investigation of network broadcasting Friday when it named four commissioners as committee to conduct study. They are Chairman George C. McCannaughey, Comrs. Rosel H. Hyde, Robert Bartley and John C. Doerfer. All but Mr. Doerfer are Republicans; Mr. Bartley is a Democrat.

Commission study is not expected to parallel study underway by Senate Commerce Committee. Both groups will maintain liaison, it has been explained, so that overlap is reduced to a minimum.

FCC study, five-year desire on Commission, will be undertaken with \$80,000 appropriated by Congress for this purpose. FCC had asked for \$100,000 to investigate not only networks, but also advertising practices, film distribution practices, etc., but Congress demurred, specifically limited appropriation to network aspect. Chairman McCannaughey explained, in ap-

pearing before congressional appropriation committees earlier this year, that \$80,000 would permit network study to be initiated. This meant, he explained, that staff could be chosen—from outside FCC—and data collected from FCC files and from networks and stations. Succeeding steps—analysis of data and recommendations—would require additional funds, he said. Initial steps would take about year, he said.

Method of investigation and who will comprise staff is unknown at present time. Commission wants to hire outside experts, but may have trouble due to short tenure of funds, it is understood.

Problems—all stemming at present from uhf plight—include network affiliation terms and practices, option time, program syndication, advertising agency attitude toward uhf, and other facets of broadcasting economics.

'Sensational' Gains Cited for Westinghouse Radio

"SENSATIONAL" gains in sales and profits of radio outlets of Westinghouse Broadcasting for the first half of year reported Friday by Chris J. Witting, WBC president. Mr. Witting said profits alone are nearly double those for January-through-June of last year.

Mr. Witting paid particular attention to local and regional advertising noting that local sales of five radio stations were 25.9% higher than first six months last year. WBC's Philadelphia, Mr. Witting said, has 1955 local sales 32% above comparable six-month period in 1954.

"Local sales of our five radio stations," Mr. Witting said, "are more than offsetting the continuing decline in radio network revenues." He said WBC's radio stations report local revenues 60% higher than in 1948, top-year for WBC radio sales. Local radio gain called "a healthy sign for the entire broadcasting industry" because local advertiser is "extra-sensitive to results, and is happy only so long as he gets his penny spent for advertising brings in a day's dollar."

Mr. Witting added revenues of WBC's four stations are "regularly setting new highs—when, television, is a booming, new medium. Some in the advertising industry, however, seem as a surprise that radio—a marketing medium supposedly 'out-dated' or 'sick'—should be showing sensational gains in sales and profits." He said, this was no surprise to advertiser and broadcaster who've given radio realistic appraisal in terms of merchandise moved at lowest cost.

Westinghouse report followed by two weeks optimistic statement on radio business released by George B. Storer, president of Storer Broadcasting Co. (owner of seven radio stations), who found revenues up and predicted biggest summer radio business in years [AT DEADLINE, July 11].

Workshop Plan Approved For CBS-Owned Tv Outlets

NEW "Test Workshop Plan" for CBS-owned television stations approved Friday at conference in New York of general managers and sales managers of stations and CBS Television Spot Sales officials. No details of plan released, but announcement expected this week.

Reports given by general managers of WBBM-TV Chicago, WXIX (TV) Milwaukee and KNXT (TV) Los Angeles on orders for fall, pointing up pattern of earlier advertiser buying for upcoming season. CBS-owned WCBS-TV New York earlier in week had observed similar change in buying habits.

Conference, called by Merle S. Jones, vice president in charge of CBS-owned tv stations, centered on sales and programming plans for fall season. In attendance were Sam Cook Diggs, WCBS-TV; H. Leslie Atlass, WBBM-TV Chicago; Edmund Bunker, WXIX (TV) Milwaukee, and James T. Aubrey, KNXT (TV) Los Angeles. Station Sales Managers Frank Shakespeare Jr., WCBS-TV; George Arkedis, WBBM-TV; Ted Shaker, WXIX (TV); and Robert Wood, KNXT (TV). CBS-TV Spot Sales represented by Clark B. George, general sales manager; John A. Schneider, eastern sales manager; Tom Judge, midwestern sales manager; Benjamin Margolis, business manager, and Donald Foley, sales promotion director.

BIKE RADIO

BRAND new listening area possibly was born last week with announcement from Huffman Mfg. Co., Dayton, Ohio, that it has on market vehicle aptly titled Huffy-Radiobike, featuring built-in radio. Huffman's bike radio is described as moisture-proof, shock-proof and tamper-proof, and it reportedly brings in stations up to 100 miles away.

BUSINESS BRIEFLY

WESTINGHOUSE SPOTS • Westinghouse Electric Corp., Pittsburgh (refrigerators), through McCann-Erickson, New York, planning to use over 100 markets for spot announcement radio campaign in all areas not covered by firm's *Studio One* on CBS-TV. Radio spot schedule will begin Sept. 12 and run two weeks.

SEPTEMBER CAMPAIGN • Chattanooga Medicine Co., Chattanooga, Tenn. (Black Draft laxative), through its agency, Harry B. Cohen Co., N. Y., preparing spot announcement campaign starting in September to run 39 and 52 weeks in more than 100 radio and several tv markets.

DU PONT RADIO • E. I. Du Pont de Nemours & Co., Wilmington, Del. (Kramex, farm chemical product), through BBDO, New York, buying radio spot campaign late in July for four weeks in about half-dozen radio markets.

M & M USING VIDEO • Hawley & Hoopes, Newark, N. J. (M & M candies), placing tv spot announcement campaign starting first week in August in nearly 25 markets in company's distribution pattern. Agency is Ted Bates & Co., New York.

SHULTON RADIO-TV • Shulton Inc., N. Y. (men's toiletries), through Wesley & Assoc., N. Y., returns to air this fall with radio spot announcement campaign on more than 60 stations and tv sponsorship of half-hour film, "Paris Precinct," in 19 tv markets. Schedule will be launched Sept. 26 and run 13 weeks.

Screen Actors Strike Looms Against Tv Film Producers

ALL SIGNS Friday pointed to nationwide strike about Aug. 1 by Screen Actors Guild against producers of tv entertainment film, hitting middle of production of many fall program series. Production of tv film commercials not involved.

In view of huge backlog of film material now on hand and in open market, networks appeared calm about possible program upset. They said they could keep schedules full almost indefinitely, but admitted material that might have to be used would be different from that now planned. Networks now are airing re-runs of last season's best film shows, have fair backlog of new fall shows already on shelf.

Independent film packagers, supplying stations directly, apparently would be hit hardest, but many of these also have substantial program cycles completed.

West coast stars, feature players and other actors, scheduled to meet in mass meeting last night (Sunday) at Hollywood Legion stadium, were expected to vote unanimously in support of SAG board's recommendation to strike. Ballots were put in mail for national referendum of 10,000 SAG members, to be returned by next Sunday.

SAG's present three-year contract covering actors, singers and announcers on tv entertainment films expired Wednesday night. Negotiations have been underway for several weeks with Alliance of Tv Film Producers and Assn. of Motion Picture Producers, but without agreement [B•T, July 18].

**It's
Easy
When You
Know
How!**



MEREDITH
*Radio and
Television*
STATIONS

KANSAS CITY: KCMO Radio & KCMO-TV
SYRACUSE: WHEN Radio & WHEN-TV
PHOENIX: KPHO Radio & KPHO-TV
OMAHA: WOW Radio & WOW-TV

The Katz Agen

The Katz Agen

The Katz Agen

John Blair & C
and Blair-TV

Affiliated With **Better Homes** and **Successful**
and Gardens **Farming** Magazine

at deadline

PEOPLE

HARRY N. SAGER, director of media and marketing, Krupnick & Assoc., St. Louis, appointed media director, Kenyon & Eckhardt, Chicago, responsible for all media buying accounts. **CLINTON R. CLARVK**, cooperative advertising manager, Dodge Div. of Chrysler Corp., appointed media director, Kenyon & Eckhardt's Detroit office, in charge of agency media operation on Mercury Div. account.

J. J. NEALE, vice president in charge of media, Dancer-Fitzgerald-Sample, N. Y., to assume additional duties of director of radio and tv department, succeeding **ALVIN KABAKER**, vice president and director of tv and radio, who has announced resignation.

Newspapers Acquire Options For Mountain Stations Group

FOUR-MONTH option to buy radio-tv properties of Carman-Wrathall-Powers group in Utah, Idaho and Montana acquired by Standard Examiner Pub. Co., Ogden (*Ogden Standard Examiner*), and Kearns-Tribune Corp., Salt Lake City (*Salt Lake Tribune*). Option announced by Frank C. Carman, pioneer Utah broadcaster.

Included in option are interests in KUTA and KUTV (TV) Salt Lake City; KLIX-AM-TV Twin Falls, Idaho; KGEM Boise, Idaho; KOPR Butte, Mont. Carman group interests in KIFI Idaho Falls and KWIK Pocatello, Idaho, being sold to J. Robb Brady Trust Co., Idaho Falls, family holding company. Standard Examiner Pub. Co. is owner of KIMN Denver and 40% of KMON Great Falls, Mont. Kearns-Tribune Corp. owns 50% of KUTV (TV) and would be co-owner with Standard Examiner. Carman group includes Grant W. Wrathall, and O. Powers and Sharon Lee Powers, widow and daughter respectively of Jack Powers, original partner.

ND Grid Series at Hotels

CLOSED-CIRCUIT telecasts of four Notre Dame U. football games this fall in 15 hotels owned by Sheraton Corp. of America to be announced in Chicago this week. Games will be offered in ballrooms in conjunction with hotel chain, Notre Dame paying line charges and receiving proceeds (admission \$4 per ticket), Tom McDonald, sales manager of Chicago's Sheraton Hotel, told B*T Friday. Sheraton chain, through new closed circuit tv subsidiary, probably would split advertising expenses with university, it's understood, and plans extensive tv spot campaign on sports shows in hotel cities to promote telecasts. Sheraton will have exclusive rights over theatres in cities where it plans telecasts. Box Office Television also reportedly interested in ND games in theatres, perhaps on sponsor basis, though Notre Dame officials would not comment Friday.

Campbell-Mithun in Hollywood

CAMPBELL-MITHUN Inc., Minneapolis agency, has opened a new office in Hollywood with Paul Morgan, formerly account executive for Hamm's beer at agency's headquarters office, named general manager. Hollywood office is at 1680 N. Vine St., phone: Hollywood 2-0715. Two others transfer to Coast from agency's home office: Pat Walsh, office manager, and Marguerite Rinck. Office will supervise filming of tv commercials for all its clients and give account service in all media and marketing and sales planning assistance to those accounts having extensive West Coast operations. These include American Dairy Corp., Gold Seal Corp., Pillsbury Flour Co., Morrell Packing Co., and Theo. Hamm Brewing Co.

O'NEIL TO ANSWER

HEAVY turnout of newsmen expected tomorrow (Tuesday) when Thomas F. O'Neil, president of General Teleradio Inc., holds news conference at New York's Hampshire House. Mr. O'Neil will make his first appearance before newsmen since acquiring RKO Radio Pictures (see story, page 35).

TvB Completes Presentation On 'Pinpoint' Video Concept

FIRST in series of five presentations completed by Television Bureau of Advertising on "pinpoint concept of television"—pointing up use of broad schedule of local tv programs of various types as way for advertisers to use local stations—for use of advertisers, agencies and to TvB members.

First presentation deals with size and type of audiences advertiser can reach with typical schedule of local news programs. Treated are morning, mid-day, early evening and late evening news programs with results on basis of two and five programs. Study, conducted by A. C. Nielsen, showed 63% of all U. S. tv homes regularly view local news programs of TvB member stations, watching them average 2.7 times per week.

U. S.-Mexico Agreement Near

DISTINCT progress toward agreement between United States and Mexico on use of am broadcast spectrum was reported Friday after two weeks of negotiations in Washington.

While no formal statement was forthcoming from U. S. delegation Chairman Rosel H. Hyde or Mexico delegation Chairman Carlos Nunez, it was understood prospects bright for favorable outcome. Unless unforeseen difficulties crop up, agreement in substance will be reduced to writing early this week.

Although no word was reported on exactly what frequencies were involved, on basis of existing usage by Mexico it would appear that 660 kc (WRCA New York) and 830 kc (WCCO Minneapolis) officially have been made available for secondary usage by Mexico.

It was also believed that secondary use of 540 kc (Canadian clear) has been agreed to by both Mexico and U. S. In case of Mexican use of U. S. clears, American stations would be protected at border.

Bilateral agreement, if signed by delegates, will be submitted to Congress to become associated with North American Regional Broadcast Agreement (NARBA) which has been pending before Senate since 1951.

Tv Set Exemption Weighed

HOUSE Ways and Means Committee will take up as its first business today (Mon.) bill (HR 7040) to exempt from 10% federal excise tax television sets equipped to tune in all ulf channels. Enactment of bill, authored by Rep. Frank Ikard (D-Tex.), has been hailed by broadcasting industry and manufacturers as partial solution to lack of circulation by uhf stations.

TV Receiver Shipments Ahead of 1954 Total

SHIPMENTS of tv sets to dealers in first five months of 1955 ran 13% above same 1954 period, according to Radio-Electronics-Tv Mfrs.

May shipments from factories to dealers seasonally from April but were ahead of 1954.

NAB reported January-May shipments of 2,677,630 sets compared to 2,370,098 in 1954 period; 348,181 sets in May compared to 361,102 in April and 304,227 in May.

Following are tv set shipments to dealers during first five months of 1955:

| Total | State | Total |
|---------|----------------|-----------|
| 48,050 | New Jersey | 83,702 |
| 15,054 | New Mexico | 9,140 |
| 32,068 | New York | 257,956 |
| 218,350 | North Carolina | 71,973 |
| 19,431 | North Dakota | 9,179 |
| 36,200 | Ohio | 132,961 |
| 5,508 | Oklahoma | 39,937 |
| 26,625 | Oregon | 35,843 |
| 90,211 | Pennsylvania | 167,562 |
| 58,624 | Rhode Island | 12,970 |
| 11,713 | South Carolina | 41,253 |
| 139,607 | South Dakota | 8,350 |
| 68,092 | Tennessee | 57,788 |
| 38,925 | Texas | 162,333 |
| 36,479 | Utah | 10,470 |
| 46,953 | Vermont | 9,072 |
| 59,619 | Virginia | 49,283 |
| 20,790 | Washington | 46,999 |
| 35,607 | West Virginia | 29,345 |
| 73,861 | Wisconsin | 55,307 |
| 104,117 | Wyoming | 2,531 |
| 43,942 | | |
| 26,833 | U. S. TOTAL | 2,667,193 |
| 72,540 | Alaska | 4,446 |
| 8,464 | Hawaii | 5,991 |
| 22,425 | | |
| 3,531 | | |
| 9,620 | | 2,677,630 |

Rate Card Issued CBS-TV West Coast

Rate card (No. 3) for CBS Television Network, effective July 1, increases one-third Class A time from total of \$4,550 to \$6,825 for Basic California Group, which includes Los Angeles, San Francisco and San Diego. In basic Pacific Coast Group, covering stations, price of Class A one hour rises from \$3,750 to \$7,700.

Revised card eliminates optional group of stations as such. This consisted of 14 interconnected stations which sold for \$4,050 for one-hour Class A time; 11 non-interconnected stations sold for \$1,750 Class A one-hour, and 11 stations outside continental U. S. which sold for \$600 Class A one-hour time.

In place of optional group, CTPN has set up optional California Group of six outlets with total price of \$2,025; Optional Pacific Coast Group of 18 stations, \$5,675; non-interconnected group of five outlets at \$750; group of 11 stations outside U.S. for \$600; extended optional group of six stations, \$345.

Accounts in new card which do not apply to extended market group range from 5% for 1-10 programs to 20% for 52 or more programs as compared to 10% for 26-38 programs and 15% for 52 or more shows which was distributed on Rate Card No. 2.

Earnings Set Record

GENERAL ELECTRIC Co. reports record net earnings of \$101,892,000 in first six months of 1955, representing 9% increase over previous year. Sales for first half of 1955 totaled \$1,523,951,000, compared to \$1,447,597,000 volume in 1954 period.

the week in brief

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KTLA

Does It Again!

From April to June, KTLA — inaugurating dynamic, new daytime programming — INCREASED its average viewing audience 600% for the Monday-through-Friday noon-to-6 p.m. time segment, according to the latest ARB report! Five other stations in the Los Angeles area lost audiences!

KTLA



CHANNEL 5

REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY

Only
a
few
more
shopping
days
to
Christmas...

IN REVIEW

DATELINE DISNEYLAND

AS a television program, *Dateline Disneyland* was among the most ambitious and least successful to be undertaken by the medium. Oddly, its production failures actually enhanced its value as an advertisement for the Anaheim wonderland.

With 24 cameras, miles of cable, who-knows-how-many technicians and carloads of supporting gear in use, the broadcast was so complicated that the wonder was it got on the air at all. There were missed cues and general confusion. In switching from place to place, the program became disoriented.

But the total effect of the somewhat chaotic presentation was to let just enough of Disneyland get through to titillate the viewer. It was, to be precise, a 90-minute teaser ad. The viewer saw enough to want to see it all. To see it all, of course, he will have to journey to the fabulous park and buy a ticket of admission, exactly the procedure which Walt Disney and ABC set out to promote on the show.

Production cost: \$40,000.

Sponsored by American Motors Corp. through Geyer Adv. Co., New York; Swift & Co. through McCann-Erickson, Chicago, and Gibson Greeting Card Co. through Stockton, West, Burkhart, Cincinnati.

Broadcast on ABC-TV July 17, 7:30-9 p.m. EDT.

Producer: Sherman Marks.

Music director: Walter Schumann.

Camera directors: Stuart Phelps, John Rich.

JOHNNY CARSON SHOW

CBS-TV's summer entry in the most-likely-to-be-discovered-comedian-of-1955 sweepstakes is Johnny Carson. Tall, thin, dark, with outstanding ears and an engaging grin, young Mr. Carson is neither particularly handsome nor home-ly. When he first appears on his program, alone before the camera, he impresses the viewer as a pleasant person who probably will be fun to know.

Format of the July 14 telecast closely resembled that of a Bob Hope show. There was an opening monologue by the star, a couple of songs by the guest singer—in this case the lovely-to-look-at, easy-to-listen-to Lisa Kirk—a comedy routine, some dialogue with the guest, a quartette number and a hasty closing to get things wound up before the final commercial.

But the program's format was its only resemblance to the Bob Hope show. Mr. Hope is a high pressure comic, spouting gags at machine-gun tempo. Mr. Carson is more on the leisurely side. The material he used in his entire half-hour wouldn't have lasted Mr. Hope five minutes.

There was also a running gag, which began when Mr. Carson was pinched for speeding and gave the cop tickets to his program in a vain attempt to persuade the policeman not to give him a traffic ticket and continued through the program. Johnny had first shown the cop his wallet, with a courtesy sheriff's badge, a "Young Democrats for Eisenhower" card, followed by other cards reading "Young Republicans for Stevenson," "Young Stevensons for Eisenhower" and "Young Eisenhowers for Stevenson."

That kind of humor has seemingly been selected by Mr. Carson and his writers as the best for him, for it ran through the entire program. Portraying a radio reporter in a "Catch Up With the News" sequence, he managed to push off the ledge of a skyscraper the man he

has just persuaded not to jump; then tempted to interview a runner trying to new mile record, running easily beside him talking continuously but getting nothing but gasps from the miler.

A little tentative, as if those in charge still trying to decide on the best way to promote Mr. Carson's talents to the viewing public, *Johnny Carson Show* is none-the-less a pleasant enough half-hour, heads and shoulders above the typical summer replacement program for the star, one critic's first conclusion is here is a promising young performer, who proper guidance is destined for the top, year if not this, and who meantime is worth watching.

Production costs: Approximately \$20,000. Sponsored alternately by General Foods through Young & Rubicam and Revlon Cosmetics Corp. through William H. Weintraub Co. on CBS-TV, Thurs., 10-10:30 p.m.

Star: Johnny Carson.

Producer: Bill Brennan; executive producer: Bill Perrin; director: James Sheldon; with Johnny Carson and Seaman Jacobs; music director: Lud Gluskin.

THE GRANTLAND RICE STORY

FOR millions of sports fans throughout the country, *The Grantland Rice Story* should have a tremendous appeal. The wealth of human interest stories, culled from the late Mr. Rice's best-selling autobiography, *The Tumult and the Shouting*, provides a ringside seat at rare veiled episodes surrounding giants of the sport world over the past 30 years.

It is Mr. Rice's acknowledgedly distinctive prose, with some discreet editing, that has brought to *The Grantland Rice Story*. In the episode under review, Jimmy Powers narrates an incident at the training camp of Gene Tunney, in preparation for the first Dempsey-Tunney heavyweight bout, when the confounding took an airplane ride much to the consternation of his manager. A portion of the program is devoted to an interview with Jack Dempsey during which the ex-champion comments on anecdotes in Mr. Rice's book and also suggests other interesting sidelights on the episode in discussion.

Fifty-two quarter-hour programs of *Grantland Rice Story* will be available on Thesaurus stations, each centering on a dramatic incident involving a titan of sports. The notion of including in each program a participant in the particular event provides him with comment and the opportunity for sports reminiscence. In some segments Mr. Rice's own voice is heard, reciting his original prose which is well-known in sporting circles.

Estimated Production Cost: \$3,000. Produced and Distributed: RCA Recorded Program Services for RCA Thesaurus Station Library.

Editor: Dave Camerer

Narrator: Jimmy Powers, with guest stars including Jack Dempsey, Gene Tunney, Gene Sande, Bobby Jones, Ford Frick and other sports personalities.

Format: One-quarter-hour program, transcribed.

TV MANUFACTURERS' RECEIVER TABLE CURES (VOL. 7), edited by M. Snitzer. John F. Rider Publisher, 480 St., New York 13. 128 pp. \$1.80.

SEVENTH in a series of paper bound dealing with specific tv set troubles, this volume presents the manufacturers' own answers.

Christmas in July



It's Christmas in July, September, January and all through the year for your product and market with TV's freshest, most exciting *new* variety revue... SHOWTIME.

All tied up and ready for delivery...

An exciting and startling new experience in TV musicals.

The greatest array of "BIG NAME" talent ever assembled for local and regional sponsorship... the biggest 30 minutes in television. Reads like a who's who in Show Business and delivers an entertainment package unmatched in television today. Every week a brilliant new star-studded cast works for you, delivering great songs, hilarious comedy, top orchestral arrangements and thrilling dance routines... Stars like: Teresa Brewer, Ralph Flanagan, Peggy Lee, Tennessee Ernie, the De Castro Sisters, Frankie Carle and many more great audience names, all M.C.'d by TV's newest comic sensation...

FRANKIE FONTAINE

Here's a show you've been waiting for... a show of top network calibre kept within a low budget for local and regional sponsors.

SHOWTIME is BIG TIME... in every way but cost, combining all the elements that build high ratings and sizzle sponsors' sales upward.

SHOWTIME is YOUR TIME to act... for 39 great shows!

Do your Christmas shopping now!

For complete details write, wire, phone or mail the attached coupon for all facts today.



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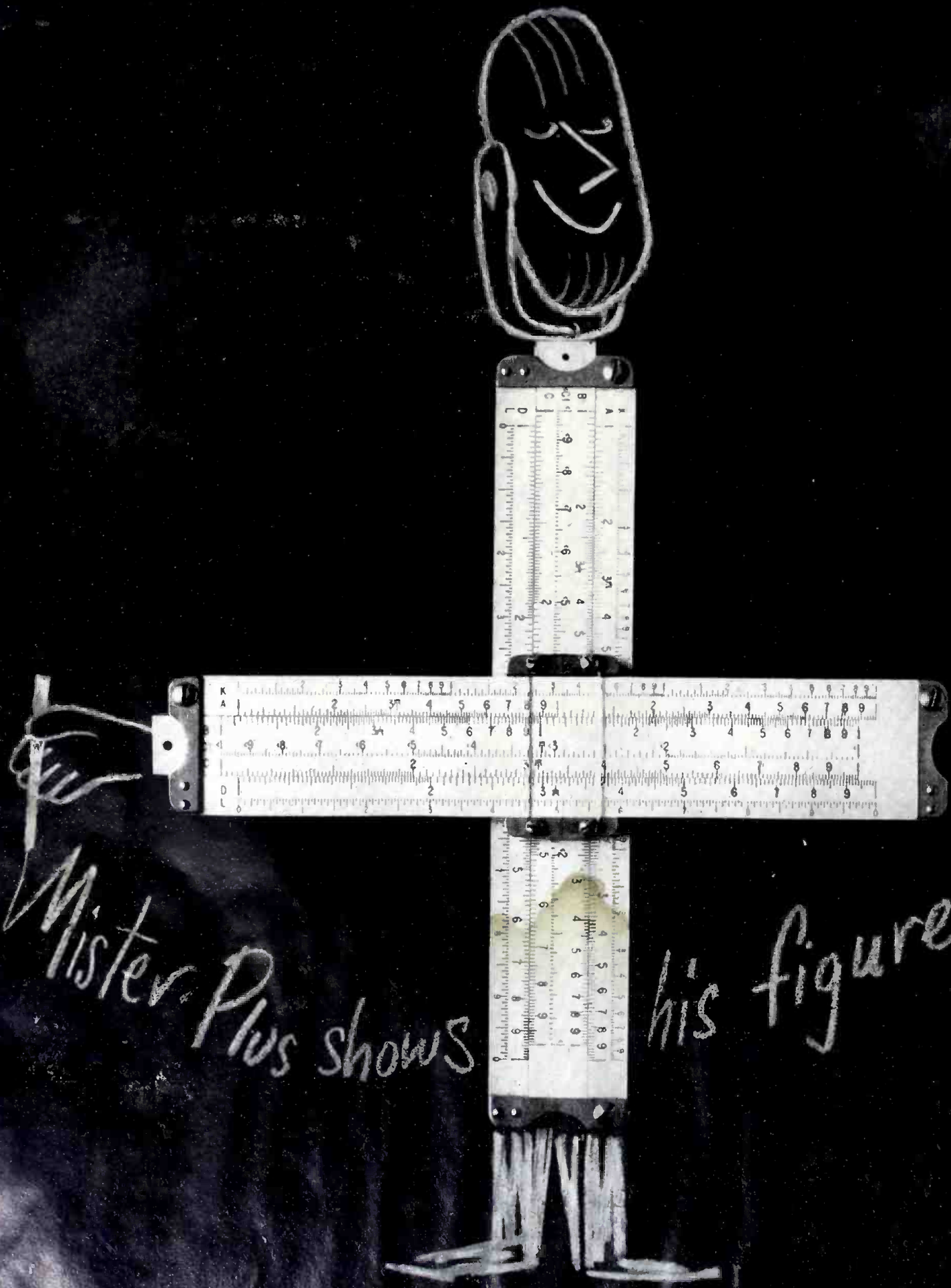
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Firm _____

Street _____

City _____ Zone _____ State _____

Markets interested in: _____



Mister Plus shows his figure.

WITH A
NEW KIND
OF
RATE CARD
...FOR A
NEW KIND OF
RADIO

Today there's a bigger difference than ever on Mutual — both in how much you get and how little you pay.

Nowhere else will you get such powerful local impact— through a network fabric with all the strength of "hometown" radio... or such coverage-from-within of markets both with and without television... or such a big-audience "extra" in out-of-home listening.

And nowhere will you find more for your money than in Mutual's new rate card. You can now (for example) buy 15 minutes on 557 stations for \$2,970. Or a quarter-hour air-time cost for each station of only \$5.34 Or only \$1.78 per commercial minute. Day or night. It's good value for Watertown or Waterbury... a bargain for Memphis or St. Jo... almost unbelievable for New York or Los Angeles.

And it doesn't take a slide-rule to see how little 20 or 30 seconds would cost!

These low, low rates make Mutual the network of best buys in all radio today—for a sectional or national program, for maximum saturation, for large and small advertisers.

And for you, too. Ask for a "reading" on Mutual's new rate card. See how it gives your budget far more local sell— on the "plus" network...

MUTUAL Broadcasting System

It's Here! RCA's Production

1

Performs
4 Functions



MORE EFFICIENT

"All-in-one" Processing Amplifier combines the signal processing functions of previous channel amplifier, gamma corrector, shading generator, and monitor auxiliary.

No need to wait any longer for *production* live color TV equipment! RCA has it now... a complete new TK-41 Color Camera chain with new all-in-one Processing Amplifier, which combines four major functions in one. It not only provides important savings in component floor space and operating costs, but assures highest quality at lowest expense.

Only
1 1/3 Racks



COMPACT

The new equipment utilizes only 100 inches of rack space; can be mounted in only 1 1/3 racks for efficient, compact installation.

This is the complete color camera TV equipment that television stations are now using in their swing to color or in expanding their color facilities. For complete technical information, call your RCA Broadcast Sales representative. In Canada, write RCA VICTOR Company Limited, Montreal.

1/3 Less Tubes



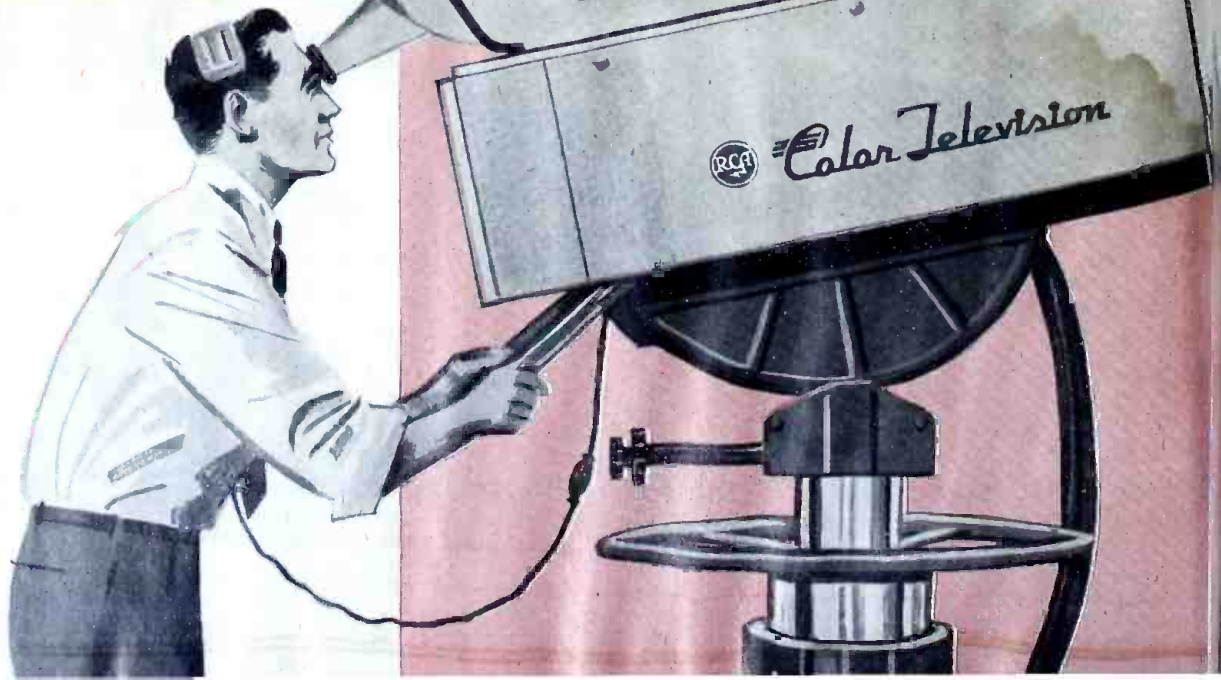
LOW OPERATING COST

Requires half the ac power needs of conventional equipment and permits elimination of 50% of former dc power supplies. Uses 9 less rack-mounted units, and 134 fewer tubes—conservatively operated for extended life.

FAST SETUP

Centralized controls minimize setup time, require but a single operator for control functions. In addition, over-all stability, improvement in camera performance and picture quality are assured.

RCA TK-41 TYPE COLOR CAMERA

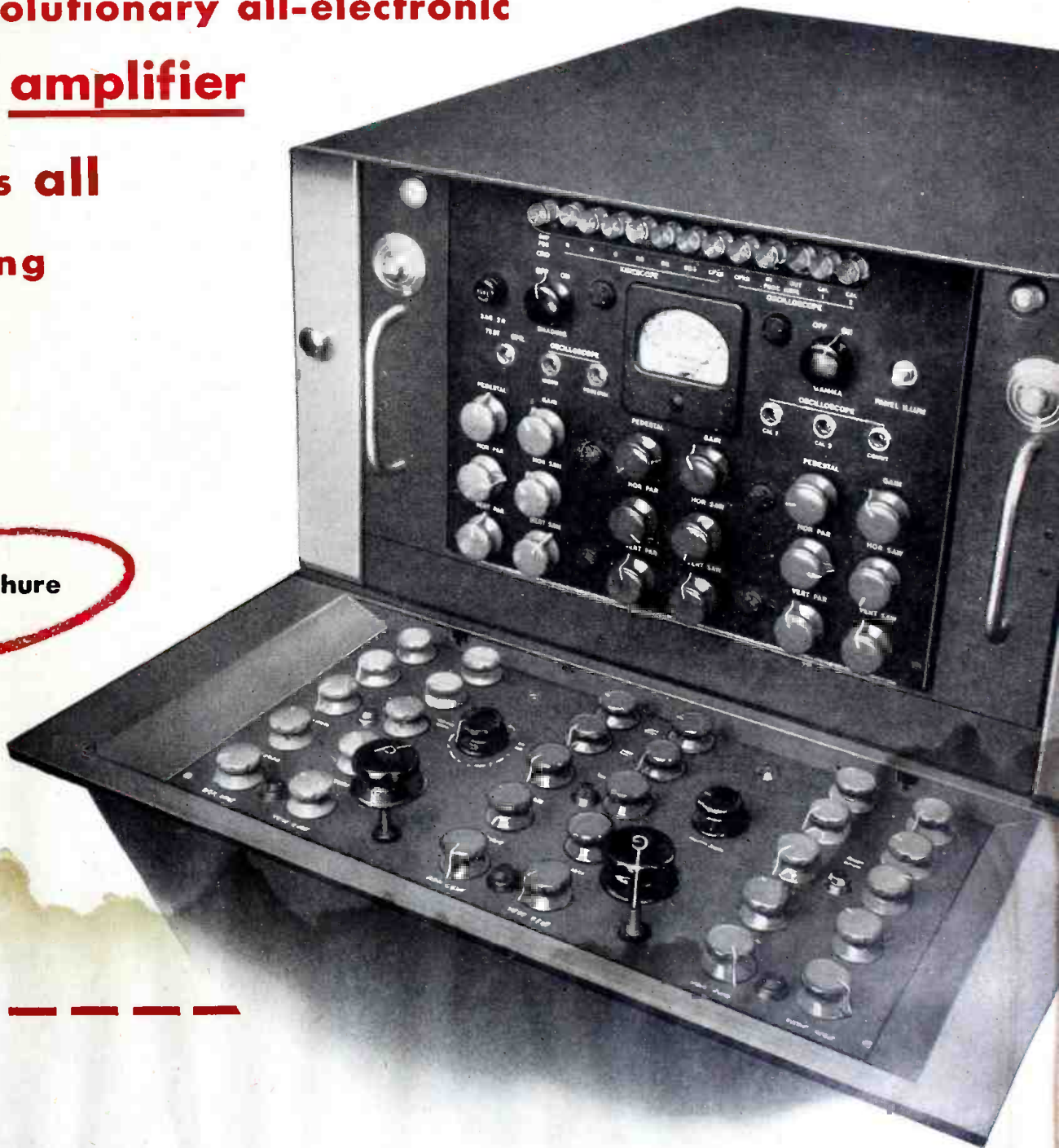


COLOR CAMERA TV EQUIPMENT

... with the revolutionary all-electronic
processing amplifier

which combines all
signal processing
functions in a
single chassis.

Free Descriptive Brochure
Available on Request.



View of
Processing
Amplifier
with front
shelf
removed

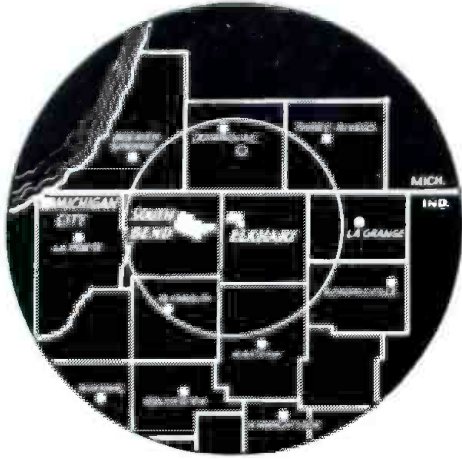
Pioneered and Developed Compatible
Color Television



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

pay less
to sell the
**SOUTH BEND
MARKET—**

America's 5th richest*



Class "A" time rate comparison
among South Bend area stations

| | WSJV | Station B | Station C |
|--------------------------|---------------|---------------|---------------|
| 1 hour | \$300.00 | \$500.00 | \$400.00 |
| ½ hour | \$180.00 | \$300.00 | \$240.00 |
| 5 min. | \$ 90.00 | \$125.00 | \$100.00 |
| Effective Radiated Power | 250,000 watts | 185,000 watts | 204,000 watts |

*Source: 1955 Sales Management Survey of Buying Power

Average per family income in the South Bend Market is \$6,923.00—ranking it first in Indiana and fifth highest in the nation. WSJV-TV reaches 208,000 UHF sets in this billion dollar market—with broader coverage at substantially lower rates than any TV station in the area.

WSJV-TV

ABC—Elkhart—Channel 52

JOHN F. DILLE, Jr., President
JOHN J. KEENAN, Commercial Manager

Your Growth Network Station

Serving

**South Bend-Elkhart
Northern Indiana
Southern Michigan**

For availabilities see your

H-R TELEVISION MAN

National Representatives

OPEN MIKE

The Mid-Gulf States

EDITOR:

Of course, it ["The Mid-Gulf States," B•T, June 27] was particularly interesting to me in that it gave such a wealth of information on my own state, Alabama. However, I always find the publication to be most interesting and informative . . .

*Sen. John Sparkman (D-Ala.)
U. S. Senate, Washington, D. C.*

EDITOR:

I read this article with a great deal of interest. . .

*Hale Boggs (D-La.)
House of Representatives
Washington, D. C.*

EDITOR:

We found the article most interesting and significant. We are passing on to our membership a number of quotations therefrom . . .

*Yates Catlin, Dir. Pub. Rel.
American Waterways Operators
Washington, D. C.*

EDITOR:

Will you kindly have ordered for us 50 additional reprints of your June 27 feature on "The Mid-Gulf States" complete with advertising.

We feel that this is an excellent job of coverage and have given it wide circulation among our regional and national accounts.

*Richard C. Proctor, Merc. Mgr.
WSFA-AM-TV Montgomery, Ala.*

[EDITOR'S NOTE: Reprints of the article on "The Mid-Gulf States" are available at \$15 per 100 or 15 cents apiece.]

Disc-overy

EDITOR:

Do-it-yourself hobbyists can have a lot of fun with old transcriptions. Heat the plastic records, and all sorts of household novelties such as magazine racks can be made. Beautiful



Disc Into Lazy Susan

metal discs can be made by soaking aluminum-base discs in hot water several minutes. The coating peels right off, leaving a bright disc. I have made a post lamp for the yard, light for tropical fish tank, letter rack, book rack, fruit dishes, lazy susan etched with acid (see photo) and wall plant-holder. Anyone have any other ideas?

*Arthur C. McCracken, Mgr.
WGPA Bethlehem, Pa.*

Tv Down Under

EDITOR:

We have always been keenly interested in your publication and now that tv is about

to be established in this country we are fit B•T an invaluable reference . . .

*K. W. Brown
Amalgamated Wireless (Australasia)
Ltd., Sydney, Australia*

WIRY Has No Wired-Music

EDITOR:

A point of inquiry: from what source you get the following words in your story: our two applications [for daytime radio station in Chateaugay and Lake Placid, N. Y.] with the FCC July 6: ". . . and have wireless interests" [B•T, July 11]?

Your magazine is always so correct, I sure this is not your error, but must be correct because, as president and general manager WIRY and chairman of the board of W (TV), there are no interests whatsoever wired-music . . .

*Joel H. Scheier, Pres.
WIRY Plattsburg, N. Y.*

[EDITOR'S NOTE: B•T regrets the error in identification of WIRY and wired-music, caused by a mix-up in a reporter's notes.]

Constructive Force

EDITOR:

I have long been an admirer of BROADCASTING • TELECASTING . . . Your understandable editorials on the industry are one of the great constructive forces. My congratulations you for the fine job you are doing.

*H. L. Hoffman, President
Hoffman Electronics Corp.
Los Angeles
(President, RETMA)*

Questionable Conduct

EDITOR:

So much is written and talked about in connection with national rating services that couldn't help but be a little amused, and frankly surprised, at an experience which I had Wednesday at my home.

At about 5:30 in the evening I had just walked into the house when the front door bell rang and I answered it. It was a young woman who said that she represented one of the well known rating services and "was conducting a survey."

I invited her in but she pointed out that would not take long enough to bother, so the conversation took place through the screen door.

She asked if any one in our home had listened to the radio the day before and at what time. My answers to her questions were affirmative. She asked if I remembered to what station I listened to and I told her.

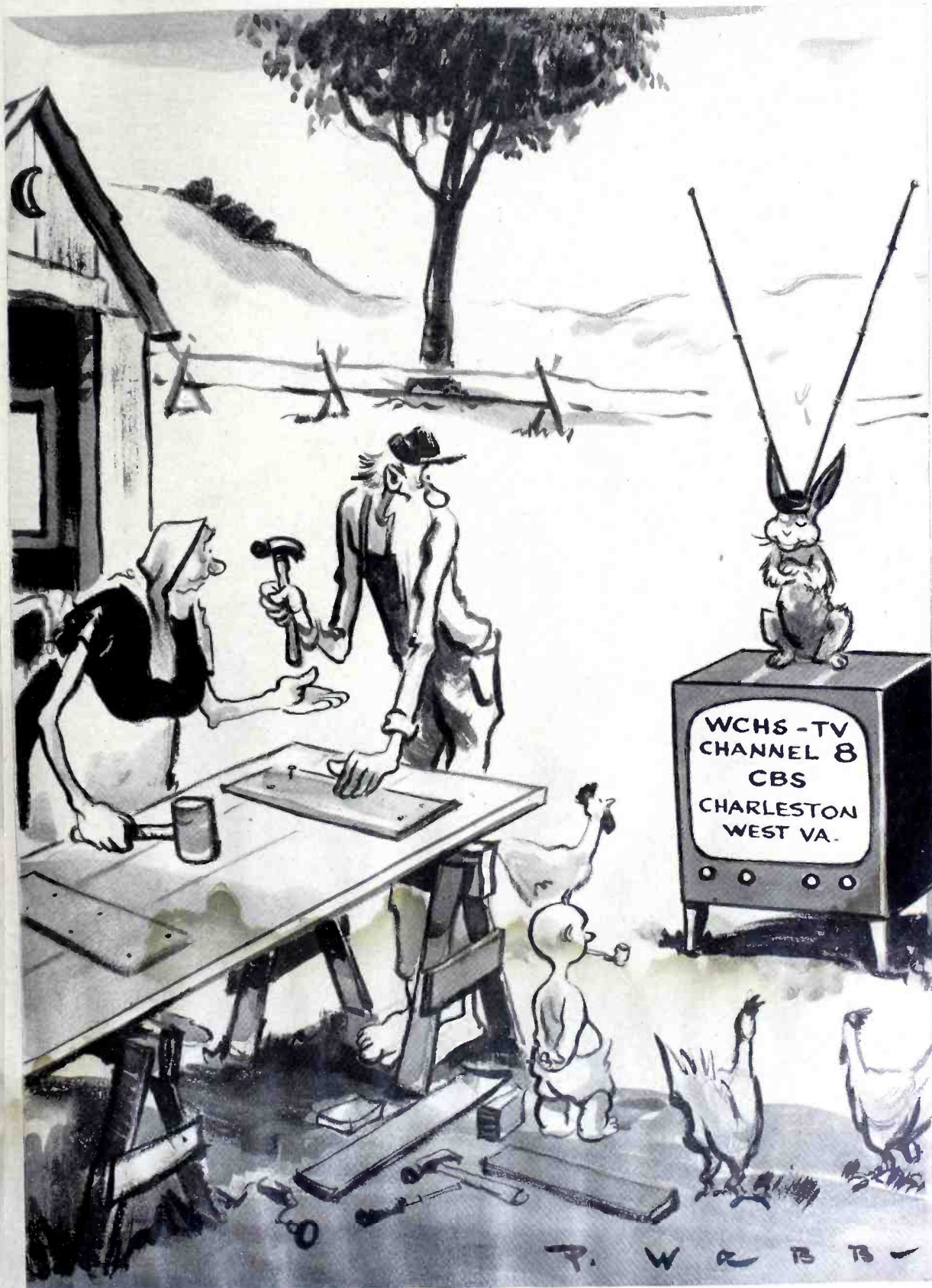
She then asked whether any one watched television the day before and I answered affirmatively. Again she asked what time television set was viewed. Mind you, this was all on the basis of pure memory of viewing and listening activities of the day before . . . 36 hours prior to the time of the interview. I asked no questions concerning the program heard or seen, asked no information to authenticate my statements, and left after asking my name.

Is this a survey?

When you have an experience like this you can't help but wonder how such random and inadequate questioning can serve as the foundation for a rating service used in many instances as a yardstick in spending tens of thousands of dollars of advertising money!

It just didn't make much sense to me. May it will to you.

*R. G. Winnie, Asst. Gen. Mgr.
WTMJ-AM-TV Milwaukee, Wis.*



"B'rer's been mighty uppity since he got the job."

...“the perfect family entertainment!”

(The New York Times, August 16, 1947)



The New York Times said it eight years ago, and it is just as true today in syndicated television as it was then of the motion picture version. On stage, in print, on the screen or on television... *Life with Father* is "perfect family entertainment." And now, for the first time, it's available to all stations for local or regional sponsorship, on a syndicated basis... through CBS Television Film Sales. Probably the best-known dramatic property of modern times, *Father* needs no pearly-worded description. A few capsule statistics tell its story. It was the longest-running play in Broadway history, grossing close to \$10,000,000 in 3,224 performances. The movie grossed another \$6,250,000. The book sold more than 2,000,000 copies. And *Life with Father* on the CBS Television Network played to an average of more than 8,000,000 people per broadcast during the past season!*

Starring Leon Ames and Lurene Tuttle, *Life with Father* is a prestige-packed syndicated film series suitable for almost any time period and any sponsor... in fact, the perfect vehicle for selling the families in your sales areas.

Get details from...

CBS Television Film Sales, Inc.

New York
Chicago
Los Angeles
Detroit
San Francisco
Boston
St. Louis
Dallas
Atlanta
In Canada:
S. W. Caldwell,
Ltd., Toronto



Here's our Jimmy Vinson, Middle Georgia's jam-up, top-notch, really outstanding disc jockey. (Fred Robbins had him on "Disc Derby" not long ago). Jimmy's been spinning records round these parts for nearly 12 years. Right now he's heard at the mike over WMAZ Radio from 7 till 10 each morning and from 4 to 6 every afternoon.

Jimmy's a Georgia boy, active in his church, with the PTA and his Cub Scout pack. When it comes to radio, he



JIMMY VINSON

knows his stuff, and he knows what Middle Georgians like. And best of all, his bright cheery voice is one that radio listeners round here have taken a hankerin' to.

Listeners? Just look at the ratings! Jimmy's range from 50% to 66% in the city of Macon alone. Out in the area, Jimmy has more listeners than any other TEN radio stations combined in 22 Middle Georgia counties.

You want the radio audience in Middle Georgia? Jimmy Vinson is your one best buy. See Katz about getting on one of Jimmy's shows.

Katz

**SOUTHEASTERN
BROADCASTING
COMPANY
MACON, GA.**

our respects

to JOSEPH MICHAEL BAISCH



JOSEPH M. BAISCH, a youthful, fireball ex-theatre executive, has long felt that television and the major film firms have enough of a denominator in common to consummate a "permanent and happy marriage."

To his colleagues at WREX-TV Rockford, Ill., Mr. Baisch is probably best recognized for his alert, straightforward and enthusiastic demeanor as general manager of a successful station in a mixed vhf-uhf two-station market.

To a man who once lived the theatre and booked top stage acts, success has come slowly and with deliberation characteristic of painstaking work. It derived from the drawing boards of WREX-TV in 1951 before the vhf ch. 13 outlet went on the air.

"We didn't have the economic picnic that the early pioneer stations had but we had the economic headaches, followed by a month-to-month growth," Mr. Baisch recalls. Tangibly speaking, WREX-TV already has recorded a 25% boost in advance billings for this fall over a similar season in 1954.

Born and reared in Ironwood, Mich. (Dec. 7, 1918), Joseph Michael Baisch has spent most of his adult life in Wisconsin. He started in the theatre as an usher while in high school at the modest pay of .25 cents per hour. Later he became a doorman, chief of service, assistant manager and finally, at the tender age of 18, manager of the Strand Theatre in Green Bay, Wis. After cutting his teeth on promotion, production (of style shows) and talent activities, he managed the Gateway Theatre in Kenosha, Wis.

Attended Marquette

Mr. Baisch entered Robert A. Johnston College of Business Administration at Marquette U. in Milwaukee in 1940. He carried a full course while managing the Regal Theatre there and also found time to win a middleweight boxing championship.

Mr. Baisch became Pvt. Joe Baisch in the Air Corps in August 1941—but not without a struggle. He had been cleared by the draft board and was armed with a letter to join the 82d Observers Squadron only to find it was on maneuvers in Oregon and Washington. A showman to the core, young Baisch finally got the Air Corps to listen to his plea for enlistment by canvassing San Francisco's Presidio.

After a promotion to sergeant, Air Corpsman Baisch applied for cadet pilot training, winning his wings at Ellington Field, Houston, Tex., in December 1942. Three months later he was on his way overseas, assigned as a bomber pilot. He participated in campaigns in North Africa, Sicily, the Middle East and southern France.

Upon his return to the U. S., officer Baisch became squadron commander at Logan International Airport in Boston. He was decorated with the Distinguished Flying Cross, the Medal with seven oak leaf clusters and Presidential Distinguished Unit Citation.

Returning from the theatres of war to theatre of entertainment, Mr. Baisch resumed his studies at Marquette and worked nights weekends as house manager of the River Showcase Stage Theatre. He was appointed district manager for Standard Theatres, later head film buyer and supervisor and being supervisor for the chain's 36 theatres. (Among the personalities he booked: J. Gleason, Lucille Ball, Red Skelton, Gene Autry and others who now appear on tv.)

Like many another theatre executive, Baisch was quick to sense the handwriting on the wall with respect to television. In 1948 as general manager of Gran Enterprises in Milwaukee; he helped coordinate exhibit presentation to the FCC and aided in planning of projects involving tv stations in Duluth, Green Bay as well as WREX-TV and WTUV (TV) Milwaukee. Mr. Baisch was appointed assistant general manager and elected a director of Milwaukee Area Telecasting Company, originally licensee of WTVW before it was purchased by the Hearst interests.

He became general manager of WREX-TV when it began commercial operation on August 18, 1953, thus seeing his "paper plans" come to life after hours of diligent preparation.

Under Mr. Baisch and President L. E. Calkins, the station has adopted the philosophy that a tv station can be successful only by serving a strong instrument for local community pressure. Along with the directors and 32 community leaders who hold stock in WREX-TV, Mr. Baisch is a stickler for "morality in business dealings" and "integrity of the rate card."

Mr. Baisch feels that one of his toughest chores has been to convince agency time buyers and film distributors that Rockford "is not a suburb of Chicago" and is, in fact, a distinct market unto itself in "the country's rural farm belt." The Rockford market actually comprises Freeport, Beloit, Janesville, Moravia, Belvedere, Sycamore, Dixon, Sterling and Kalb. WREX-TV currently programs something less than 100 hours weekly with over 200 hours devoted to CBS shows.

Mr. Baisch, his wife Carole and their three daughters (Heidi, 8, and Lisa, 5) live in a brand new contemporary ranch house in the suburbs of Rockford. It is modeled after the WREX-TV building itself even to the exterior color bricks. Mr. Baisch's hobby is travel.

LOOK

WHAT'S HAPPENED IN YOUNGSTOWN

NEWS BREAKS OUT ON
— EVERY DAY IN
— WEEK



HOOPER RADIO AUDIENCE INDEX

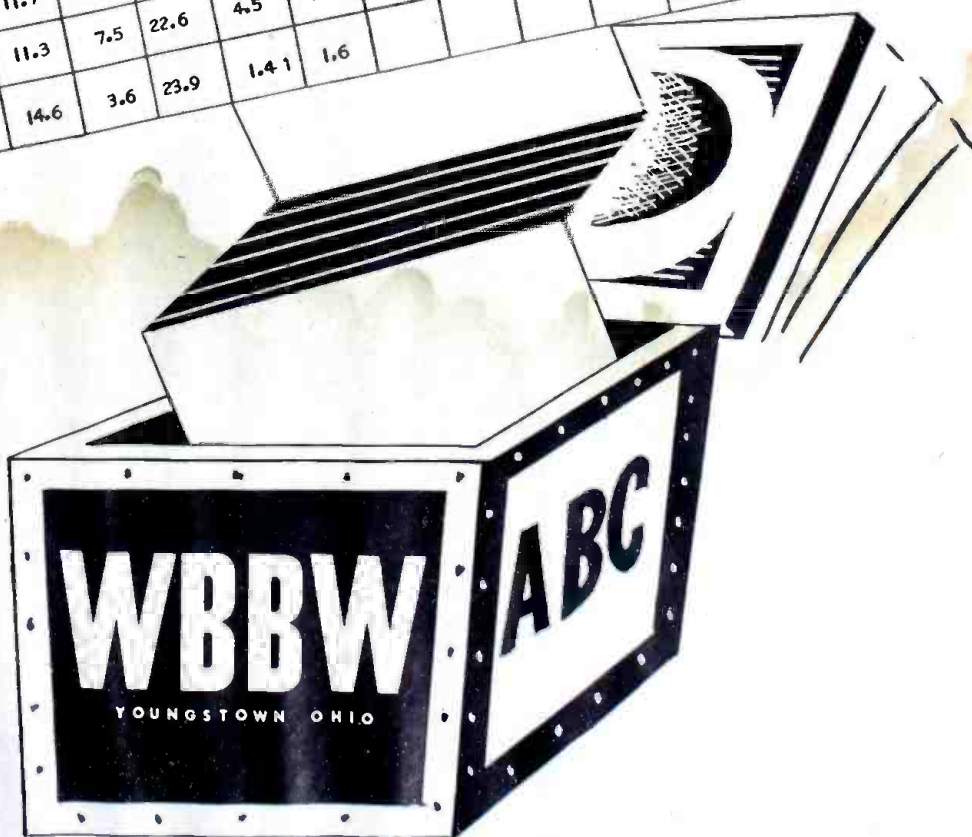
City Zone

MONTH: JUNE, 1955

CITY: YOUNGSTOWN, OHIO

SHARE OF RADIO AUDIENCE

| TIME | RADIO SETS- IN-USE | SHARE OF RADIO AUDIENCE | | | | | | OTHER AM&FM | SAMPLE SIZE |
|--|-----------------------|-------------------------|------|-----|------|-----|-----|----------------|----------------|
| | | W B W | B | C | D | E | F | | |
| MONDAY THRU FRIDAY 7:00 A.M. - 12:00 NOON | 10.8 | 36.7 | 17.0 | 3.9 | 31.8 | 4.8 | 1.6 | 4.2 | 3,443 |
| MONDAY THRU FRIDAY 12:00 NOON - 6:00 P.M. | 12.7 | 41.6 | 15.0 | 3.0 | 31.4 | 3.5 | 1.2 | 4.4 | 4,038 |
| SUNDAY 10:00 A.M. - 6:00 P.M. | 15.2 | 63.5 | 11.7 | 3.2 | 12.4 | 3.5 | 0.4 | 5.3 | 2,164 |
| SATURDAY 10:00 A.M. - 6:00 P.M. | 14.2 | 48.7 | 11.3 | 7.5 | 22.6 | 4.5 | 1.9 | 3.4 | 2,191 |
| SUNDAY THRU SATURDAY 6:00 P.M. - 11:00 P.M. | 7.5 | 51.8 | 14.6 | 3.6 | 23.9 | 1.4 | 1.6 | 3.6 | 4,921 |



• REPRESENTED BY WEED & CO.—THE MAHONING VALLEY BROADCASTING CO., YOUNGSTOWN, OHIO

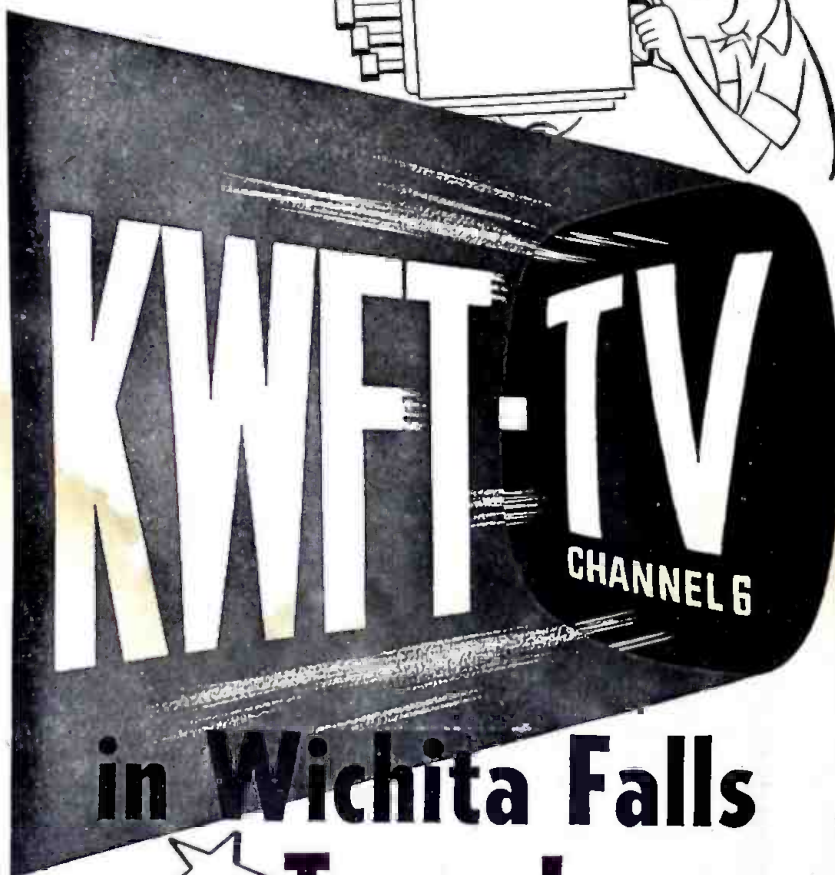
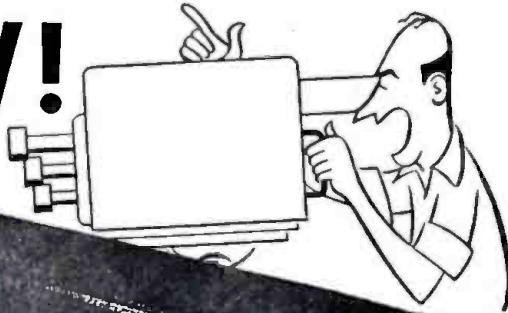
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FIRST

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TELEVISION NETWORKS

Wichita Falls Television, Inc.



WALTER BOWE

on all accounts

"IF YOU WANT to get an idea of how things move and change in our business," says Walter Bowe, timebuyer at Sullivan, Stauff Colwell and Bayles, "just pull out a recommendation dated a couple of years back. Whether it dealt with spot or network, whether it was accepted or turned down, I'll bet you find that you'd have to write it differently today even though every statistic and prediction since panned out.

"As a further check, try to recall the people in the agency and sales personnel—involved in the proposal, and invariably a good percentage of them are now in new surroundings. Of course, much of this is a result of just plain progress, but the fact that things never sit still in radio and television has a great deal to do with it.

"Mass programming changes, research sources going in and out of business, new stations, affiliation switches, new sales patterns. It's a job trying to keep up to date.

"You can't complain, though, because there are all indications of a healthy competitive picture and a good business period."

Mr. Bowe is a seven-year member of timebuying fraternity. He is a Navy veteran and a graduate of Syracuse U., where he was a sports reporter for the campus daily and script writer for WAER.

His business history covers four years with Benton & Bowles servicing P & G, General Foods and Best Foods. From there he went to Hewitt, Ogilvy, Benson & Mather, on Lehigh Bros., Sun Oil, Chase National Bank and Helena Rubenstein cosmetics; then to NBC and network tv sales development. Since November of last year he has been at SSC&B on Pall Mall, Half & Half, Speidel, Lever Bros., and the American Petroleum Institute.

The principal buying activity of the month is clearing for Pall Mall's new *M-G-M Parade* on ABC-TV, 8:30 p.m. Wednesdays. This program joins *The Big Story*, *Douglas Edwards*, *With the News* and *Make Room for Daddy* in the network effort for Pall Mall. Speidel is participating sponsor on NBC's *Caesar's Hour* and American Petroleum has scheduled a broadcast Oct. 9 to promote Oil Progress Week.

Mr. Bowe's hobbies are carpentry, fishing and rooting for the Yankees.

"The family is assuming rather large proportions," reports Mr. Bowe. "We have three Yankees—Casey, 4, Clippner, 3, and Tommie, 1½—and expect the clean-up hitter any day. My wife, Mary, was also my secretary at Benton & Bowles, and a darn good one. She's boss at home in Peekskill (N. Y.)."



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For more and better coverage—for cackling good sales results—make sure you include WFMY-TV. WFMY-TV is the *only* TV station completely covering the Prosperous Piedmont section of North Carolina and Virginia.

Telecasting to some 2 million people in this prosperous 46 county area of the South, WFMY-TV gives you coverage that no station—or group of stations—dares claim.

With full 100,000 watts power plus nearly 6 years experience in local and CBS network programming—WFMY-TV is the only station spreading its feathers over this *entire* \$2.3 billion market.

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HIS CREED—devotion to duty!

HIS REWARD—unswerving
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EVERY DAY! BASED ON THE EXPERIENCES OF STATE TROOPERS IN ALL 48 STATES!

HIGHWAY

TROOP

FEATURING A
HIGHLY
COLORFUL LAW
ENFORCEMENT
AGENCY
IN ACTION!

DEDICATED TO
THE HIGHWAY
PATROL OF
EVERY STATE
the men whose daily
assignment is **HEROISM!**

AUTHENTIC!
TECHNICAL
SUPERVISION BY
STATE HIGHWAY
PATROL
OFFICERS!

Med Winner
**RICK
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HIGH-OCTANE ADVENTURES OF MEN OF
SKILL AND DARING . . . stories that bring
viewers back week after week.

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HALF-HOUR A COMPLETE STORY!
BEST TV CAMERA TECHNIQUES!
DYNAMIC DIRECTION!
DYNAMIC MUSIC!
AUTHENTIC STORIES!
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VEHICLE. WIRE, PHONE OR WRITE TODAY.

CINCINNATI NEW YORK HOLLYWOOD

More
North Carolinians
Listen to



W P T T F

Than to
Any Other
Station*



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GUS YOUNGSTADT, Sales Manager

National Representative **FREE & PETERS**



FORD FUND MAY HELP SENATE SWEEPING PROBE OF TV

- Philanthropy may spend \$250,000 on basic study
- New team will run Magnuson network-uhf exploration
- Meanwhile, Doerfer seeks to make big cities all-uhf
- As FCC grants another vhf in Pittsburgh
- And extends vhf coverage in East by raising tower limits
- NBC-Westinghouse swap hangs fire on question of monopoly

Ford Foundation-sponsored Fund for the public may undertake a quarter-million-dollar investigation of broadcasting, at U. S. Senatorial level, B•T learned last week.

The Fund reportedly is seriously considering a proposal by Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Interstate & Foreign Commerce Committee, to conduct a study of control and operation of the airwaves with emphasis on television. The Fund's money would augment the Commerce Committee's own investigation of tv.

The possibility of a Fund for the Republic investigation came to light in a week of unpublicized government interests in tv. These are the major developments:

The Senate Commerce Committee made plans to start public hearings on television next week, with new and possibly tougher men in command.

FCC Comr. John C. Doerfer proposed a plan to give uhf a shot in the arm. In a motion introduced to the Commission, he suggested turning big cities like New York, Chicago and Los Angeles into uhf-only markets by closing vhf stations with their wider range over less thickly populated areas.

The FCC ordered a staff inquiry into charges that NBC, by threatening to shut off network programs, coerced Westinghouse Broadcasting Co. into trading its prize Philadelphia properties, WPTZ (TV) and KYW, for WTAM and WNBK (TV) Cleveland. The Commission also said it might set a hearing on NBC's application to buy ch. 17 WBUF in Buffalo. NBC's earlier purchase of ch. 30 WBB (TV) New Britain, Conn., still hangs before the FCC.

In a move to extend vhf coverage in the east and north-central region, the FCC lifted the limit on tower height for maximum power. Until last week's action, the Commission would not permit maximum power to be used on towers higher than 1,000 feet. Now on, maximum power can be used to 1,250 feet.

Despite the advocacy of Comr. Doerfer for uhf-only in major cities, the FCC granted a larger application for ch. 11 in Pittsburgh,

one of the cities which Mr. Doerfer suggested for transformation to uhf.

● FORD IN TV'S FUTURE?

A NEW approach and a new cast of principals for the Senate Commerce Committee's investigation of television are foreshadowed with the expected resignation this week of Sidney Davis, New York attorney, as majority counsel for the committee after a tenure of only four months.

Simultaneously, B•T learned that the Ford Foundation's Fund for the Republic looks with favor on the proposal of Committee Chairman Warren G. Magnuson (D-Wash.) that it under-



SEN. John O. Pastore, fiery Democrat, may take charge of Magnuson tv hearings.

take fundamental research into freedom of speech in broadcasting, political broadcasting and even the subscription television issue. There were indications that a \$250,000 appropriation would be made for this purpose.

Senator Magnuson is expected to name a successor to Mr. Davis prior to the Congressional adjournment expected late this month or early next. Among those understood to be un-

der consideration are Joseph M. Kittner, assistant chief of the FCC's Broadcast Bureau, who on Aug. 1 would be transferred to a similar position in Safety & Special Services Bureau. Mr. Kittner is a 14-year veteran of the FCC. If he is selected for the Senate post, it probably would be on a leave of absence basis, so that his Civil Service status would not be affected.

Chairman Magnuson still has in mind the launching of public hearings this fall, probably by November, but indications are that the brunt of this will be borne by Sen. John O. Pastore (D-R. I.), next-ranking majority member and chairman of the Communications Subcommittee. Mr. Pastore, an attorney and a former governor of Rhode Island, is one of the Senate's most dynamic members and is of the liberal Democratic school.

Chairman Magnuson originally had planned to preside during the entire investigation and it is still his purpose to have the television inquiry conducted by the full committee. His preoccupation with other committee activities, however, may force him to relinquish the bulk of the hearing session to Mr. Pastore, who, as top ranking Democrat, automatically would take over the gavel, aside from his chairmanship of the Communications Subcommittee.

Mr. Davis, on leave as a senior partner in the law firm of Phillips, Nizer, Benjamin & Krim, will submit his resignation to Chairman Magnuson this Friday (July 29). Health, it is understood, is the principal reason. But it is believed there were other frustrations, including what was described as the "solid wall of Republican resistance" stemming from Sen. John W. Bricker (R-Ohio), ranking Republican member and chairman of the committee at the time the inquiry plan was launched last year.

Mr. Davis is suffering from a dislocated spinal disc and plans to enter a New York hospital next week to undergo traction treatment preparatory to determining whether surgery is necessary. A 37-year-old bachelor, Mr. Davis last year was chief counsel of the Senate Monopoly Committee which conducted the Dixon-Yates power investigation. A well-known trial attorney, he had been persuaded by Senator Magnuson to take over the Commerce Committee's inquiry as the successor to Harry M. Plotkin, Washington attorney and former assistant general counsel of the FCC.

The frustrations encountered by Mr. Davis were not enumerated publicly. Certain committee sources, however, said that proposals advanced by Mr. Davis met with virtually automatic opposition of the Republican minority. The major networks are known to have opposed Mr. Davis' line of approach to the inquiry.

Sen. Magnuson, prior to his departure last Friday for a quick trip to the West Coast, said he knew of Mr. Davis' plan to resign and regretted that the condition of his health precluded his continued service. He commented, however, that Mr. Davis "has laid a pretty good foundation for the committee" and that the work he has started can go forward under a new counsel.

Sen. Magnuson pointed out that former Sen.

Clarence C. Dill, of Washington, co-author of the original Radio Act of 1927, is working with the committee as a consultant on changes in the present 1934 law and that legislation to this end might be introduced when Congress reconvenes next January. He doubted whether Sen. Dill would be willing to undertake the majority counselship.

Sen. Magnuson said that Sen. Pastore planned to be in Washington state in mid-October for hearings on Alaskan transportation. He said that during this trip, he would outline with the Rhode Island senator the pattern for the public hearings which should get underway in November.

Sen. Magnuson said he was highly encouraged over the attitude of the Ford Foundation on his proposed new technique of having such agencies conduct fact-finding studies for the benefit of Congress and without cost to it. About a month ago, Chairman Magnuson discussed this project with Dr. Robert M. Hutchins, head of Ford's Fund for the Republic, particularly with a view to a study of Sec. 315 of the law regarding political broadcasting and related aspects.

In subsequent conversations, the area was broadened to include free speech, conveyance



MR. DAVIS

of ideas by radio-tv and the subscription tv issue. Sen. Magnuson expressed extreme optimism about approval of the project with an appropriation of \$250,000. The committee itself has funds for investigatory purposes of only \$200,000 and the bulk of this has been earmarked for the television inquiry.

At the time conversations were initiated with Ford Foundation, Sen. Magnuson also authorized Mr. Davis to negotiate with the Carnegie Foundation to research a project dealing with censorship (Sec. 326 of the Act). He said no final decision had been reached on this and that he proposed to explore the matter further with Dr. Vannevar Bush, president of Carnegie Institution of Washington and trustee of Carnegie Corp. of New York. Some question had arisen, he said, as to whether the censorship study fell within the purview of Carnegie's charter and that the suggestion had been made that other foundations be contacted in that regard.

MAKE BIG CITIES UHF?

A BOLD proposal to de-intermix major metropolitan cities such as New York, Chicago, Los Angeles and others by making them all uhf was laid before the FCC last week by FCC Comr. John C. Doerfer [CLOSED CIRCUIT, July 18].

The Wisconsin Republican made his proposal in a formal statement offered at last Wednesday's regular Commission meeting (see text, page 33).

The recommendation, which actually proposed only the revision of New York channels from the present seven vhf to seven uhf, was passed over without official action by the Commission.

It remains, however, an unfinished business.

Mr. Doerfer also recommended that all pending cases involving grants ready for decision, but which have been held up because of consideration of de-intermixture petitions, be made final immediately.

In discussing his admittedly radical sugges-

tion, Mr. Doerfer made it clear that he meant this to apply to all major centers, including New York, Philadelphia, Los Angeles, Chicago, Cleveland, Detroit, Boston, Pittsburgh and St. Louis.

Mr. Doerfer's statement, amplified for B•T by the former Wisconsin Public Utilities Commission chairman, is based on the belief that uhf is either capable of doing the job or it isn't.

If it is good enough to perform its functions, then it ought to be accepted for big city operation, Mr. Doerfer believes.

It is in the larger metropolitan areas, where there is a heavy density of population and a

HIS BILLION DOLLAR BABY



HERE's what it would cost set owners in a few major cities if proposals of FCC Comr. John C. Doerfer (above) went through. Comr. Doerfer's suggestion that New York City be made all uhf affects 4,730,000 vhf tv sets estimated in the metropolitan area as of the beginning of July. This would entail, he said, \$500 million for conversion. This works out to a little more than \$100 per conversion.

The July estimates for vhf receivers in other cities mentioned as possibilities for de-intermixture are as follows:

| | |
|--------------|-----------|
| Chicago | 2,237,900 |
| Los Angeles | 2,130,181 |
| Philadelphia | 2,105,636 |
| Detroit | 1,590,000 |
| Boston | 1,315,246 |
| Cleveland | 1,200,000 |
| Pittsburgh | 1,134,110 |
| St. Louis | 785,162 |

Using Comr. Doerfer's figure of \$100 per set conversion, this would total a \$1.7 billion outlay by the public if the nine cities referred to above all were changed to uhf-only.

smaller geographic area to be covered, that uhf's "urban" coverage should work best, Mr. Doerfer figures.

This move would permit the use of vhf channels in those areas which require wide area coverage in order to encompass less dense populations, he pointed out.

"Since stations stand or fall economically on their population coverage, this should be the best method of utilizing both vhf and uhf," Mr. Doerfer said.

He also emphasized that both frequency

bands must be used if tv is to become a wide, competitive system.

Mr. Doerfer feels, he said, that current quests for de-intermixture—to establish communities—do not go far enough. Commission approval of de-intermixture in the pending cases—or even in the dozen additional petitions pending FCC action—would just "islands" of uhf, Mr. Doerfer declares, with assurance that this would do any good uhf as a whole throughout the country.

Mr. Doerfer explained that he was loathe for some "candid" expressions from the Commission on uhf. He plans, he said, to have his staff do some engineering studies to bolster beliefs, but he also would like expert engineering analysis to aid in determining what about uhf.

"If it's surgery we need, then we ought to perform the operation," he said. Otherwise it's just "dibs and dabs."

Basis of Mr. Doerfer's thinking is the economics of telecasting. This follows the recommendation of Comr. Rosel H. Hyde that the Commission should re-examine the tv allocation plan in the light of the economics of broadcasting [CLOSED CIRCUIT, July 11].

Mr. Hyde's suggestion was made to his fellow commissioners two weeks ago (see text, page 33).

The former FCC chairman also urged such measures as selective de-intermixture lowering the separation standards, and "greater emphasis on market areas rather than adjustments to particular cities" should govern.

That the economics involved in broadcasting are playing a greater and greater role in the commissioners' thinking during the last few weeks was pointed up by the sudden popularity of a 19-year-old report by then FCC Engineer T. A. M. Craven. This 1936 report dealt with the social and economic aspects of frequency allocation.

Mr. Craven's point was that the FCC should take into account economic forces when allocating broadcast stations. In this way, he said, cities needing more channels could have them while stations in smaller communities would be protected from oversupply and resulting economic insecurity.

The Commission's deliberations on allocation stems from the current inability of vhf stations to succeed financially.

Pending before the Commission are five petitions seeking de-intermixture to make them all uhf. These cities are Albany, N. Y.; Evansville, Ind.; Hartford, Conn.; Madison, Wis.; and Peoria, Ill. In four of these cities the lone allocated vhf channel has not yet been granted, although hearings have been held on it, and in some cases an initial decision is standing. In Albany, one of the proposals would delete the existing station's license on a vhf channel. The FCC heard oral arguments on these cities earlier this month [B•T, July 4].

During the NARTB convention last month, Comr. Robert E. Lee suggested a method of reallocating broadcast and other services in the band between 50 mc and 900 mc, leaving the vhf band between 60 mc and 342 mc [B•T, May 30].

Earlier, Comr. Robert T. Bartley urged sweeping reconsideration of all allocations in the vhf and uhf bands.

A long-range look at the spectrum has been advocated by the Joint Technical Advisory Committee [B•T, June 27].

A group of engineers, chosen by the State Commerce investigating staff, was formed last month to prepare a recommendation or subject of uhf and vhf allocations [B•T, July 27]. The Senate committee is studying the telecasting, including the de-intermixture problem.

HOW DOERFER, HYDE FEEL ABOUT DE-INTERMIXTURE

*Text of Comr. Doerfer's motion on con-
text of big cities to uhf-only:*

NT petitions to deintermix certain mar-
Madison, Wisconsin; Peoria, Illinois;
ville, Indiana; Hartford, Connecticut; and
Schenectady-Troy, New York—and a
tion that the Commission re-examine its
ion rule indicate substantial delays in
more petitions for television licenses
pe for decision.

r considering all of the statements and
submitted at the Potter hearings, pend-
itions to deintermix, and the suggestions
nmissioner Hyde, I have concluded that
stantial aid can be given to a full imple-
ion of the uhf portion of the broadcast
m without drastic revision of the alloca-
ble.

ove that the Commission adopt the fol-
course:

ake immediate and final determination
ases now ready for decision but being
abeyance because of the deintermixture
s.

struct the staff to prepare a proposed
oking toward the deletion of all vhf
ns in the city of New York and substitute
thereof all uhf channels.

ny reasons for these proposals are as fol-

is manifestly unfair to single out a few
unities which happened to be at the tail
the priority hearing order for an experi-
which gives little promise of making any
attribution to the objectives of the
Report and Order (1952). Deintermix-
suggested in recent oral arguments, is
ly a small contribution and certainly a
ative contribution in the overall uhf
la.

speculation inherent in the Sixth Report
order was defensible because of the lack
variable evidence and the failure of expected
lements. Tampering with the allocation
now in the light of experience with any-
less than a minimum of speculation is un-
aed.

realistic approach requires incentives
to manufacture upon a large scale all
l receivers with high standards of selec-
and (b) to attract the large advertisers to
of uhf channels.

ailor the physical characteristics of the
ad vhf signals to markets which lend
elves to the most efficient use thereof.
concentration of population in metro-
a areas will provide a market and suffi-
asic economic support for uhf opera-
n the heart thereof, with ample induce-
and probable development of service to
nge areas from stations operating in and
the peripheries of the uhf signals. On
ter hand, population and economic sup-
pread over a comparatively wide area
hemselves to vhf operation from the
il cities such as are found in the areas

outside of the northeast industrial area of the
United States.

This approach would tend to reduce the
probability of substantial portions of population
in the fringe areas, in the "thin" economic
areas, going without any television service.

Admittedly the cost of conversion in and
about the city of New York may well approxi-
mate \$500 million. But the accumulated costs
are not the standards by which to judge the
respective equities of the television viewers.
Why, I ask, should a resident of New York
City be permitted to enjoy a choice of seven
channels without conversion costs and a farmer
in Wisconsin, Illinois, Indiana, Connecticut,
and New York be denied any television service?
Or at best three attenuated uhf signals in the
fringe areas? The nub of the present sugges-
tions is shall urban dwellers in large areas have
a multiple choice of tv service at the minimum
cost while rural people have none or a few at
a much higher receiving cost—especially when
at best the rural and comparatively small city
dwellers cannot create a demand in excess of
7% of present set sales.

Even if the demand were raised to 12%, it
would not solve the uhf problem but would
create for a long time small islands of uhf
markets contributing a little or nothing to the
objectives of the Sixth Report and Order.

*Here is text of memorandum by Comr. Hyde
on selective de-intermixture of vhf and uhf:*

1. July 6, in connection with the considera-
tion of the tv agenda, I suggested that the
Commission re-examine the allocation of tv
station assignments to communities. Considera-
tion of the matter was deferred until July 14th,
with the request that I submit a memorandum.

2. Experience to date raises serious questions
as to whether the present allocation plan gives
necessary recognition to economic considera-
tions.

3. The situation with respect to uhf stations,
and the inability of competing networks to
obtain comparable facilities for broadcasting
of network shows in a substantial number of
important markets indicate that conditions of
operation under the allocation do not conduce
to development of a comprehensive, competi-
tive television service.

4. I would suggest re-examination of the allo-
cation with a view of ascertaining what cor-
rective measures would be appropriate and
feasible.

5. In order to correct what appears to be
basic difficulties, it may be necessary to con-
sider such measures as selective deintermixture,
employing changes in separation standards for
that purpose; greater emphasis on market areas
rather than assignments to particular cities.

6. In the process of re-examination, I would
suggest consulting various segments of the in-
dustry, particularly receiver manufacturers,
networks and licensees.

WWSW radio stations are to be transferred to
their parent company, the Gazette Publishing

Co. (*Pittsburgh Post-Gazette*). The newspaper
and Pittsburgh Radio Supply House, present
licensee of WJAS, will then own 50% each of
WWSW Inc.

It is expected that the call WIIC will be
sought for the new ch. 11 outlet. The station,
to be affiliated with CBS, will be represented
nationally by Blair Tv Inc. John Blair & Co.
now represents WWSW. The network rate for
the new station has not yet been established
but is expected to be close to that for the
pioneer KDKA-TV, which is \$2,100. The sta-
tion is expected to be in operation by fall.

NBC-WBC SWAP HANGS FIRE

WAS Westinghouse Broadcasting Co. really
forced into exchanging its KYW-WPTZ (TV)
Philadelphia stations for NBC's WTAM-AM-
FM and WNBK (TV) Cleveland?

That was the question the FCC last week
told its staff to investigate. If there is any
basis to the charges, the Commission made
it plain it intended to force a hearing on the
subject. If not, a grant should be in order.

But, also last week, ch. 9 WSTV-TV Steuben-
ville, Ohio, filed an objection to the Philadel-
phia-Cleveland transaction—which also in-
cludes a \$3 million payment to Westinghouse
by NBC.

WSTV-TV claimed that "substantial por-
tions" of its service area are covered by both
Westinghouse-owned KDKA-TV Pittsburgh
and NBC's WNBK Cleveland. If the Cleveland
station is to be owned by Westinghouse, WSTV-
TV said, then there is overlap between the
Pittsburgh and Cleveland stations.

WSTV-TV also charged that ownership of
the Cleveland station would give Westinghouse
too much economic power in Pennsylvania and
Ohio.

To WBUF-TV Buffalo last week went an
FCC-directed McFarland letter stating that
NBC's \$312,000 purchase of the ch. 17 station
could not be granted without a hearing because
of questions of concentration and monopoly.

The Commission said that in view of the
allegations regarding NBC's station ownership
throughout the country, there was a "serious"
question whether further extension of NBC
ownership would be in the public interest or in
violation of the anti-monopoly provisions of
the Communications Act.

The FCC also said it was concerned with
RCA's "history" of anti-trust litigation, includ-
ing the pending suit brought by the government
against NBC parent company's patent prac-
tices.

Other points raised in the Commission's let-
ter concerned NBC's intent to furnish network
programs to other tv stations in the Buffalo-
Niagara Falls area; NBC's intention to buy an
am station in that city, and whether the pro-
visions in the agreement that provide that
WBUF-TV will build new facilities after FCC
approval but before the transfer is accomplished
violates Commission rules regarding trafficking
in licenses.

The Buffalo purchase by NBC has been
protested by WGR-TV Buffalo. WGR-TV
asked that all of NBC's purchases be con-
solidated into one full hearing.

Also under investigation by the FCC is
NBC's \$600,000 purchase of ch. 30 WKNB-TV
and WKNB New Britain. This transaction was
scheduled for oral argument, but the Commis-
sion postponed this to determine whether a full
hearing was necessary. At issue is the question
of overlap between NBC's WRCA-TV New
York and WKNB-TV.

Opposing the New Britain purchase are
WNHC-TV New Haven and WATR-TV Water-
bury.

The latest FCC study has as its basic charges

GRANTS PITTSBURGH V

L grant to WWSW Inc. for ch. 11 Pitts-
was made by the FCC last week. The
followed an initial decision favoring
action, after WWSW and WJAS Pitts-
agreed to merge [B•T, July 4].

the same time, the Commission dismissed
petitions for the vhf facility filed by ch. 16
S (TV) and ch. 53 WKJF-TV, both Pitts-
WENS is on the air; WKJF was on the
it ceased operations.

The Commission said that the applications

by the uhf stations were filed too late to be con-
sidered. Under FCC rules, no applications for
the same facility may be filed later than 20
days before a hearing starts. The Pittsburgh
ch. 11 hearing began in April 1954.

It also said that the two uhf stations had no
standing to object to the issuance of a final de-
cision since they were not parties to the hearing.

The merger agreement between the two Pitts-
burgh ch. 11 contestants provided that WWSW
Inc. is to sever its connections with WWSW-
AM-FM and that WJAS is to be sold. The

that NBC threatened Westinghouse with loss of its NBC affiliations unless it consented to the trade. The Commission staff was told to check into the "monopolistic" aspects of this allegation.

It also was pointed out that this is an example of how the FCC uses its discretion in determining whether a hearing should be held in an application on which substantial questions have been raised.

This point was one of the arguments made by the Commission in asking Congress to amend Sec. 309(c)—the protest rule—to permit it to exercise its discretion when protests were made to grants made without hearings.

The amended Sec. 309(c) was passed by the House of Representatives last week and is due to be considered by the Senate soon (see story, page 71).

The Commission's attitude is that if the charges have substance, a hearing must be held. If they do not, then a grant is in order.

Since the commissioners will be vacationing during August, its action on the NBC-Westinghouse swap—considered in some circles to be without precedent as a formal action—will delay consummation of the deal.

NBC has emphasized that a long, drawn-out hearing would jeopardize the agreement.

In the application seeking FCC approval of the exchange [B•T, June 20], Westinghouse said that NBC had been offered another Philadelphia station. It concluded, it said, that the ownership of the Cleveland stations, with NBC affiliations, was preferable to the continued ownership of the Philadelphia stations without such affiliations.

Westinghouse bought WPTZ from the Philco Corp. for \$8.5 million two years ago. It also owns KDKA-AM-FM-TV Pittsburgh, WBZ-AM-FM-TV Boston, WBZA-AM-FM Springfield (Mass.), KEX-AM-FM Portland (Ore.), WOWO Fort Wayne and KPIX (TV) San Francisco.

The WSTV-TV opposition charged that Westinghouse's arrangement with all networks for its Pittsburgh tv station has resulted in making it impossible for the Steubenville station to receive many network programs. WSTV-TV asked that assurances be required that Westinghouse's economic power would not be used to prevent WSTV-TV from getting network programs, in the event the Commission approved the NBC-Westinghouse swap. Unless these assurances can be had, WSTV-TV said, the applications should be set for a full hearing.

WSTV-TV is a primary CBS affiliate, with ABC as a secondary affiliate.

THE TOWER LIMIT RAISED

FCC worked out a compromise on the request for Zone I stations to be permitted to build 2,000 ft. towers without penalty in reducing power and ordered that antennas in the crowded northeast and central areas which make up Zone I can be 1,250 ft. above average terrain with operation at full power.

The move was made following petitions last year by ch. 4 WBEN-TV Buffalo and ch. 3 WSAZ-TV Huntington, W. Va., that the ceiling be lifted. The FCC issued a proposed rule-making notice last fall.

The FCC's action last week drew only one dissent. That was by Comr. Robert T. Bartley.

Because of the crowded population areas of the northeast, north central and middle Atlantic states, the Commission in its 1952 Sixth Report and Order established a maximum ceiling of 1,000 ft. above average terrain for vhf stations. Stations with antennas built above that level, the rules provided, would have to reduce their

power to maintain the level of the 1,000 ft. height and maximum power.

Stations in Zones II and III, and all uhf stations in whatever zone, were permitted to build towers up to 2,000 ft. above average terrain without power penalty.

Stations on chs. 2 to 6 are permitted maximum power of 100 kw; chs. 7 to 13, 316 kw, and all uhf stations, 1,000 kw. The FCC has proposed to raise the uhf limit to 5,000 kw.

In its report last week, the Commission said it "has always recognized the benefits to be derived from the use of higher antenna heights."

It continued: "We believe that, as an overall policy, the public interest is best served by operation of stations with high antenna heights, and this is especially true when all stations so

operate."

The proposal to lift the ceiling on Zc antenna heights was favored by a large nu of broadcasters. There were objections some broadcasters and also from aviation terests.

To the fear that higher towers might p to be aviation hazards, the Commission it thought the 250 ft. increase would ha "negligible effect on problems relating to hazard."

The action permits both WBEN-TV WSAZ-TV to increase their power to maximums. This will, according to the tions, allow them to serve their entire ma area. As of now, they explained, their red power deprived many areas of good tv ser

THERE are 18 stations in Zone I with antennas above the 1,000 ft. maximum permitted up to now. Seven of them are in New York City. The 18 are:

| Station | Location | Channel | Antenna height AAT* | Antenna height AG** | DBK | DBK Under 1250 Prop. | Increase |
|---------|--|---------|---------------------|---------------------|------|----------------------|----------|
| WJAC-TV | Johnstown, Pa. | 6 | 1120 | 175 | 18.5 | 20 | 1.5 |
| WATV | Newark, N. J. (transmitter in New York) | 13 | 1190 | 1200 | 22.5 | 25 | 2.5 |
| WNBF-TV | Binghamton, N. Y. | 12 | 1210 | 778 | 22.2 | 25 | 2.8 |
| WBEN-TV | Buffalo, N. Y. | 4 | 1210 | 1057 | 17.3 | 20 | 2.7 |
| WCBS-TV | New York City | 2 | 1290 | 1465 | 16.3 | 19.5 | 3.2 |
| WRCA-TV | New York City | 4 | 1440 | 1465 | 14.1 | 18 | 3.9 |
| WABD | New York City | 5 | 1340 | 1465 | 15.7 | 19 | 3.3 |
| WABC-TV | New York City | 7 | 1380 | 1465 | 20.4 | 23.5 | 3.1 |
| WOR-TV | New York City | 9 | 1240 | 1231 | 21.1 | 25 | 3.9 |
| WPIX | New York City | 11 | 1410 | 1464 | 20 | 23.2 | 3.2 |
| WRGB | Schenectady, N. Y. | 6 | 1020 | 314 | 19.7 | 20 | .3 |
| WWJ-TV | Detroit, Mich. | 4 | 1010 | 1063 | 19.9 | 20 | .1 |
| WMUR-TV | Manchester, N. H. | 9 | 1030 | 227 | 20.5 | 25 | 4.5 |
| WSVA-TV | Harrisonburg, Va. | 3 | 2130 | 349 | 9.2 | 12.5 | 3.3 |
| WEWS | Cleveland, Ohio | 5 | 1020 | 851 | 19.7 | 20 | .3 |
| WHIO-TV | Dayton, Ohio | 7 | 1140 | 1096 | 23 | 25 | 2 |
| WSAZ-TV | Huntington, W. Va. | 3 | 1250 | 1069 | 16.7 | 25 | 3.3 |
| WHIS-TV | Bluefield, W. Va. | 6 | 1220 | 185 | 17 | 20 | 3 |

* Above average terrain.
** Above ground.

COMMENTS FAVOR UHF BOOSTER PLAN

COMMENTS received up to the FCC's deadline last week gave almost unanimous approval to the proposal to authorize "booster" stations to fill in shadow areas in uhf station coverage and thus spur uhf development.

Most of the replies recommended adoption of the plan on the grounds it was economically and technically feasible and that it would bring tv reception to those who are now deprived of such service. While favoring the proposal, some thought it should go farther to include:

- An analysis of network and economic considerations, in addition to the technical feasibility.
- Provision to permit community and non-profit organizations to own and operate "boosters," not just the stations themselves.
- Provision for low power vhf boosters, too.

The FCC proposal, issued last March 31 [B•T, April 4], would authorize co-channel boosters or amplifying transmitters to project a uhf station's signal into shadow areas within its coverage contour.

Adler Communications Labs, which conducted experiments with ch. 53 WATR-TV Waterbury, Conn. [B•T, Dec. 20, 1954], said that not a single complaint was received during the one-year experiment, but that numerous complaints poured in when the system was shut down. Adler said its work proves that amplifying transmitters are feasible and can be handled on a commercial basis to enhance uhf coverage.

As far as color transmission, Adler said its measurements are not yet complete but so far results indicate that it can be handled with properly designed amplifying transmitters, with

degrees of degradation that will be acceptable to the industry.

NBC favored the plan but added that vision should be made to avoid interference other stations. The network stated that blanket limitation should be placed on transmitting power or antenna height and that there should be no limit to the number of amplifying transmitters to be operated in conjunction with one main transmitter.

NBC further stated that these stations should not be treated separately for purposes of multiple ownership and that they should be operated only within the maximum predicted service area of the uhf station and only for selected shadow areas.

In filing its comments, RCA submitted report on its experiments in conjunction with ch. 25 WJTV (TV) Jackson, Miss. [B•T, April 30, 1954]. RCA stated that all boosters should operate within the service area of the main station and that applications for amplifying transmitters should be handled on a case-by-case basis because of varying engineering problems. It concluded by stating that in certain locations booster operations can aid in increasing the effective coverage of uhf stations.

ABC favored the proposal on a case-by-case basis. Boosters should be limited to overall area served by the station, it said.

As in most replies, ABC recommended the booster stations be unattended as in relay and fm operations and that the hour of operation be the same as for the main transmitter.

A plea to consider the network and economic aspects of the plan.

(Continued on page 50)

ONEIL LANDS RKO LIBRARY AS TV CRASHES HOLLYWOOD

- Filmland finally becomes major factor in television
- ABC-TV loads up to compete with NBC-TV and CBS-TV
- Disney, M-G-M, Warner to supply ABC-TV programming
- AB-PT operating profit doubled for second quarter
- Major sponsors buying Hollywood video network fare

VISION and Hollywood, each with vast and film programming resources as well as acceptance, will combine their facilities big way this autumn.

For the first time a major film library—Radio Pictures—becomes the property of broadcast industry entity with General Tele- \$25 million purchase of the studio from Howard Hughes.

and for the first time a tv network—ABC—will utilize the facilities and popularity Hollywood studio offerings to provide basic program service.

The purchase of RKO Radio Pictures by General Teleradio gives that company hundreds of feature films and a huge store of short comedies, putting the parent General Tire & Rubber Co. into Hollywood's Big Five and placing it into a powerful position in both motion picture and television industries.

ABC-TV will confront the competition of NBC-TV and CBS-TV with a program lineup based on Disney, M-G-M and Warner productions.

\$25 MILLION BUYS RKO

MAJOR CHANGES in the operations of the television and motion picture industries immediately as two entertainment giants—General Radio Inc. and Howard Hughes—complete the \$25 million transfer of RKO Radio Pictures Inc. [B**T*, July 18].

As RKO Radio purchaser, General Teleradio headed by President Thomas F. O'Neil, enters the competitive tv and motion picture programming fields with one of the nation's largest libraries of films along with the studio facilities of RKO Radio Pictures.

While the actual contract for what is termed the largest single deal in motion picture-tv history was signed at 5:50 a.m. last Monday in Las Vegas, Nev., the \$25 million check was turned over to Mr. Hughes today (Monday) in Jersey City. A \$25 million loan was guaranteed by General Teleradio with Chase Manhattan Bank.

Conversations in both the motion picture and television industries were being felt late last week. The actual effect of the General Teleradio purchase will be seen as that company opens its newly acquired feature library to tv stations. Immediately after the agreement was made, General Teleradio was making an inventory of the hundreds of full-length feature films it has acquired. By Friday, the number was estimated at 600 (see box page 36).

Of special significance, some industry observers believe, is the improved prospect for independent stations. Their programming potential is described as greatly expanded through availability of the RKO features and shorts.

The sale includes the major motion picture producing and distributing company which has extensive studio and production facilities in

Hollywood and Culver City, Calif.; control of studios in New York City; access through partnership to production facilities in Mexico City; 101 domestic and foreign motion picture exchanges which RKO Radio operates in a world-wide distributing system; the facilities of RKO-Pathe Inc. and RKO Television Inc. (now reporting little activity).

General Teleradio now ranks as one of the Big Five feature film producers. With a wide distribution system at hand, it also has access to theatrical outlets.

and tv operations along with its KTLA (TV) Los Angeles and 80% of Telemeter (pay-see). Columbia Pictures has Screen Gems. Metro-Goldwyn-Mayer owns WMGM New York. Republic Pictures Corp. and Allied Artists sell or produce films or rent studios.

There are divided opinions at the outset over impact of the purchase on other major film producers, up to this time lukewarm or coy to advances made by tv interests to release their feature films stored in vaults. At the same time, the transaction gave immediate rise to a feeling that this may widen the crack through which pay-tv adherents wish to inundate tv screens with full-length features at coin box prices.

While the future management setup of General Teleradio—now that it was plunged into the movie-making and distribution business—was still in the embryonic state, one significant step late in the week was announcement that Charles L. Glett, former CBS vice president in charge of network services on the West Coast, has joined General Teleradio's executive staff in a key executive role (see box page 36). Actually Mr. Glett's appointment had been made before the Hughes-O'Neil transaction was completed, it was learned.

An important part of the transaction is a col-

TWO GIANTS COME TO TERMS



THOMAS F. O'NEIL buys RKO for \$25 million from HOWARD HUGHES

The agreement brings Hollywood and the tv industry closer than ever before. In recent months, moves on the part of the major networks—ABC-TV (Walt Disney, Metro-Goldwyn-Mayer, Warner Bros.), NBC-TV (which has been cooperating with Universal-International on a spectacular) and CBS-TV (also reportedly flirting with 20th Century-Fox)—already have foretold a closer working arrangement with the Hollywood majors.

20th Century-Fox is about the only major not involved in radio or tv. Paramount holds a substantial interest in DuMont manufacturing

lection of some 500 RKO Radio Pictures' shorts in addition to some 2,000 or more RKO Pathe shorts.

Most of RKO's 700-odd pictures will be licensed for telecasting in the U. S. and sold outright abroad, William F. O'Neil, president and chief stockholder of the parent General Tire & Rubber Co., announced. He said his son, Thomas F. (who in addition to heading General Teleradio is vice president of General Tire), would personally take over the RKO Radio operation. The elder O'Neil said RKO Radio will continue in operation and the

Glett Gets RKO Job

CHARLES L. GLETT, long known in tv and motion picture production, has joined the executive staff of General Teleradio, having resigned as vice president in charge of network services for CBS-TV on the West Coast [B•T, July 18]. He will make his headquarters in Hollywood (see adjacent General Teleradio-RKO story).

Mr. Glett will concentrate on the motion picture activities of the General



MR. GLETT

Teleradio organization and it is understood that for the time being at least he would be considered top operating executive in the movie end of General Teleradio's expanded operation.

Following 25 years in the motion picture field as a leading production and management executive, Mr. Glett joined Mutual-Don Lee in 1949 as vice president in charge of television activities. When CBS acquired KTSK-TV Los Angeles, now KNXT (TV), Jan. 1, 1951, Mr. Glett became administrative consultant. Several months later, he was named vice president for the company's radio and television operations.

A native New Yorker, Mr. Glett has been associated with a number of companies in various phases of motion picture making. Prior to his association with CBS, he produced independently at RKO-Radio Pictures, was managing director of Motion Picture Center Studios, was president of the Myron Selznick agency and vice president and general manager for David O. Selznick.

studio "probably" will continue to finance independent producers as Mr. Hughes did before.

It was reported the RKO theatrical film distribution organization will continue to function, selling new pictures plus those suitable for re-issue. It also would license to telecasters those films designated for that purpose.

Thomas F. O'Neil said he plans "no changes in personnel at RKO although policy changes will be made to accomplish more extensive use of facilities." Some 4,000 employes are said to be scattered around the world, many veterans in their field and with long service to RKO. The employes have a pension fund of some \$5 million, but this is not considered large in comparison with the funds of employes at other studios.

Last year RKO had a worldwide gross of \$44 million from the release of 17 new pictures, most independently made, plus 15 reissues and shorts. It is reported to be doing nearly as well this year, grossing some \$800,000 weekly on 10 releases. RKO itself is said to have made only five feature films during the past 2½ years.

Thomas F. O'Neil has been film conscious for several years. General Teleradio paid \$1.2 million for 40 foreclosed pictures from the Bank of America and scheduled them for theatre-style continuous showings on WOR-TV

New York and KHJ-TV Hollywood, a format innovation at the time. The films proved to be attractive programming, and were syndicated by the General Teleradio Film Div. as the *Million Dollar Movies* series. General Teleradio more recently paid \$1.5 million for two-year television rights to Roy Rogers and Gene Autry westerns.

Mr. Hughes retains almost an \$8.5 million stock investment in RKO Pictures, the holding company which no longer has much to hold except cash in view of the RKO Radio sale. He is at liberty to continue independent movie production and has ownership of small producing firms in Mexico, England and Italy. Mr. Hughes' major interest continues to be Hughes Tool Co., oil-well equipment manufacturer, and Hughes Aircraft Co.

Sources familiar with Mr. Hughes' investment in RKO through the years figure he ends up with about a \$6.5 million paper profit as a result of the sale to General Teleradio. Mr. Hughes originally bought some 27% (929,000 shares) of the parent firm, RKO Pictures Corp., for \$8.3 million from Atlas Corp., a Floyd Odlum interest. When the film producing and theatre operating companies were divorced, Mr. Hughes and other stockholders got share for share in the production and theatre divisions. Mr. Hughes later added to his picture stock, increasing his holding to over a million shares.

Deal Falls Through

In late 1952, Mr. Hughes contracted to sell this picture block, along with the minor holding of another stockholder, for \$7.35 million to the Ralph Stolkin-A. L. Koolish interests, but the deal fell through some weeks later after a newspaper expose of the background of the buying syndicate. As a result, the prospective purchasers forfeited to Mr. Hughes their \$1.25 million down payment on the transaction.

Following this, Mr. Hughes became board chairman of parent RKO Pictures and the next year sold his 929,000 shares of RKO Theatres for \$4.4 million-plus to David J. Greene. Last May 31, Mr. Hughes purchased from RKO Pictures stockholders for \$23.6 million all the assets of subsidiary RKO Radio Pictures (now sold to General Teleradio). Thus, with a total of \$26.9 million cash invested in the RKO ventures, Mr. Hughes recoups \$25 million in the RKO Radio sale to General Teleradio and he still has stock in the parent firm valued at nearly \$8.5 million.

The \$25 million purchase price will be offset for the next four years, it was indicated unofficially, by a tax cushion estimated to total as high as \$20 million if film production is continued, but no official source would comment on this phase of the negotiations.

General Teleradio was understood to have no immediate plans for outside financing.

"The purchase of RKO marks another important step in the diversification program aggressively pursued by General Tire & Rubber Co. over the last several years," Thomas F. O'Neil said. He continued: "Already one of the nation's largest tire manufacturers, General Tire last year became the largest producer of plastic sheeting and film, and the prime supplier of these products for automobile interiors. Through its acquisition of Textileather Corp. and Bolta Corp. the company has achieved substantial stature in chemicals and leather goods and many other products.

"Now with the acquisition of RKO, General Tire becomes a major factor in the production and distribution of motion pictures."

The huge industrial empire of General Tire includes these wholly-owned subsidiaries:

Fresh Titles for Tv

THE EXTENSIVE backlog of feature films included in the General Teleradio RKO Radio Pictures transaction is reported to run the gamut from Ginge Rogers-Fred Astaire musicals produced in the 1930's to "Jet Pilot" and "The Conqueror," not yet released.

Some 1954 releases to be turned over to General Teleradio, it was learned by B•T, include: "The French Line," with Jane Russell and Gilbert Roland; "She Couldn't Say No," with Robert Mitchum; "Dangerous Mission," Victor Mature and Piper Laurie; "Susan Slept Here," Dick Powell and Debbie Reynolds; 1953—"Angel Face," Robert Mitchum and Jean Simmons; "Affair With a Stranger," Jean Simmons; "Devil's Caravan," Virginia Mayo and Stephen McNally; 1952—"The Las Vegas Story," Jane Russell and Victor Mature; "Montana Belle," Jane Russell, George Brent and Scott Brady; 1951—"Footlight Variety," Leon Errol; "Two Tickets to Broadway," Tony Martin and Janet Leigh.

Other releases and their vintage: 1950—"Born to Be Bad," Joan Fontaine and Robert Ryan; "Never a Dull Moment," Irene Dunne and Fred MacMurray; 1949—"A Woman's Secret," Maureen O'Hara and Melvyn Douglas; "Easy Living," Victor Mature, Lizbeth Scott and Lucille Ball; "A Dangerous Profession," George Raft and Pat O'Brien; 1948—"Tycoon," John Wayne and Lorraine Day; "Berlin Express," Merle Oberon and Robert Ryan; "Velvet Touch," Rosalind Russell and Leo Genn, and "Blood on the Moon," Robert Mitchum and Barbara Bel Geddes.

Aldora Mills; General Tire & Rubber Co. India Tire & Rubber Co.; Pennsylvania Rubber Co.; General Specialties Chemical Co.; General Tire Acceptance Corp.; General Tire International Co.; General Tire & Rubber Co., South America, and General Tire & Rubber Co. Canada Ltd. General Tire also owns more than 95% of the Aero-Jet General Co. commercial developer and manufacturer of rocket motors, components and propellants.

General Teleradio has expanded rapidly radio-tv since 1950. It owns Mutual network with Mr. O'Neil as president; Don Lee Broadcasting System and the Yankee Network. Stations owned include WNAC-AM-TV Boston; WOR-AM-TV New York; KHJ-AM-TV Los Angeles; WHBQ-AM-TV Memphis and KF San Francisco.

While General Teleradio holds extensive ownership in radio and tv, the new stature the company was underlined by this statement of Mr. O'Neil: "With the purchase of RKO the General Tire & Rubber Co. now has greater investment in the motion picture industry than in any other field of entertainment."

Actually the canned film now in the hands of General Teleradio will be distributed by film division. First reports said that General Teleradio plans to release its features in small batches for tv consumption. The go-slow approach, it was explained, would prevent flooding of the market and General Teleradio stations would buy films on the same basis as other stations.


It also was reported that General Teleradio would keep production facilities of RKO Radio

LOWEST COST

per-thousand in Baltimore!

A survey by Pulse shows that W-I-T-H reaches 74% of all Baltimore homes every week. At W-I-T-H's low, low rates, that means that W-I-T-H delivers listeners at the lowest cost-per-thousand of any advertising medium in Baltimore. That's one big reason why W-I-T-H produces such spectacular results for all kinds of advertisers. Let your Forjoe man give you the whole story!

IN BALTIMORE THE BIG BUY IS

W-I-T-H 

Tom Tinsley, President

R. C. Embry, Vice-President

Represented by Forjoe & Co.

It's a clear picture!

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is the top-rated AREA station

- in mail-pull

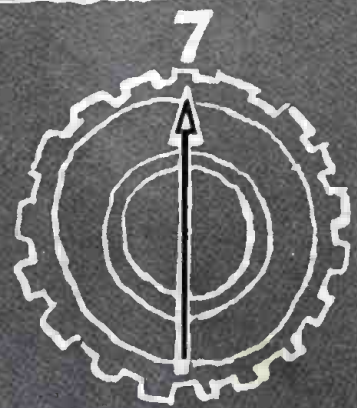
Over 60% of WHIO-TV mail came from outside Metropolitan Dayton, Ohio

- in ratings*

13 out of top 15 once-a-week shows
First and second multi-weekly shows

- in audience loyalty

Proved by continuing top ratings through the years



* These are Pulse survey figures for May, 1955. Comparable figures are available on other surveys from our national representative, George P. Hollingbery.

Channel **7** Dayton, Ohio
ONE OF AMERICA'S GREAT AREA STATIONS

whio-tv

CBS • DUMONT

ures intact because it is interested in ex-
 ling its own production of tv films for sale
 networks and stations. This would be so,
 ast for the time being in any case, since a
 lation of the agreement is that General
 radio keep production underway at studios
 ew of RKO's purported \$20 million tax

the imminent sale of RKO Radio Pictures
 been rumored ever since Mr. Hughes as-
 and sole ownership. Late in 1954, American
 dcasting-Paramount Theatres Corp. (parent
 BC) and Stanley Warner Corp. were said
 ave formed a syndicate to purchase the
 many. Later, real estate operator and
 er William Zeckendorf was said to have
 a \$400 million bid for all of Mr. Hughes'
 ings, which also include Hughes Tool Co.
 owner of Trans World Airlines).

Activities of General Tire & Rubber Co. in
 broadcast field date back to December 1942
 the Yankee Network in New England was
 ured. In 1950, Don Lee network on the
 esCoast was purchased by General Tire in-
 es for an estimated \$12,320,000. In June
 55 WOR-AM-TV New York was acquired,
 dn the process General Tire gained access
 5% of the stock of MBS, becoming ma-
 ritstockholder.

In June 1952 the corporate name of General
 ore radio and television subsidiary was
 reared from Thomas S. Lee Enterprises to
 eneral Teleradio Inc. Shortly thereafter, Gen-
 eral Teleradio formed its film division, headed
 by Dwight Martin, vice president and director.
 This division produces and distributes such
 ent series as *Uncommon Valor*, *Gangbust-*
ers, *Greatest Drama*, the Fulton Lewis jr. *Ex-*
pose and a library that includes animated
 irytals. General Teleradio also has fi-
 nd the production for *Gangbusters* feature
 through Visual Drama Inc.

RKO Radio's corporate history has an
 on twist. In the late 20's it was controlled
 by RCA, which later sold its interest. RCA
 eted the corporate picture in 1929 when it
 roused control of Film Booking Office Pro-
 ductions Inc. (called FBO Productions Inc.) and
 ured this company with the huge Keith-
 elbi-Orpheum vaudeville circuits, making the
 arm of the parent firm RKO Corp.-Radio-
 elbi-Orpheum. In a series of name changes,
 term in 1930 evolved into RKO Radio Pic-
 ure Inc. with three separate corporations op-
 erating under it. Brig. Gen. David Sarnoff, now
 oal chairman of RCA and NBC, then was
 haman of the board of the parent com-
 an

After a series of further modifications of
 orporate structure, including added proper-
 ties and expansion of offices, over-expansion
 of the company during the depression and the
 corporation went into receivership to the Irving
 rt Co., which later became its trustee.

RCA sold a part of its holdings in 1935 to
 elbi Corp. and later became disassociated
 from the company. After a series of further
 changes and mergers of production, distribu-
 tion and export functions, Howard Hughes in
 1948 purchased the controlling interest
 in RKO from Atlas. In January 1951, under
 government divorce proceedings, RKO
 Radio Pictures, the producing and distributing
 company, and RKO Theatres, exhibiting com-
 pany, were separated. Mr. Hughes in Septem-
 ber 1952 sold his interests in RKO Radio Corp.
 to an industrialist group which a year later
 swapped its acquisition with the stock revert-
 ing to Mr. Hughes, whose interest in RKO
 Theatres was sold in November 1953 to Albert
 W. Mt. Less than a year later Mr. Hughes re-

entered the picture by buying all assets and
 properties of RKO Pictures.

Of interest is the fact that at the very time
 RCA controlled the corporation (1929), Para-
 mount Famous Lasky Corp. bought a half in-
 terest in CBS. This investment also aligned
 radio with the cinema, bringing screen stars to
 the microphone. In March 1932, CBS re-
 purchased the Paramount Lasky interest. Wil-
 liam S. Paley, now CBS Inc. board chairman,
 then was president of CBS.

ACE UP ABC'S SLEEVE

ABC this fall will make its strongest bid to
 capture a larger share of the tv network audi-
 ence and advertising dollar. Its top card:
 Hollywood.

Unable now to come up with a private talent
 stable equal to its stronger competitors, CBS
 and NBC, the tv network division of American
 Broadcasting-Paramount Theatres Inc. is doing
 the next best thing—acquiring rights to the top
 talent product of Walt Disney Studios, Metro-
 Goldwyn-Mayer and Warner Bros.

AB-PT is diversifying too. While President
 Leonard H. Goldenson last week announced
 that the net operating profit for the second quar-
 ter of 1955 was double the same 1954 period
 (see story page 82), the parent firm was open-
 ing shop in partnership with the Disney interests
 at Disneyland, the \$17 million entertainment
 extravaganza at Anaheim, Calif. This project is
 a 160-acre family amusement park, commercial
 product exhibit and world's fair all in one.
 Aside from the investment, network executives

believed that some features will be filmed there
 for use on ABC programs.

Walt Disney Studios now has in production
 126 hours of film program material for ABC-
 TV during the 1955-56 season. This includes
 26 hours of new shows (each to repeat during
 the 52-week cycle) for the Wednesday 7:30-
 8:30 p.m. *Disneyland* series and 100 hours for
 a new daytime children's show, *Mickey Mouse
 Club*. The latter is scheduled Monday through
 Friday 5-6 p.m. In each case, the time is local
 time for the respective zones across the country
 with network feeds being repeated from both
 New York and Hollywood to complete the air-
 ing.

Disneyland kicks off its new series Sept. 14
 with all three sponsors renewing for the whole
 cycle. These include American Dairy Assn.,
 through Campbell-Mithun Inc.; American Mo-
 tors Corp. (Nash, Hudson, Kelvinator appli-
 ances), through Geyer Adv., and Derby Foods
 through McCann-Erickson.

Mickey Mouse Club debuts Oct. 3 with its
 daily four quarter-hour segments to be distrib-
 uted among seven sponsors. These include
 General Mills; Armour & Co. (pet food);
 Campbell Soup Co.; Bristol-Myers Co. (Ipana);
 Welch Grape Juice Co.; Carnation Co., and
 Mars Inc. (candy bars).

Agencies include Knox Reeves Adv., Dancer-
 Fitzgerald-Sample, William Esty Co., Tatham-
 Laird Inc., and BBDO for General Mills; Leo
 Burnett Co., BBDO, Needham, Louis & Brorby
 and Ogilvy, Benson & Mather Inc., for Camp-
 bell Soup Co.; Doherty, Clifford, Steers &
 Shenfield, for Bristol-Myers; Tatham-Laird



DISNEY AND FRIEND at the Disneyland opening. In addition to its network tie-up
 with the cartoon maker, ABC is a 35% owner of the \$17 million amusement park.

feel the promotional tie-in and exploitation
 background is itself a big asset for ABC.

Over 30,000 people jammed the park on
 opening day last Monday, some standing in line
 all night long. Almost an equal number of in-
 vited guests were on hand the day before to
 witness the premiere telecast, a special event
 called *Dateline Disneyland July 17, 1955* (see
 review, page 12).

AB-PT has a 35% investment in Disneyland,
 plus certain concession rights while the Disney
 group has 50%. The remaining 15% is held
 by Western Printing & Lithographing Co., pub-
 lisher of Disney comic books and other Disney
 printed matter.

Although no tv shows will originate on a reg-
 ular basis from the park this season, it is be-

and N. W. Ayer & Son for Armour; Leo Burn-
 nett Co., for Mars Inc.; Erwin, Wasey & Co.,
 for Carnation and Kenyon & Eckhardt for
 Welch.

Network spokesmen foresee extensive mer-
 chandising and promotional features that will
 accrue to advertisers on the *Mickey Mouse Club*,
 all linking with the extensive background ex-
 ploitation involved in the ABC-TV tie-up with
 the Disney organization, as well as the virtually
 universal acceptance of the Disney product it-
 self.

In conjunction with Warner Bros., ABC-TV
 on Sept. 13 premieres a new show, *Warner
 Bros. Presents*, in the Tuesday 7:30-8:30 p.m.
 spot. Sponsors include Liggett & Myers Tobacco
 Co., weekly half-hour through Cunningham &

'Disneyland' Rates

SPECIAL 90-minute ABC-TV show opening Disneyland, *Dateline Disneyland July 17, 1955*, drew a 19.5 rating and 58.4 share of audience, according to a 15-city survey by Trendex. Network officials said the nearest competing ratings were 9.1 for CBS and 1.4 for NBC. ABC-TV estimated a gross of \$200,000 in production costs for the special event excluding air time. The network spent another \$20,000 for promotion and exploitation of the Disneyland premiere, not including a junket of several dozen trade and daily newsmen from across the U. S. [Also see IN REVIEW, page 12.]

Walsh, with General Electric Co. through Maxon Inc. and Monsanto Chemical Co. (All detergent through Needham, Louis & Brorby, alternating on the other half-hour.

Patterned after the Warner feature films "King's Row" (romance), "Casablanca" (adventure) and "Cheyenne" (western), the tv program will alternate among all three themes under those titles. Original characters will be retained but the plots and actors will be new. Each show will be a complete story.

Warner Bros. Presents is being filmed under the personal supervision of Jack Warner, production head of Warner Bros. Pictures, and using the full facilities of Warner Bros. Studios. The studio set for "Casablanca" is said to be the largest constructed for a tv film series.

The "Casablanca" series stars Charles McGraw. "Kings Row" stars Jack Kelly and others. Clint Walker stars in the "Cheyenne" shows.

At M-G-M, ABC-TV is working out the format for the *M-G-M Parade*, to commence Sept. 14 in the Wednesday 9-9:30 p.m. period (all zones) under the alternate sponsorship of American Tobacco Co. and General Foods.

This show will draw on the M-G-M film library of past short productions and does not entail new camera work. Popular clips from old "Pete Smith Specialties" and similar material will be used.

Among the 37 exhibitors and concessionaires at Disneyland a number are radio-tv advertisers both nationally and locally. There is no connection necessarily with sponsorship of ABC programs, it was pointed out. Exhibitors and concessionaires, among others, include American Dairy Assn., American Motors Corp., Bank of America, Carnation Co., Coca-Cola Co., Eastman Kodak Co., Frito Co., Gibson Art Co., Monsanto Chemical Co., Pepsi-Cola Co., Quaker Oats Co., Ready-to-Bake Foods Inc., Richfield Oil Co., Santa Fe Railroad, Swift & Co., Trans World Airlines, U. S. Time Corp., Van Camp Sea Food Co., Welch Grape Juice Co. and Maxwell House Div. of General Foods.

Tv Inc. Acquiring Films

TV INC., station-owned collective film purchasing organization, has announced it has bought more than \$250,000 worth of film properties for its membership from major distributors over the past six months. Herb Jacobs, general manager, predicted total purchases would soar after Aug. 15, when stations know their network commitments. Some 50 stations belong to TV Inc., and, according to Mr. Jacobs, membership should increase to 100 by end of the year, based on pending applications. The group, formed last January, held a board of directors meeting in Denver July 9.

STERLING TV SETS UP NEW BOOKING SERVICE

Firm establishes department to 'spot book' films, offering shorts that will have a specific time cue or be concerned with subjects of special interest. Monthly catalogue service will be furnished.

ESTABLISHMENT by Sterling Television Films Co., New York, of a new department to "spot book" short subjects of unusual or special interest to tv audiences is being announced today (Monday) by Richard Carlton, Sterling's vice president in charge of operations.

Sterling believes it is the first distribution company to offer films for tv on a "spot book" basis, which means generally that a short subject film will be offered as a "one-shot" only. Although the new department will serve primarily to make variety shorts available for local shows with a "newsreel" type of format, similar to the WABD (TV) New York *Featurama*, Mr. Carlton also expects to distribute the films for special holiday or seasonal use; as special topical presentations, and as programs based on headline news of the day.

Sources for Films

Sterling's supply of short subjects cover more than 4,000 films, including a wide variety of travel, documentary, scientific, sports, sociological and educational films in general, obtained from such sources as the United Nations, the McGraw-Hill Book Co., the National Film Board of Canada and other organizations. Mr. Carlton believes that these films of varying length, which in previous years were used by many stations as a package, still have "tremendous value," when used on a spot basis.

Each month Sterling will send stations a list of the films available, with a brief description of each title and a suggestion on its program use. The station need purchase only those films which fit its programming requirements.

Mr. Carlton believes that if the films are programmed imaginatively, a station will have access to a low-price source of film supply. He noted that many films could attract large audiences on special holidays or during certain seasons of the year. Films of past Davis Cup matches, for example, he said, could be telecast during the period they are played (in late August). Communities planning a campaign against juvenile delinquency or for better schools, Mr. Carlton said, could make use of Sterling films on the subject.

Guild Films Establishes Unit for Tv Commercials

ESTABLISHMENT by Guild Films Co., New York, of a special division to produce tv commercials, headed by producers Joel Spector and Wally Gould, was announced last week by Reub Kaufman, Guild president.

Mr. Spector formerly was production manager of radio and television for Grey Adv., New York, and in this capacity supervised production on commercials for such accounts as RCA Victor, Mennen, Ronson, Doeskin tissues and Krueger beer. Mr. Gould, previously pro-

duction and sales executive for Robert Law Productions, New York, and Peter Elgar Productions, New York, directed film commercials for R. J. Reynolds Tobacco, Colgate-Palm and Campbell Soup Co.

Mr. Kaufman said that Messrs. Spector Gould would be able to utilize Guild production facilities and personnel for tv commercial work.

Sarnoff Testifies On Movies' Holdout

BRIG. GEN. David Sarnoff, chairman of board of RCA and NBC, testified last week NBC had made repeated efforts for several years to obtain feature films for television from Hollywood major studios, but had not been successful.

This assertion was made in a deposition New York last week when Gen. Sarnoff testified as an expert witness in the federal trust suit to force release of 16 mm film product to tv and other uses [B•T, June 27]. Gen. Sarnoff was questioned by Special Assistant Attorney General Samuel Flatow and trial attorney Leonard Posner in the presence of attorneys for 11 defendant theatrical motion picture production and distribution firms. The trial is scheduled for Sept. 20 in Los Angeles District Court.

Answering the key question in the deposition hearing, Gen. Sarnoff acknowledged that statement filed with the FCC on the substitution television issue he had said that motion picture producers had refused to make their product available to tv. Gen. Sarnoff told government attorneys that this attitude on part of Hollywood studios was "common knowledge" in the television industry, but said that he had had talks over the several years with representatives of MGM, Goldwyn-Mayer, 20th Century-Fox, Warner Bros. and Columbia Pictures on the subject.

Gen. Sarnoff testified that he could understand why major studios would not release their new product to tv, but contended that old films would bring more money if made available to tv than if released to other sources.

In answer to another question, Gen. Sarnoff said he had been able to secure three feature films from British sources for use in NBC-TV spectacles but did not answer directly when asked if NBC had attempted to procure feature films for its spectacles from U. S. studios.

Gen. Sarnoff also expressed the view that release of older feature films to tv was economically feasible because newer films, made in various wide-screen processes, have wide appeal in theaters while the re-issue market for older films is becoming tighter. He added that with the growing importance of color, black-and-white feature films are losing their value for television.

MCA-TV Promotes Williams

PROMOTION of Hank Williams, according to executive, to the newly-created post of sales manager of MCA-TV Film Syndicate Division was announced last week by W. Nathan, vice president in charge of sales for MCA-TV. New additions to the sales staff, according to Mr. Nathan, are Marty Williams in Minneapolis office; Karl Von Schaller, Chicago; and Warren Glinnert, Connecticut.

SALES SPURT TWO PROGRAMS

General Electric International makes 'Science Fiction Theatre' for Puerto Rico. First offering new 'Highway Patrol' prompts heavy sales.

of *Science Fiction Theatre* with dubbed finish for showing in Puerto Rico and the of a new television film series budgeted 625,000 were announced last week by Television Programs Inc.

Science Fiction Theatre has been purchased General Electric International which, within a has also bought Ziv's *The Unexpected* and *Med Three Lives* for Puerto Rican show-

newest tv film series, *Highway Patrol* by Broderick Crawford, was released last to the company's 76 field salesmen at meetings in New York and Cincinnati, with an announcement by M. J. Rifkin, president in charge of sales, that sales for *Highway Patrol* had been completed in 37 markets.

The sponsors already signed for *Highway Patrol* are Carnation Co., through R. T. Adv., Salt Lake City, for use in a number of cities in the northwest and mountain areas; Lion Oil Co., through Ridgeway Co., St. Louis, for showing in Mississippi, Louisiana and Tennessee, and Wiedentrewing Co. of Cincinnati, through Tatbird, New York, for Cincinnati, Columbus, Dayton and Indianapolis.

In addition to sponsorship arrangements, Mr. also said that Ziv has sold the series to KTLA-TV Los Angeles; KRON-TV San Francisco; KBIO-TV Boise, Idaho; KOA-TV Denver and KOAT-TV Albuquerque.

Mr. Rifkin said that full-scale filming of the series is now underway at Ziv's Hollywood studios and on location.

Budget Sets \$5 Million for Rest of '55

ESTIMATED budget of more than \$5 million has been set by Guild Films for production of major tv series in both New York and Hollywood during the second half of 1955, it was announced last week by Reub Kaufman, Guild Films president.

Nineteen half-hour episodes each of *The Vikings*, *I Spy*, *The Liberace Show*, *Confidential File*, *Ina Ray Hutton Show* and *Brother Beville* will be filmed during the second half of the year, with *The Goldbergs* and *I Spy* produced in New York and the remainder, except *Brother Mark*, in Hollywood. The latter series will continue to be filmed in various foreign countries, with basic studio production at Carlton Studios in Munich.

"We believe in the co-existence of Hollywood and New York as television production centers. Wherever the circumstances are most favorable regarding stars, studio facilities and talent—there we will produce," Mr. Kaufman

ABC, Vitapix Set Up New Distribution Program

ABC Corp., station-owned tv program firm, and Guild Films Co. have adopted a new work plan in their cooperative tv film production, and distribution tieup. The new plan, designed to give more flexibility to both parties,

was announced by Reuben R. Kaufman, Guild president, and John E. Fetzer, head of the Fetzer stations and Vitapix board chairman.

In line with a plan for a "progress review," originally agreed on last October when the two groups set up their mutual operation, Guild will have more chance to expand its program development and sale activities by releasing its national films through program and distribution channels other than Vitapix, which will continue to make its facilities available to Guild on the existing basis. Representing Vitapix in negotiations were these members of the Executive Committee: Chairman Fetzer; Kenyon Brown, KWFT-TV Wichita Falls, Tex.; Paul O'Bryan, counsel; Joseph E. Baudino, Westinghouse Broadcasting Corp.; Richard Borel, WBNS-TV Columbus, Ohio, and Edward Hall, executive vice president-general manager.

Official Films Elects Hackett as Board Chairman

HAROLD HACKETT last week was elected chairman of the board of Official Films Inc., New York, and will continue in the post of president, which he has held since 1953.



MR. HACKETT

Before joining Official in 1953, Mr. Hackett had been associated with MCA for 20 years and had served as vice president of radio and television. Voting at the directors' meeting were: Herb Jaffe, vice president and

TPA Names H. J. Eells To Head Chicago Office

H. J. EELLS, western sales representative for a group of national publications and radio stations, joins Television Programs of America as



MR. EELLS

sales manager of the Chicago office, Michael M. Sillerman, TPA executive vice president, announced last week. Mr. Eells succeeds Bob Hoffman, who has resigned.

ABC Film Names Robert Fisk

At the same time, Mr. Sillerman said that Edward R. Lewis and Vincent Melzac of the sales staff have been promoted to the posts of spot supervisors. They will report to Hardie Frieberg, vice president in charge of the eastern division, the territory they will cover jointly.

ROBERT M. FISK, formerly assistant manager of the film exchange at NBC, has been named film supervisor of ABC Film Syndication Inc., New York, George T. Shupert, president, announced last week. Mr. Fisk reports to Joe Greene, newly-appointed manager of the client service department. Before his association with NBC, Mr. Fisk served in the U. S. Army Signal Corps as a motion picture cameraman.

RCA Recorded Prog. Service To Distribute 'Snead Show'

IN A MOVE related to the expansion of RCA Recorded Program Services in the tv film distribution field, A. B. Sambrook, manager, announced last week that the organization has acquired distribution rights to *The Sam Snead Show*, a series of 39 films dealing with tips on golf.

RCA Recorded Program Services, which has served primarily in the recorded program field, obtained distribution rights to the *Town and Country Time* quarter-hour and half-hour series six weeks ago. Paul White, who was appointed two months ago as advisor on films to the company, participated in negotiations for *The Sam Snead Show* with Robert Perine of Scope Productions, Indianapolis, which produces the series.

Mr. Sambrook revealed that 24 hours after company salesmen had been notified of the distribution agreement, the new series was sold to WVEC-TV Hampton-Norfolk, Va., which will present it twice a week under the sponsorship of Variety Shops.

KSTP-TV Says Ziv Reneged On Film, Sues for \$512,740

SUIT was filed last week by KSTP-TV Minneapolis to recover \$512,740 damages from Ziv Television Programs Inc. for alleged failure to carry out a contract for rental of *District Attorney* for six months starting next Oct. 20.

The action, filed in U. S. District Court, asked the court to restrain Ziv from renting the film series to a competing local station and to compel rental of the film to KSTP-TV at \$400 a week. In lieu of performance of the claimed agreement, KSTP-TV asked the court to award \$512,740 damages plus costs.

Damage to goodwill was placed by KSTP-TV at \$500,000, with \$12,740 sought as profit it would acquire during the six-month rental period. The station added that it had spent large sums over a long period to promote the *District Attorney* series.

Ziv officials declined to comment on the suit, explaining they were not familiar with its details since the papers had not been served.

Dube Heads Craftsman Film, New N. Y. Production Firm

ESTABLISHMENT of Craftsman Film Inc., New York, as a tv film production and distribu-



MR. DUBE

tion company was announced last week by Jackson Dube, executive vice president and general manager. Headquarters have been set up at 350 Fifth Ave., New York. Telephone is Lackawanna 4-8664.

Mr. Dube, previously eastern sales manager of Atlas Films, New York, reported that the new company has purchased exclusive rights to the 44-quarter hour films in the *Greatest Fights of the Century* series from Manny Baum Enterprises.

wnbf

BINGHAMTON

5,000 WATTS 1290 KC

CBS AFFILIATED



**FAMILIAR
CALL LETTERS
TO
1,532,000
PEOPLE**

*announces the
appointment of*

**JOHN
BLAIR
& COMPANY**

as exclusive national representative

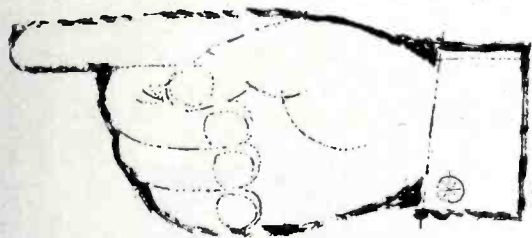
Effective August 1, 1955

wnbf-tv

BINGHAMTON

CHANNEL 12 MAXIMUM POWER

CBS Primary affiliate also affiliated with ABC,
DU MONT and NBC Television Networks



*announces the
appointment of*

BLAIR

*as exclusive
national representative*

Effective August 1, 1955

MIDWEST SPONSORS START GRID BUYING

Standard Oil (Indiana) takes Chicago Bears broadcasts. Miller Brewing buys half of All Stars-pro game on ABC-TV.

SPLURGE of sponsor activity erupted on the football front in the Midwest last week, involving two leading advertisers—Standard Oil Co. (of Indiana) and Miller Brewing Co.—among others, and substantial broadcast expenditures. Standard announced that for the 10th straight year it will sponsor broadcasts of all Chicago Bears pro games and is still working out plans for college air commitments. National Football League contests of the Bears will be carried for the third consecutive year by WGN Chicago and possibly, but not probably, on a midwest regional hookup. Standard also will pick up the tab for 13 Bears Quarterback Club weekly film shows.

The oil company, always a heavy regional radio-tv spender, also figures among the advertisers announced last week for the ABC-TV telecast of the *Chicago Tribune's* annual foot-

ball classic between the College All Stars and NFL Champion Cleveland Browns at Chicago's Soldiers Field Aug. 12.

Standard will join Union Oil Co. of California in the far West and Atlantic Refining Co. in the East as regional sponsors, in their respective areas, of one half of the game. Miller Brewing Co. will carry the other half on the full ABC-TV network. Plans were announced in Chicago Wednesday by James Beach, director of ABC-TV Central Div.

Agencies are Mathisson & Assoc. for Miller; D'Arcy Adv. for Standard; Young & Rubicam for Union Oil, and N. W. Ayer & Son for Atlantic. (In Chicago WGN-TV will carry the game, and not WBKB [TV], ABC outlet.)

Conspicuously absent in the Standard announcement was any reference to a possible regional network for the Bears on radio and to any plans for home game telecasts of the Chicago Bears and Cardinals on ABC-TV, which Standard sponsored in 1954.

Standard's radio plans call for 12 Bears games, including five exhibition contests, starting Aug. 20 and running through Dec. 11, with Jack Brickhouse handling play-by-play.

The Bears radio contract was signed by Frank O. Prior, Standard president; Wesley I. Nunn, its advertising manager, and George Halas, Bear's president-coach.

For the Record

AIR CONDITIONING units sold under the RCA trademark have been manufactured by the Fedders-Quigan Co. under a contract with RCA which continues to June 30, 1956, Salvatore Giordano, president of Fedders-Quigan confirmed last week. He made the statement, he explained, "to clarify any misunderstanding that might arise from reports in connection with the proposed Whirlpool-Seeger merger recently announced."

home laundry products under the Kenmore. Whirlpool also sells its own.

The move is designed to strengthen Whirlpool's hand in the home appliance field the present growth period for which advance has been stepped up substantially. The company recently bought into NBC-TV's fall Berle-Martha Raye series.

The new company will be headed by Walter Gray, president of Whirlpool, and Walter Seeger, board chairman of Seeger, in those respective positions. The Whirlpool account is handled by Kenyon & Eckhardt Inc., Chicago.

Miles Labs' Oscar Capelle Dies of Heart Ailment at 67

FUNERAL services were conducted Wednesday in Elkhart, Ind., for Oliver B. Capelle, advertising manager of Miles Labs Inc.



MR. CAPELLE

Capelle succumbed from heart condition his home July 1, 1955. Mr. Capelle, was with Miles Labs 20 years and credited with stardom, joined the firm in 1935 as promotion manager. He became advertising manager in January 1953 and credited with millions of dollars

in broadcast and other advertising for Miles Labs.

He was the author of a radio comedy, *They're Not the Same*, on NBC, and chose Hal Peary Willard Waterman for roles which led to fame as "The Great Gildersleeve" in radio and motion pictures. Mr. Capelle also directed a local version on WTRC Elkhart, Ind., what was to become later a network series, *Quiz Kids*. At one time, he actually conducted the show for ailing quizmaster Joe Kelly.

Mr. Capelle is survived by his wife, a sister and a niece and nephew.

Standard Brands Buys 'Doodly'

EXTENSIVE advertising schedule on NBC-TV's *Howdy Doody*, Monday through Friday, 5:30 p.m. EDT, has been purchased by Standard Brands Inc. for its Royal desserts product. The purchase was announced last week. Effective September 1, Standard, through Ted Bates & Co., has purchased the Thursday, 5:45-6 p.m. segment of the show for 39 weeks.

Starting Sept. 12, *Howdy Doody* will be broadcast in both black-and-white and color from the network's color studio at Radio City, New York. Other sponsors of the series are Coca-Cola, Palmolive Co. and Continental Baking Co., through Ted Bates & Co., and Welch Foods Co., through Kenyon & Eckhardt.

LATEST RATINGS

NIELSEN

TOP TV SHOWS
(Two Weeks Ending June 25)
NUMBER OF TV HOMES REACHED

| Rank | Program | Homes (000) |
|------|------------------------------------|-------------|
| 1. | I Love Lucy (Philip Morris) (CBS) | 13,454 |
| 2. | Toast of the Town (CBS) | 12,232 |
| 3. | Jackie Gleason Show (CBS) | 12,592 |
| 4. | George Gobel Show (Armour) (NBC) | 12,349 |
| 5. | I Love Lucy (P & G) (CBS) | 12,159 |
| 6. | George Gobel Show (Pet Milk) (CBS) | 11,914 |
| 7. | Dragnet (NBC) | 11,231 |
| 8. | December Bride (CBS) | 11,204 |
| 9. | This Is Your Life (P & G) (NBC) | 10,821 |
| 10. | Buick-Berle Show (NBC) | 10,775 |

PER CENT OF TV HOMES REACHED
PROGRAM STATION BASIS

| Rank | Program | Homes % |
|------|------------------------------------|---------|
| 1. | Toast of the Town (CBS) | 40.7 |
| 2. | I Love Lucy (Philip Morris) (CBS) | 40.5 |
| 3. | Jackie Gleason Show (CBS) | 39.3 |
| 4. | George Gobel Show (Armour) (NBC) | 37.4 |
| 5. | I Love Lucy (P & G) (CBS) | 36.6 |
| 6. | George Gobel Show (Pet Milk) (NBC) | 36.3 |
| 7. | This Is Your Life (P & G) (NBC) | 35.7 |
| 8. | Roy Rogers Champ. Rodeo (NBC) | 35.2 |
| 9. | Dragnet (NBC) | 34.2 |
| 10. | December Bride (CBS) | 33.9 |

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VIDEODEX

TOP TEN MULTI-WEEKLY SHOWS, JUNE 1-7, 1955

| Program | Average Rating |
|--------------------------------|----------------|
| 1. Howdy Doody (NBC) | 20.2 |
| 2. Coke Time (NBC) | 18.1 |
| 3. Dinah Shore (NBC) | 17.6 |
| 4. Perry Como (CBS) | 16.0 |
| 5. News Caravan (NBC) | 15.6 |
| 6. Big Payoff (CBS) | 14.3 |
| 7. Arthur Godfrey (CBS) | 13.9 |
| 8. Tonight (NBC) | 13.9 |
| 9. Art Linkletter (CBS) | 13.5 |
| 10. Pinky Lee (NBC) | 13.5 |
| 11. Welcome Travelers (CBS) | 13.0 |
| 12. Tennessee Ernie Ford (NBC) | 12.7 |

Copyright, Videodex Inc.

TRENDIX

TOP TEN TV—JULY 1-7

| | | |
|-----|------------------------------------|------|
| 1. | \$64,000 Question (CBS) | 23.1 |
| 2. | I've Got a Secret (CBS) | 18.2 |
| 3. | Toast of the Town (CBS) | 17.7 |
| 4. | Person to Person (CBS) | 17.3 |
| 5. | Video Theatre-Preview Series (NBC) | 16.8 |
| 6. | Ford Theatre (NBC) | 16.2 |
| 7. | What's My Line (CBS) | 15.7 |
| 8. | Four Star Playhouse (CBS) | 15.6 |
| 9. | Godfrey's Friends (CBS) | 14.8 |
| 10. | Undercurrent (CBS) | 14.8 |

CITRUS COMMISSION HEAVY ON TV SPOTS

THE Florida Citrus Commission's 1955-56 advertising campaign, outlined in Lakeland, Fla., Wednesday by Benton & Bowles, which recently won the account in competition with four other agencies [B•T, June 6], will put the biggest share of its media money into television spots.

The breakdown on media expenditures: tv spot campaign, \$1,380,000; radio spot package with Mutual Broadcasting System, \$140,000; black-and-white newspapers, \$425,000; color newspapers (supplements), \$430,000; national magazines (*Saturday Evening Post* and *Life*), \$325,000. The remainder of the tentative \$3 million budget for the period from Oct. 1, 1955, to Sept. 30, 1956, includes two \$150,000 items for production and for a reserve fund to be committed later.

The Wednesday presentation, which was approved in principle by the commission, showed that local media is getting a heavier play than in the past at the expense of magazines and network shows, such as Tom Moore's radio program and the *Twenty Questions* tv program, which have been dropped. Agency spokesmen said the heavy spot broadcast recommendations and the newspaper space proposals were made to back up the commission's merchandising program.

Merger of Whirlpool, Seeger Appliance Companies Planned

PROPOSED MERGER of Whirlpool Corp. with Seeger Refrigerator Co. and acquisition of the stove and air-conditioning divisions of RCA was announced to Whirlpool stockholders last week.

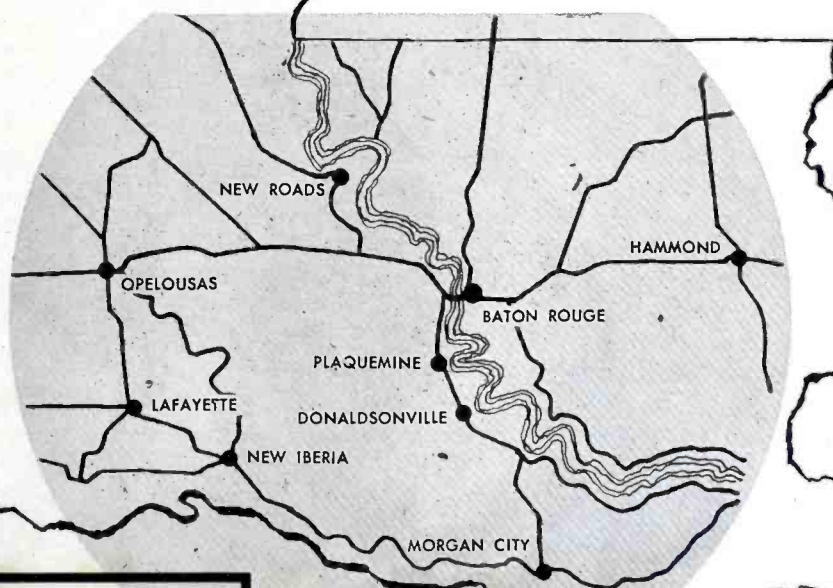
The new firm will be known as Whirlpool-Seeger Corp., with total assets of about \$130 million and net worth of about \$85 million. RCA will have minority stock interest in the new company, along with Sears, Roebuck & Co., which has sold Seeger refrigerators under the name of Coldspot and Whirlpool

**There's a BIG new Picture
in prosperous Louisiana**

WBRZ Channel 2

BATON ROUGE, LOUISIANA

*The only TV station completely
covering the rich heartland of Louisiana*



**MARKET DATA PREDICTED SERVICE
Area* WBRZ, Channel 2**

| | |
|-----------------------------|---------------|
| Population..... | 860,000 |
| †TV sets in area..... | 164,650 |
| Effective Buying Power..... | \$899,481,000 |
| Retail Sales..... | \$580,937,000 |
| Food Sales..... | \$129,460,000 |
| Automotive Sales..... | \$122,571,000 |
| Drug Sales..... | \$ 16,371,000 |

SOURCE: Sales Management's Survey of Buying power, 1954

*Class "B" †Television Magazine

NBC-ABC

**POWER:
100,000 watts**

**MORE TOWER:
1001 ft. 6 inches**

**Largest TV Antenna
in the United States
12 Bays—Channel 2**

\$899,481,000.00 Effective Buying Power!

American Tobacco, GF Buy 'M-G-M Parade' on ABC-TV

AMERICAN Tobacco Co. and General Foods Corp. will co-sponsor *M-G-M Parade*, new weekly half-hour series which will debut Sept. 14 on ABC-TV, it was announced last week by Robert E. Kintner, president of ABC. The show will be seen Wednesdays, 8:30-9 p.m. EDT, following the network's *Disneyland*.

The series, which George Murphy will host and direct, marks M-G-M's entry into the television field. Format will be selected short features from the M-G-M library and behind-the-scenes information about motion picture production.

Agency for American Tobacco (Pall Mall cigarettes) is Sullivan, Stauffer, Colwell & Bayles. Agencies for General Foods are Benton & Bowles for Instant Maxwell House coffee and Young & Rubicam for Minute Rice.

Webcor Debuts in Network Tv On NBC-TV Tony Martin Show

WEBSTER-CHICAGO Corp. will go into network television for the first time Sept. 5 as alternate-week sponsor of the NBC-TV Tony Martin show, it was announced last week by the electronics manufacturer.

Webcor will sponsor the Martin show every other week over 77 stations and receive commercials each week for 26 weeks under a "cross-plug" arrangement. Plans were announced at a distributors meeting in Chicago by E. W. Olson, director of advertising and public relations.

Agency for Webcor is Fuller & Smith & Ross, Chicago.

Louis to Head NL&B Plans

APPOINTMENT of John J. Louis Sr., senior vice president, as chairman of its agency plans board was announced last week by Needham, Louis & Brorby Inc., Chicago. He will head an eight-man group which directs all advertising plans and programs for the agency's clients. Mr. Louis is majority owner and board chairman of KTAR Broadcasting Co., which owns KTAR and KVAR (TV) Mesa-Phoenix, KYUM Yuma and KYCA Prescott, all Arizona.

Seeds to Handle Sheen Series

ADMIRAL Corp. plans to announce the appointment of Russel M. Seeds Co. to handle advertising for Bishop Fulton Sheen's *Life Is Worth Living* series, previously in the hands of Erwin, Wasey & Co., New York.

Seeds has been handling all other Admiral advertising. Still to be arranged is Admiral's sponsorship of the Sheen series on ABC-TV this fall, although actual signing is regarded as just a formality.

SPOT NEW BUSINESS

Albers Div., Carnation Co. (Albers Oats, Flapjack Mix), L. A., starts CBS-TV Film Sales' *Annie Oakley* series in eight western markets for 26 weeks (13 alternate weeks) from today (Mon.).

Birds Eye Div., General Foods, White Plains, N. Y., to use test radio campaign in San Diego-Los Angeles market starting late July or early next month to introduce new frozen potato product. Agency: Young & Rubicam, N. Y.

NETWORK NEW BUSINESS

Allstate Insurance Co. to sponsor Army football game Nov. 26 on MBS. A. Christiansen Agency, Chicago.

Ronson Corp., Newark, N. J., to sponsor Fri. segments of *Douglas Edwards Wi. News* on CBS-TV (Mon.-Fri., 7:30-7:45 EDT), effective Aug. 24. Agency: Ne Craig & Kummel Inc., N. Y.

AGENCY APPOINTMENTS

International Salt Co., Scranton, Pa., has BBDO, N. Y., to handle all advertising. spends approximately \$750,000 annually plans to use radio-tv.

OZ Greeting Card Co., N. Y. and North I wood, and **Klepa Arts Co.**, L. A., name F. D. Gonda Co., L. A. OZ will use tv-Alex M. Victor, radio-tv director, is ac executive on both accounts.

Redi-Magic Milk Shake Mix Co., L. A. named Roy S. Durstine, N. Y. Product has tested on spot market basis over past two and now is being launched nationally. Han account as supervisor is Neil Heard, newl pointed western marketing director; Wi D. Sloan, L. A. office manager, and Malone, N. Y. vice president.

A&A PEOPLE

John Bentia elected president and director, Alliance Mfg. Co. (Tenna-Rotor, Phonom Lift-A-Dor, other tv and electronic con nents), Alliance, Ohio.

Frank Blotter, formerly tv-radio director, R rauff & Ryan, Chicago, named vice presi and tv-radio director, Mumm, Mullay & Nic Inc., same city.

William A. Walker and **Jay Berry** elected presidents, Brooke, Smith, French & Dorrac N. Y., heading creative and client service act ties and business development in north Atl states, respectively.

Neil Heard, general sales and advertising ma ger, Louis Milani Foods Inc., L. A., to b S. Durstine Inc., same city, as western market director.

Frank S. Drake, General Mills, Minneapo appointed sales and merchandising direct O-Cel-O div.

W. F. Schaeffner, corporate purchasing det General Foods, White Plains, N. Y., appoint purchasing manager, Perkins Products C (Kool-Aid soft drink powder, Good Seaso salad dressing mix), Chicago, General Foo subsidiary.

Richard H. Robinson, former account executi Erwin, Wasey & Co., L. A., to McCann-Eri son, Cleveland, as assistant account executi

Josephine A. Munson, formerly with Ard Meyerhoff & Co., Chicago, to copy staff, Jos Katz Co., Baltimore.

Harry W. Chesley Jr., vice president in cha of coordination of advertising, selling a merchandising activities of Philip Morris Co., N. Y., named to serve again in 1955 chairman of National Radio-Television-Fi Committee of United Community Campai of America.

Keith Connes, commercial copywriter, Young Rubicam, N. Y., father of girl, Lynn Ruth.




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

| IDAHO | Total Farms | Farms With Tv | % Tv Farms | Total Farms | Farms With Tv | % Tv Farms | Total Farms | Farms With Tv | % Tv Farms | | |
|------------|-------------|---------------|------------|-------------|---------------|------------|-------------|---------------|------------|-------|------|
| Ada | 2,007 | 879 | 43.8 | Kootenai | 1,324 | 494 | 37.3 | Franklin | 1,704 | 872 | 51.2 |
| Adams | 283 | 38 | 13.4 | Latah | 1,309 | 445 | 34.0 | Grand Isle | 302 | 130 | 43.0 |
| Bannock | 873 | 267 | 30.6 | Lemhi | 491 | 4 | 0.8 | Lamoille | 828 | 277 | 33.5 |
| Bear Lake | 759 | 73 | 9.6 | Lewis | 391 | 78 | 19.9 | Orange | 1,355 | 328 | 24.2 |
| Benewah | 440 | 109 | 24.8 | Lincoln | 413 | 73 | 17.7 | Orleans | 1,527 | 477 | 31.2 |
| Bingham | 2,160 | 840 | 38.9 | Madison | 902 | 413 | 45.8 | Rutland | 1,409 | 783 | 55.6 |
| Blaine | 320 | 55 | 17.2 | Minidoka | 1,067 | 208 | 19.5 | Wash'gton | 1,321 | 333 | 25.2 |
| Boise | 142 | 33 | 23.2 | Nez Perce | 938 | 156 | 16.6 | Windham | 989 | 286 | 28.9 |
| Bonner | 1,150 | 373 | 32.4 | Oneida | 485 | 246 | 50.7 | Windzor | 1,609 | 414 | 25.7 |
| Bonneville | 1,482 | 684 | 46.2 | Owyhee | 744 | 310 | 41.7 | Vermont | | | |
| Boundary | 596 | 128 | 21.5 | Payette | 1,113 | 387 | 34.8 | Total | 15,981 | 6,068 | 38.0 |
| Butte | 271 | 67 | 24.7 | Power | 397 | 154 | 38.8 | | | | |
| Camas | 131 | 12 | 9.2 | Shoshone | 168 | 41 | 24.4 | | | | |
| Canyon | 4,183 | 1,725 | 41.2 | Teton | 447 | 102 | 22.8 | | | | |
| Caribou | 578 | 145 | 25.1 | Twin Falls | 2,406 | 279 | 11.6 | | | | |
| Cassia | 1,225 | 296 | 24.2 | Valley | 206 | 47 | 22.8 | | | | |
| Clark | 67 | 42 | 62.7 | Washington | 776 | 124 | 16.0 | | | | |
| Clearwater | 386 | 62 | 16.1 | Idaho | | | | | | | |
| Custer | 290 | 54 | 18.6 | Total | 38,729 | 11,404 | 29.4 | | | | |
| Elmore | 407 | 94 | 23.1 | | | | | | | | |
| Franklin | 1,098 | 403 | 36.7 | | | | | | | | |
| Fremont | 891 | 372 | 41.8 | | | | | | | | |
| Gem | 916 | 241 | 26.3 | | | | | | | | |
| Gooding | 1,038 | 49 | 4.7 | | | | | | | | |
| Idaho | 1,090 | 79 | 7.2 | | | | | | | | |
| Jefferson | 1,247 | 588 | 47.2 | | | | | | | | |
| Jerome | 1,122 | 135 | 12.0 | | | | | | | | |

| VERMONT | Total Farms | Farms With Tv | % Tv Farms |
|------------|-------------|---------------|------------|
| Addison | 1,368 | 769 | 56.2 |
| Bennington | 690 | 422 | 61.2 |
| Caledonia | 1,332 | 337 | 25.3 |
| Chittenden | 1,186 | 513 | 43.3 |
| Essex | 361 | 127 | 35.2 |

| NEW HAMPSHIRE | Total Farms | Farms With Tv | % Tv Farms |
|---------------|-------------|---------------|------------|
| Belknap | 575 | 278 | 48.3 |
| Carroll | 467 | 239 | 51.2 |
| Cheshire | 817 | 343 | 42.0 |
| Coos | 670 | 211 | 31.5 |
| Grafton | 1,393 | 378 | 27.1 |
| Hillsborough | 1,831 | 1,252 | 68.4 |
| Merrimack | 1,542 | 956 | 62.0 |
| Rock'gham | 1,678 | 1,114 | 66.4 |
| Strafford | 660 | 406 | 61.5 |
| Sullivan | 778 | 298 | 38.3 |
| New Hampshire | | | |
| Total | 10,411 | 5,475 | 52.6 |



**BUSINESS
LOOKS
GREAT
FROM UP
HERE!**

And it's no wonder! From 1685' above average terrain, Egbert, the Channel 8 Electron, gets a clear shot at THREE recognized metropolitan areas and their surrounding trade territories. So what? So 1685' will be the effective height of WFAA-TV's antenna when those steel jockeys complete their Texas-sized construction project.

What does this mean to you?

1. Inside the new Class "A" contour will be Dallas and Fort Worth — North Texas neighbors who account for more retail dollars than the nation's 12th ranking metropolitan area.* Add Waco's business (it's within Class "B" range) and that of the smaller communities in the WFAA-TV picture — and you have one of the most important markets in these United States!
2. Already the tower is taller than any other structure in the state. By October, WFAA-TV's 316,000-watt signal will blanket this major concentration of population and wealth.

To Egbert, the Channel 8 Electron, business looks great — for sponsors who use WFAA-TV to cover this lush market in one easy operation.

* Dallas - Fort Worth — \$1,643,940,000
 Minneapolis - St. Paul — \$1,551,460,000
 Source: SM's Survey of Buying Power,
 May 10, 1955



RALPH NIMMONS, Station Manager
 EDWARD PETRY & CO., National Representative
 Television Service of The Dallas Morning News

(Continued from page 34)

COMMENTS FAVOR UHF BOOSTER PLAN

factors, in addition to the technical problems involved, was made by WELL-AM-TV New Haven, Conn. It declared that booster stations should not be permitted to serve communities that have tv channels assigned to them. WELL pointed out that one of the contributing factors to uhf ills is extensive and excessive coverage permitted many tv stations. This proposal provides an additional measure for extending coverage, economic power and network advantages of the larger and more powerful stations, WELL charged. WELL-TV (ch. 59) is not on the air.

The FCC proposal aroused the attention of community groups anxious to establish their own boosters to receive tv service. Two petitions from citizens of Paterson and Brewster, Wash., were submitted by Thomas L. Stephens, chairman of the legislative committee of the Brewster Chamber of Commerce. They ask that any person or firm be permitted to install and operate such stations.

Another Washington State group, Quincy Valley T-V Inc., a non-profit organization, headquartered at Quincy, also asked that boosters be licensed for use by communities.

Last May the FCC moved against about 20 people of this group for operating a booster and receiving programs from Spokane without FCC license [B•T, June 6]. Quincy Valley claimed the booster is the most efficient and

low cost method of securing tv for this area of 20,000 people who own over 2,500 tv sets. Quincy Valley claimed this operation would have an initial cost of not more than \$1,500 per channel and that maintenance costs would be negligible. These boosters should not be permitted further than the station's coverage area, the organization stated.

An unsuccessful application for a uhf booster at Maui, Hawaii, to receive programs from Honolulu, asked that this type of operation be authorized immediately.

Howard K. Lindsey, who said he has been in radio 20 years and first worked with tv in New York in 1934, said KGMB-TV Honolulu (ch. 9) was given the go ahead to build a satellite in Maui on ch. 3 with strength enough to cause interference to ch. 4 KULA-TV in Honolulu. He asked, if high power satellites are authorized why not low power boosters that can't interfere? He said the desire of people to receive tv is so great it will force them to operate illegal boosters if the FCC doesn't act favorably on the proposal.

In addition to RCA and Adler, experiments were conducted by Sylvania Electric Products Inc. at Enporium, Pa. [B•T, Sept. 21, 1953] and WSM-TV Nashville at Lawrenceburg, Tenn. [B•T, June 7, 1954]. Sylvania, WSM-TV and RETMA filed favorable comments Thursday.

WSM-TV asked that the proposal be extended to include vhf boosters.

COMMUNIST INFILTRATION OF RADIO-TV TO BE PROBED BY CONGRESSIONAL UNIT

House committee sets hearings in New York Aug. 15-19 to investigate entertainment. Subpoenas are out for at least a dozen broadcast industry actors and writers.

HEARINGS will be held Aug. 15-19 in New York by the House Un-American Activities Committee into alleged communist infiltration of the radio-tv and other entertainment fields, Chairman Francis E. Walter (D-Pa.) said last week.

Chairman Walter said at least a dozen actors and writers in radio and tv and the legitimate theatre have received subpoenas for the hearing sessions. A committee staff member declined to release the names of those witnesses already subpoenaed last week because, he said, he did not have a list of those who have received subpoenas and those who have not. As for those who have not been summoned, he said if they found that the committee was looking for them, "they'd head for Bermuda."

The New York hearings will be held in the U. S. Court House at Foley Square.

Meanwhile, the American Federation of Television & Radio Artists said last week it was polling members on whether the union should discipline a member who refuses to give information to a congressional committee.

AFTRA said the mail referendum of its 15,000 members asks for a vote on whether the union should adopt a rule that would authorize action against any performer who declines to tell a congressional committee whether he is, or was, a communist.

Frank Nelson, AFTRA national president, said the proposed rule was adopted unanimously by the union's national board at its Seattle meeting, held during the national convention

[B•T, July 18], and was subject to ratification by the national membership.

Mr. Nelson said AFTRA and its members "owe a primary duty to their country to cooperate with any duly authorized congressional committee investigating communism." He pointed out that at previous hearings by the House Un-American Activities Committee, some performers had defied the congressmen.

The proposed rule specifies that if any member declines to cooperate with a Senate or House committee, the witness may be investigated and charges may be heard by a board of the AFTRA local to which he belongs. The local board may, at its discretion, fine, censure, suspend, or expel the performer from membership. Expulsion would deny an actor the opportunity to work for the major networks and the large radio and tv stations where AFTRA has a union shop.

The vote will be in secret. All ballots must be returned to the union's headquarters by 5 p.m., Aug. 8.

Kern FTC Commissioner

THE Senate last week confirmed the nomination of William C. Kern, Democrat of Indiana, to a seven-year term as Federal Trade Commissioner, succeeding former Sen. James M. Mead (D-N. Y.), whose term expires Sept. 25. Mr. Kern is assistant director of the FTC's Bureau of Litigation.

Government Interferen

CITY COUNCIL of Santa Fe, N. is mulling the idea of shifting its traditional Wednesday night session to Thursday night since both the councilmen and the citizens purportedly don't like the idea of giving up their viewing of *Wednesday Night Fights*, according to ABC. The network, which carries the story claims the Santa Fe Council story carried nationally by International N Service.

WKLO-AM-TV SALE APPROVED BY FCC

Ex - Secretary of Commerce Sawyer buys Louisville stations for \$350,000. Sales WOBS - AM - TV Jacksonville and WAGE - TV Marquette filed.

SALE of WKLO-AM-TV Louisville, Ky., a group of local businessmen to Charles Sawyer, former Secretary of Commerce \$350,000, was approved by the FCC last

At the same time applications were received by the FCC for approval of the sales of WAM-TV Jacksonville, Fla., and WAG Marquette, Mich.

The Louisville stations were sold to Sawyer's Great Trails Broadcasting Corp. July 4] by a group including James F. Blee, Milton S. Trost, Harold Plunkett Emanuel Levi.

WKLO (1080 kc with 5 kw day and night) began operating in 1948 and had an income of \$61,545 in 1954. WKLO-TV (21) suspended programming in April 1954 being on the air about 18 months. In 1954 showed a loss of \$219,073.

Mr. Sawyer also owns WING Daytime WOOL Columbus and WIZE Springfield Ohio, and WCMI Ashland, Ky.

WKLO-TV is seeking to move chs. 7, 9, 13 into Louisville to make it all vhf [B•T, July 4].

Controlling interest in WOBS Jacksonville and permit for its sister station WOBS-TV (30), not yet on the air, is being sold by E. Rivers Sr. to Carmen Macri, president-general manager and 21.1% owner of the stations [B•T, July 4]. Mr. Macri will pay \$90,000 for Rivers' 60% interest. No change in W staff or programming is planned.

Payments will be made in 40 quarterly installments of \$2,250, plus 6% interest per on the unpaid balance.

Mr. Macri, in addition to his WOBS interest is 40% owner of WABR Winter Park, Fla., 2.5% owner of WMIE Miami. He also is applicant for a new am station at Palatka, Fla.

Mr. Rivers is principal stockholder of Coast Broadcasting Co. (WMIE Miami) and filed with the Commission for purchase WWPB-AM-FM Palm Beach [B•T, July 4].

Profit of WOBS for the 11 months ended last April 30 was \$13,727, while the balance sheet of licensee Southern Radio & Equipment Co. showed a deficit of \$17,606. Total assets of \$98,479 were reported for Southern. The worth of Mr. Macri was listed as \$121,400.

The tower of WOBS-TV has been erected and the studios completed, but other equipment

FOR SMALL, MEDIUM, OR LARGE STATIONS...

G.E.'s packaged relay systems provide superior switching at the cost of conventional switching equipment

ur station—large, medium or small... monochrome or or—can benefit from a G-E packaged relay switching em... now available at an initial cost comparing favor- y with conventional switching.

small or medium stations, the G-E TS-1-A controls o eight non-composite and two composite inputs, with utouts for full line monitoring. Laps, fades, dissolves o smoother, faster and positive.

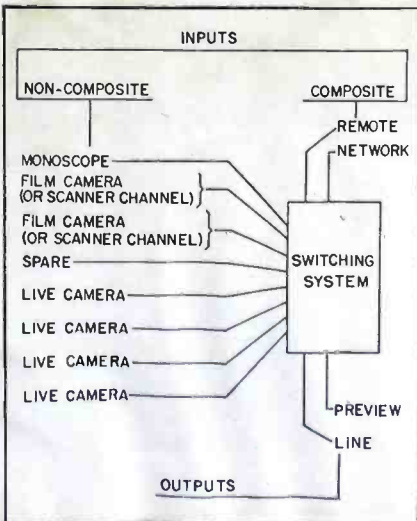
larger stations, G.E.'s TS-2-A offers exceptional qual- of previews, switching, fading, and dissolves. Up to on-composite inputs, with preview and switching fa- ilies for two composite inputs.

small stations regardless of size, General Electric re- yswitching means clean, transient-free switching, dis- ion-free pictures in either monochrome or color. It ecides flexible by-pass for studio rehearsals and preview aperimpositions. Bounce and low-frequency distortion relimated by clamps in the mixing amplifier.

id out how a G-E Packaged Relay System can provide or station with better, more economical switching. Con- ac your nearest G-E representative today. Or, write: *General Electric Company, Section X275-25, Broadcast quipment, Electronics Park, Syracuse, N. Y.* In Canada, *arte: C.G.E. Electronics, 830 Lansdowne Ave., Toronto.*

Why Relay Switching can give you these advantages:

- Plays minimize cross talk.
- Control of video signals means noise-free manual laps and fades.
- Simplified installation and maintenance because all non-composite coaxial connections are in the rack and not at the control panel.
- Removal of heat and micro-bionic problems by rack-mounting those tubes and amplifiers usually found at the panel and in the console.



TS-1-A SWITCHER. For 8 to 8 non-composite and composite inputs.



G-E TS-1-A SWITCHING SYSTEM

FOR SMALL / MEDIUM STATIONS—a complete package of switching facilities—switching panel, video and sync mixing amplifiers, power supplies, calibration monitor and cabinetry. Substitute items for adapting package to your needs.



G-E TS-2-A SWITCHING SYSTEM

FOR LARGE STATIONS—block-build switching facilities to fit needs. Plug-in relay chassis assemblies, transfer, video mixing, and sync mixing amplifiers, together with power supply and control panel, offer an almost unlimited variety of switching combinations.

Progress Is Our Most Important Product

GENERAL ELECTRIC

is not yet on hand, the application stated. WOBS operates on 1360 kc with 1 kw day.

Permit for WAGE-TV Marquette (ch. 6) is being sold by Jerome Sill, president and principal stockholder, to WDMJ there for \$20,000 [B•T, July 18].

Mr. Sill reported in the transfer application that for reasons of health he is compelled to sell his broadcast interests in the Midwest and is moving to the East. On July 1 he sold back his interest in WMIL Milwaukee to licensee Cream City Broadcasting Co.

Lake Superior Broadcasting Co., WDMJ licensee, is wholly owned by the Mining Journal Co. (Marquette Journal) of which Frank J. Russel Jr. is president and chief owner. Mining Journal also owns WMIQ Iron Mountain, Mich. (Iron Mt. News), and a minority interest in WSAU-AM-TV Wausau, Wis. Stanley R. Pratt, WMIQ vice president, holds a minority share in WSOO Sault St. Marie, Mich.

According to the application, WAGE-TV intends to pick-up CBS programs from WBAY-TV Green Bay, Wis., via microwave. The cost of maintenance and operation will be shared equally by the stations. WBAY-TV will pay the Marquette station 20% of the national spot revenue, while WAGE-TV will sell all time not ordered by CBS. National advertising will be carried simultaneously by the two stations.

Total assets of WAGE-TV as of May 31 were set at \$22,136, with liabilities of \$18,552. Lake Superior showed assets of \$114,817 and a surplus of \$73,270 as of May 31.

Easing of Restrictions On Private Holdings Sought

SOME persons who take federal office—who heretofore have been required to divest themselves of offices and interests in firms which are affected by decisions or business transactions of the federal office to which they are appointed—would not have to divest themselves of their positions or interests in such firms, under identical bills introduced in the Senate and House.

The bills (S 2539 and HR 7347), introduced by Sen. Joseph R. McCarthy (R-Wis.) and Rep. Marguerite Stitt Church (R-Ill.), respectively, apply to persons appointed to federal office by the President, either with or without the advice and consent of the Senate.

Such a person could take a federal position by including in his oath of office a statement that he will not take part in any federal decision or business transaction affecting the company.

FCC Approves Two Bids For Microwave Tv Links

THE FCC last week approved applications for the construction of two privately owned microwave common carrier systems to pick up and transmit tv signals to community tv systems in Clifton, Ariz., and in Sheridan, Wyo.

Antennavision Service Co. will spend \$18,383 to build a microwave relay between Heliograph Peak, in the Pinaleno Mts. of Arizona, and Clifton. The distance is 40 miles. Tv signals of Phoenix stations will be received at Heliograph Peak and transmitted over the microwave to Clifton-Morenci Community Tv Inc., which will serve those two communities as well as Stargo and Plantside, Ariz. Clifton is 130 miles southeast of Phoenix.

Television Networks will spend \$9,500 to build a 14-mile microwave relay between Red Cloud's Lookout and Sheridan in Wyoming. It will pick up KOOK-TV Billings, Mont., 100 miles away, and deliver the ch. 2 signals to Cloud's Peak Radio & Tv Corp., community system in Sheridan.

HENNOCK FETED AT TESTIMONIAL DINNER

Over 500 crowd Washington affair in honor of former FCC Commissioner. Tributes come from government leaders.

MORE than 500 people in broadcasting and in public life paid tribute to former FCC Commissioner Frieda B. Hennock at a testimonial dinner at Washington's Hotel Shoreham last Wednesday.

Speakers at the banquet, which taxed the capacity of the Terrace Dining Room, included Sen. Estes Kefauver (D-Tenn.), toastmaster; Sen. Herbert Lehman (D-N. Y.) of Miss Hennock's home state; Sen. Wayne Morse (D-Ore.); Chairman J. Percy Priest of the House Interstate & Foreign Commerce Committee; FCC Chairman George C. McConnaughey; NARTB President Harold E. Fellows, and Gordon Brown, WSAY Rochester, who presented the retiring commissioner with a portable television set. In addition, spokesmen for various women's organizations also applauded Miss Hennock's seven years as a commissioner.

There were telegraphic tributes from many leaders, including former President Harry S. Truman, who named Miss Hennock to the FCC.

Miss Hennock's leadership in the cause of educational television was the primary theme for the tributes.

Chairman McConnaughey, speaking for members of the FCC, all of whom were listed as sponsors, referred to Miss Hennock as a "delicious, delightful, distracting dissenter."

Mr. Fellows, speaking for the nation's broadcasters, saluted Miss Hennock for her courage, determination and energy and pointed out that she was going into industry "supported by advertising." This, he said, was "democracy at work." Sen. Morse cited her as a "beautiful symbolism of liberal democracy."

Guests included many members of Congress and others in public life, as well as representatives of stations. No network officials attended.

Miss Hennock, who joined the Washington law firm of Davies, Richberg, Tydings, Beebe & Landa upon her retirement June 30, in her

response called for a continued fight to educational reservations in perpetuity, warned against monopoly in tv particularly urged prompt steps to combat what she scribed as an immediate problem. She tended that stations are being starved for gram services because they cannot find advertising dollar." She called for a comprehensive overhauling of programming and the "breaking up of the great monopol

FCC Pay Boost Proposal Would Match Hill Raise

REP. SID SIMPSON (R-Ill.), who has introduced a bill (HR 7387) in the House to the salaries of FCC members from the pre \$15,000 to \$22,500 [AT DEADLINE, July said last week he made the proposal because FCC members—and Interstate Commerce Committee members—"historically have received same salaries as members of Congress." \$ ries of congressmen already have been boo to \$22,500 during this congressional session.

It was understood last week that both Senate and House Post Office & Civil Service Committees have under consideration a request from President Eisenhower to raise the salaries of some 140 members of the various federal agencies, boards and commissions, and assistant secretaries in the President's Cabinet, \$20,000. No bill has been introduced to effect.

The White House, it was understood, noted in the request that these salaries should be more than \$20,000, but felt congress would not agree to a higher figure. There are indications that, even if bills are introduced supplementing the \$20,000 figure, the amount might be pared down in committee or on floor to a figure perhaps as low as \$17,500.

Although Rep. Simpson said he intended that salaries of ICC members should be raised along with those of FCC members, no bill on ICC salaries had been introduced by last week.



NOTABLES at last week's testimonial dinner for former FCC Comr. Frieda B. Hennock appear with her at the head table. L to r: Sen. Estes Kefauver, toastmaster; FCC Chairman George C. McConnaughey, and Sen. Wayne Morse.



WTVR
Durham-Raleigh
takes pleasure in announcing
the appointment of

Edward Petry & Co., Inc.
as
National Representative
Effective September 1

Highlighting the

WTVR Basics

Channel 11. Affiliated with NBC and ABC . . .
Covering the Durham-Raleigh area of
441,100 families,* equivalent to the 12th Metropolitan
market in the U. S. 245,690* TV homes—more
than Jacksonville, Florida, or Richmond, Virginia.

*Source: Television Magazine

Go ahead! I have my

TELECASTING Yearbook



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Parties Defend Sale Price In Fort Smith, Ark., Case

HEARING on whether the sale of ch. 5 KNAC-TV Fort Smith to Southwestern Publishing Co., owner of ch. 22 KFSA-TV Fort Smith, for \$120,000, involves trafficking in licenses [B•T, May 9], was closed last week, following cross examination.

The vhf assignment was granted to American Television Co. in July 1954. American Television Co. is owned by H. S. Nakdimen (KWHN Fort Smith). The ch. 5 grant resulted after a merger agreement with competing applicant George T. Heinrich.

The agreement for the purchase of KNAC-TV, which is not yet on the air, calls for the payment of \$50,000 for the construction permit and of \$35,000 each to Messrs. Nakdimen and Heinrich over a period of seven years. This involves a covenant not to re-enter telecasting in the Fort Smith area.

The hearing saw both Mr. Nakdimen and Mr. Heinrich testify in justification of the purchase price for the permit and the additional compensation.

Southwestern Publishing Co. (*Fort Smith Times Record* and *Southwest American*) is owned by Donald W. Reynolds. Mr. Reynolds also owns KFSA-AM-FM Fort Smith; KHBG Okmulgee, Okla.; KORK and KLRJ-TV Las Vegas, KOLO and KZTV Reno, both Nevada; KBRS Springdale, Ark. He also owns and publishes the *Bartlesville (Okla.) Examiner* and *Enterprise, Okmulgee (Okla.) Times* and *Times-Democrat; Las Vegas Review Journal*.

Trade Commission Questions LeBlanc Advertising Claims

DUDLEY J. LeBLANC, who in 1951 scored a sales success story by promoting Hadaacol on radio, has been charged by the Federal Trade Commission with falsely advertising the benefits of Kary-On, a vitamin-mineral supplement produced by the LeBlanc Medicine Co.

The FTC complaint cited the LeBlanc firm of Lafayette, La., for making exaggerated claims for Kary-On's power to relieve or cure suffering, most of which appeared on radio and tv. The commission further charged the company with misleading the public by failing to disclose material facts as to the limited therapeutic power of Kary-On.

Specifically, the complaint noted there is no likelihood that Kary-On can benefit many of the ills it lays claim to just because it contains vitamins B1, B2, niacin or iron. These vitamins and elements may not be the cure for the symptoms and ailments for whose relief Kary-On is advertised, the FTC stated.

Similar charges against Hadaacol had been issued in September 1951 but were dismissed because the then LeBlanc Corp. had gone into bankruptcy.

FCC, Trade Commission Paperwork Savings Cited

THE final Hoover Commission report—on "Paperwork Management"—was released last week and indicated that the FCC has taken "partial corrective action" on simplifying or eliminating five reports required of broadcasters.

These are forms: 301—application for CP or changes; 314—application to assign station, CP or license; 303—application for license renewal; 315—application to transfer control of licensee; 323—ownership report.

The Hoover Commission, after discussions with the Federal Trade Commission, estimates

that \$152,000 was saved through requiring radio and tv stations to submit fewer sets of commercials to the FTC in the age monitoring of radio-tv advertising.

The commission said the equivalent of 600 days of continuities were being computed by stations and sent to Washington—five times more than was needed. The Hoover group suggested "scientific sampling"—selection of advertising to be reviewed prior to typing the stations.

Air Force Secretary Denies Pressure in RCA Contract

AIR FORCE Secretary Harold E. Talbott week denied in testimony before the Senate Permanent Investigations Subcommittee he had used his influence in government to obtain business for a New York management engineering firm of which he is a partner.

He denied he had insisted that RCA enter a contract with Paul B. Mulligan Co., which Mr. Talbott is associated, after he questioned the propriety of doing business with a firm of which the Air Force secretary was a member. RCA, it was developed in testimony had asked that Mr. Talbott's firm get a letter from the Attorney General saying such a contract was all right.

Mr. Talbott admitted that he performed work for the Mulligan firm after becoming Air Force secretary, but said he had a prior agreement with the firm that he would not solicit business for the company from firms largely handling government contracts. He said he would not have accepted profits from a Mulligan contract with Avco Mfg. Co. had he known that half of Avco's business was in government contracts.

The witness offered in the Thursday testimony to "give away" his interest in the firm to place himself "above suspicion."

Witness Changes Mind, Decides to Bar Cameras

A WITNESS who changed his mind about televised coverage of his testimony before the Senate Permanent Investigations Subcommittee had some uneasy moments last week before senators granted his request that he not be televised.

Harry Lev, who hadn't objected to cameras when he testified before the Senate group an earlier date, last week objected to camera coverage. Mr. Lev testified on textile procurement in the military department.

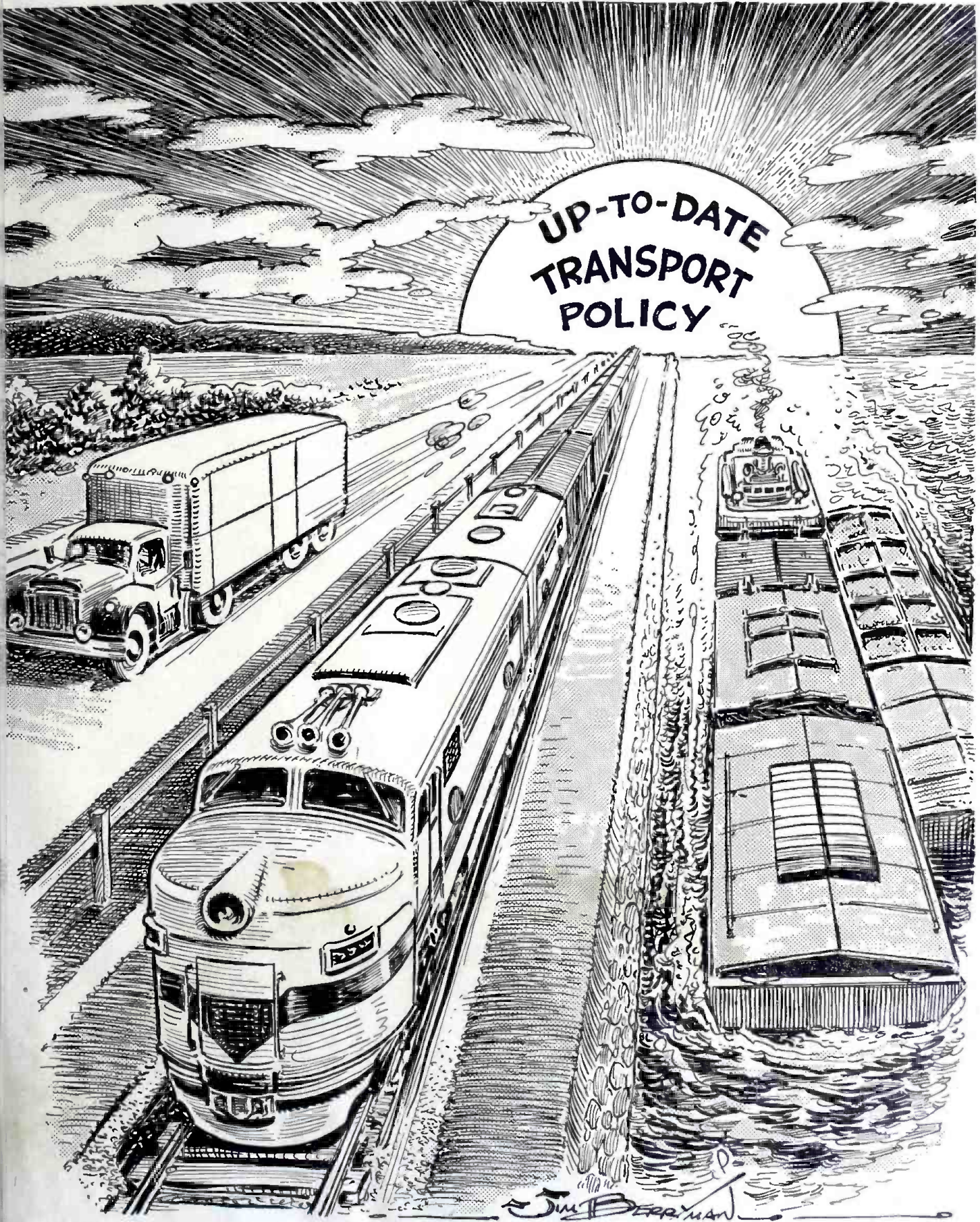
Chairman John L. McClellan (D-Ark.) said he was inclined to deny the request on grounds the witness had waived his rights to immunity from the cameras, but later went along with other subcommittee members who said they wanted to "lean over backward to get the truth." The subcommittee's rules give members a right to decide whether a witness should be televised.

Wisconsin Bars Unions From Supporting Campaigns

NEW LAW prohibiting labor unions from contributing to political campaigns has been enacted by the Wisconsin legislature, which recently closed its session. The bill was sponsored by Speaker Mark Catlin Jr., of Appleton. It was bitterly fought by labor organizations. Under the terms, unions are subjected to the political campaign rules already applying to corporations.

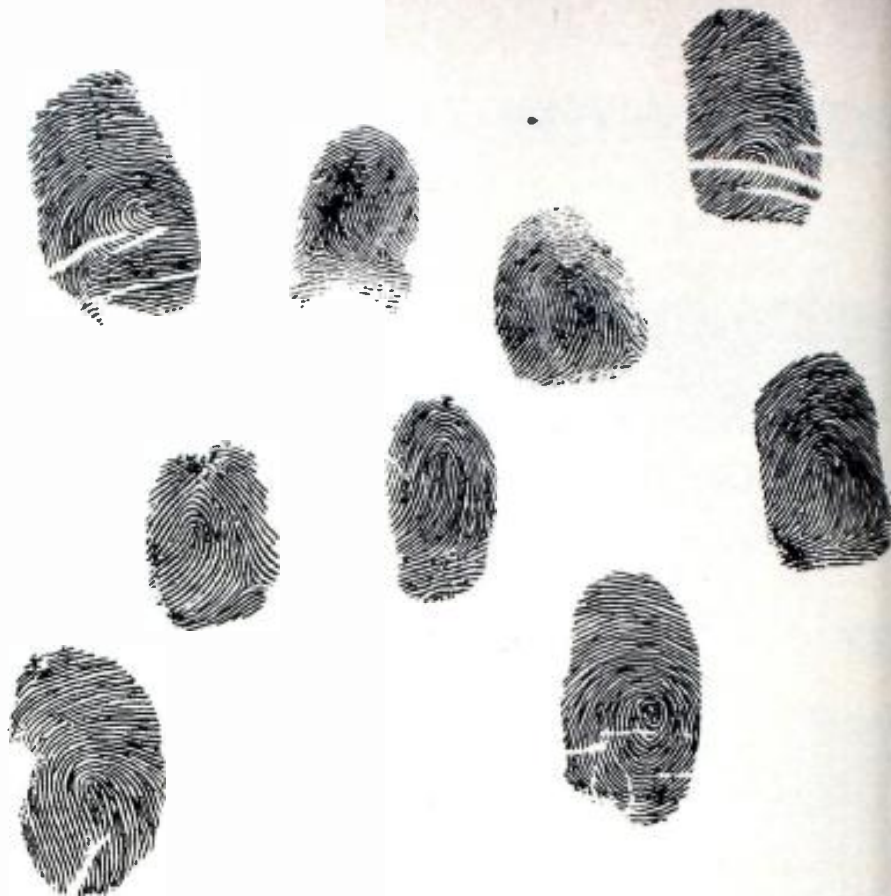
(Government continues on page 71)

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for the ASSOCIATION OF AMERICAN RAILROADS

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Fingerprints are different for no apparent reason — but the finest TV stations acquire *their* personalities from the needs and interests of the areas they serve.

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| WTMJ-TV | Milwaukee |
| WMTW | Mt. Washington |
| WSYR-TV | Syracuse |

COLLOUGH FORESEES

U.S.-STYLE TV TO SWEEP BRITAIN

TO WATCH the British prepare for commercial tv, while radio changes from am to fm there; to see how broadcasting fares in France, and to report observations in terms most meaningful to operators and users of the broadcast media at home, no better reporter could be chosen than Clair R. McCollough, president of WGAL-AM-FM-TV Lancaster, Pa., chairman of the Television Board of NARTB and co-chairman of the board of the Television Bureau of Advertising. Here are his views, as recorded in an interview with B•T editors.



Q: You spent some time in Europe recently, didn't you?
 A: Yes, I was there a month or so, roughly the latter half of April and the first half of May.

Q: You were in Europe about 10 years ago along with a group of broadcasters to survey broadcasting conditions on the continent immediately after the war. Now you've had an opportunity to reappraise them 10 years later. How do you feel about European broadcasting now, as contrasted to what it was then?

A: I'll confine my comments to two countries, France and England.

Q: Let's take England first, if you don't mind. Are the people really making preparations for commercial television? Are the agencies doing anything about it? Are the advertisers interested?

A: They certainly are in every category. The Independent Television Authority (ITA) had some qualms as to whether or not the independent contractors could sell time in volume. Within the first two weeks approximately £6 million (\$16,800,000) worth of advertising revenue was in sight. They had a goal of about \$3 million in advertising they were hoping to sell by September 22. Commercial television gets underway in England. They were completely astounded how rapidly the sale of advertising time swept ahead and exceeded all forecasts.

Q: They are charging £1,000 a minute for peak viewing hours. That's about \$2,800 in our money, and, I said: "That's a pretty good rate. How many sets will they have?" The chap answered: "Well, we'll have between 150,000 to 300,000 sets."

Q: In England?

A: No. Just in the London area. There are expected to be three ITA stations on the air by September—London, Birmingham and another somewhere in the Lancashire area. However, London is the only one that definitely will start on September 22. The date is set and station tests are now underway. They hope to have the other commercial transmitters on the air by next month.

Q: So they said they will have from 150,000 to 300,000 sets in September. How many do you think they really have?

A: Well, that's what they think they will have. When I asked how many sets they thought they would have in a reasonable length of time after commercial programming started, they answered somewhere between 600,000 and 900,000 by next March.

Q: This is still London only?

A: London only, and remember there are about 13 million people within the coverage area of this first commercial transmitter. That's a lot of people for a commercial television station, with no competition in sight.

Q: All the present sets will have to be converted, won't they, to get these new programs as well as those of the BBC?

A: Yes. English television sets are built to receive only one service, the BBC. To get the ITA programs they will have to be converted. While I was in England, the London papers were carrying advertisements from set manufacturers noting that conversion will cost more than just the price of a converter. With antenna changes and other adjustments, the cost will run to \$70 or more. The manufacturers are suggesting that, all things considered, it might be better to buy a new set.

Q: What would that cost?

A: About \$200 buys a 17-inch table or non-elaborate console model. Of course you can buy a set on the installment plan—they call it "hire-purchase" over there—but this is frowned upon as a bad thing by some business men I met.

Q: What do you mean? Don't they want people to own tv sets?

A: Well, I hesitate to go far enough and say the upper classes think tv is too good for the masses but I would say there is a definite feeling that it's wrong to encourage people to spend their money on luxuries like tv sets. To certain bankers and business men, a tv set is a luxury—an automobile is, also—and they would rather see their factories making goods for export to get dollar credit for Britain than to see them making tv sets—or autos—to be sold on the installment plan to the English people.

I was astounded how strongly certain men felt about "hire-purchase" buying and even more surprised how little they hesitated to say so.

Q: What do the people say?



McCOLLOUGH

A: All I know is that 150,000 or even 300,000 sets among 13 million people isn't very many. Perhaps the merchandising philosophy I've just mentioned is to blame, but I would rather believe, from what I saw and heard, that the type of programs the BBC has been transmitting just doesn't have enough mass appeal to make most people feel that a tv set is a worthwhile investment.

Q: Won't commercial tv change that?

A: I think so, and judging from the way available commercial time is being snapped up, it looks like English advertisers think so, too.

If the programs on the London ITA station are a reasonable facsimile of the kind of programming we have in America, then I am positive their quota of 900,000 tv sets by next March will be met and perhaps surpassed.

From my American viewpoint, if people really want to see tv programs, they'll find some way to buy the sets. This certainly has happened in a big way in the United States with our more than 36,000,000 tv sets and there's no good reason to believe it will not happen in England.

Q: The British commercial tv set-up will be somewhat different from ours, won't it? Isn't it true that the ITA system calls for a division of what we consider the function of a broadcaster? Doesn't their plan call for one group operating the transmitting end—and someone else doing the programming and selling the time?

A: Yes, it's quite different from the system in use in this country. Those in responsible positions over there keep telling you that commercial television in England is going to be strictly a British product, not in any way an imitation of the American system. My guess is they began talking that way when they were working to have Parliament approve the commercial television idea and by now this attitude has become second nature.

Q: How is the English system going to work?

A: The way it's set up by the Television Act of 1954 is that first the Postmaster-General appoints the chairman, deputy chairman and eight members of the Independent Television Authority, which has a ten-year charter to build, own and operate commercial tv stations in Great Britain in competition to the tax-supported BBC.

Q: What happens at the end of the ten years?

A: If all goes well, presumably ITA's charter will be renewed. That's what has happened with the BBC.

Q: Isn't it correct that the ITA is not going to do the programming for its stations, but to sell blocks of time to program building firms?

A: Yes, that's correct. The ITA people operate the transmitters; the programming is done by independent, privately-financed companies which the British call program contractors. They're like our package program firms, except instead of building individual programs and selling them to stations or sponsors, these English outfits take over all the programming of a station for days at a time.

Q: What? How do you mean?

A: Let me read from an official description of ITA operations which was given to me. Then I'll be sure to have it right:

BRIEFING ON BRITAIN

- Advertisers eager for commercial tv.
- London station to start Sept. 22.
- No sponsored programs; one-minute spots.
- No preferred position; run-of-schedule.
- Commercials cost £1,000 each in peak time.
- All radio changing from am to fm.
- Remains non-commercial, a BBC monopoly.

"The Authority has offered contracts to four program contractors [they spell program with a double-m, e, by the way] for its first stations as follows: Associated Broadcasting Co., for the London station on Saturday and Sunday and at the Birmingham from Monday to Friday; Associated-Rediffusion Ltd. for the London station from Monday to Friday; the Kimsley-Winnick for the Birmingham and North of England stations on Saturday and Sunday; and Granada Theatres for the North of England station from Monday to Friday."

Q: Then, when the London station gets going September one firm will program it over the weekend and another during the Monday-Friday weekdays.

A: That's right.

Q: How many hours a day will this station operate?

A: That's not all worked out yet, but they're figuring on 40 hours a week to start.

Q: So there are the ITA, which builds and operates the stations, and the program contractors, which provide the programs. What about the advertising agencies? Where do they come into the picture?

A: They'll provide the commercials, the advertising.

Q: And the contractors provide the programming?

A: Yes. Incidentally, they set up a special news organization Independent Television News which will supply news to the companies and they'll all be represented on its board. ITA, which has the final say on all programming, will see that there's a proper balance of different types of shows and that the day's schedule has something for everyone. This is especially important regarding news. ITA will be responsible for seeing that all news casts are accurate and that the news is also impartial.

Q: Did you learn any of their plans for commercial programs, what kind of shows they plan to put on?

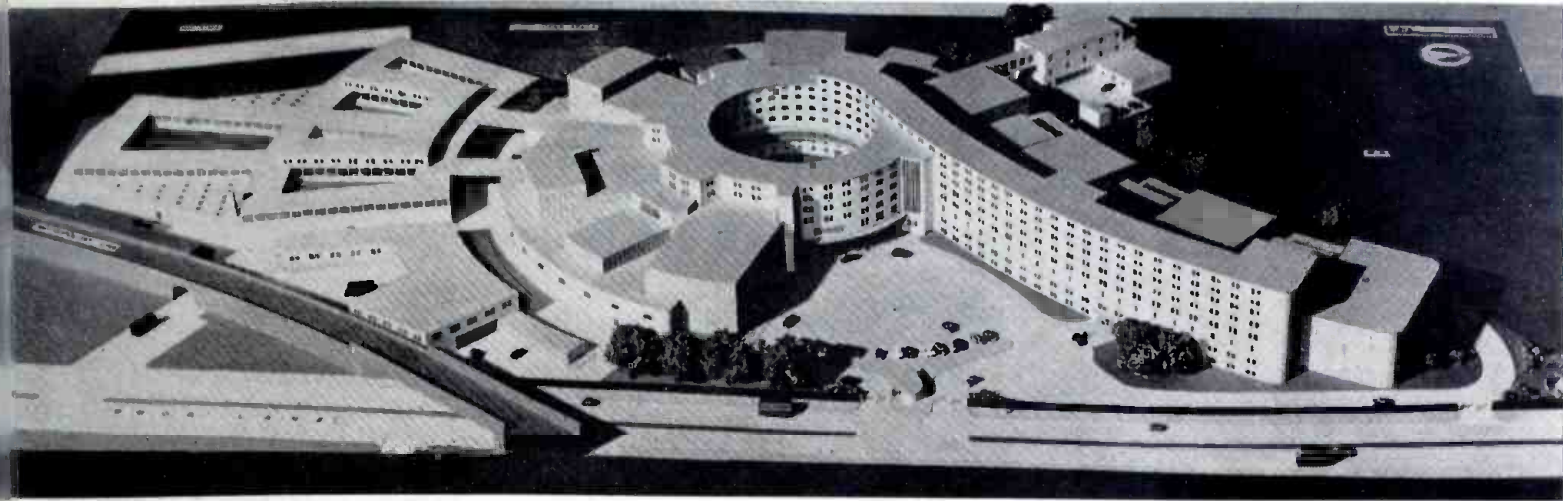
A: Their plans were far from complete when I was there and one wanted to make definite commitments until after the November election. If the Labor Party had gotten back into power, the whole commercial tv idea probably would have been called off. It was one of the planks in their election platform.

But the first programs to be announced were just what you expect—all-star shows costing the kind of money that the BBC could never afford to pay. One is a Sunday night series of long programs from the stage of the Palladium, London's vaudeville house. Bob Hope, Gracie Fields and others were announced as under contract for regular appearances. Another Saturday series of filmed plays, with name British actors featured. That sort of thing.

Q: Who repays the contractors for the costs of the programs?

A: The contractor sells the time for \$2,800 an hour and he uses part of the money to pay the talent and production costs. In addition, he has to pay ITA a pre-determined amount of money. That's the way ITA repays the government. To get the money back, ITA got a government loan of £2 million which they have to pay back over a ten-year period.

Q: I'd like to get this financial business a little clearer, if you don't mind.



WHITE CITY: An outgrowth of Britain's upcoming commercial television is the expansion program to improve the non-commercial system's operation. This is a scale model of the planned

facility. It will be located on a 21-acre site in London, and is due to be completed in 1966. Sixteen television stages are being built now, along with other buildings.

Q: I don't mind going back a little.

A: Not at all. The government loaned £2 million—\$5½ million to ITA to get started. ITA is now selling time to the program contractors. They are . . .

Q: Pardon me, but what's the price of the program time? You said they'd sold something like \$16 million worth in a short time . . .

A: No, you misunderstood me. That was the program contractor who had sold the announcements to the advertisers. In turn, the program contractors make their own contracts with ITA for the amount of the time they sell.

Q: Going back to advertising rates, you said announcements during the peak hours are priced at £1,000 each. What are the rates for the other times?

A: They range from \$560 for the cheapest spot to \$2,800 for the top. Most sales are at the top rate. If they have an itemized bill, I haven't seen a copy.

Q: How do the agencies operate? On a 15% commission, a flat fee basis, or how?

A: That was still being discussed when I was there. I understand now since then it's been decided that agencies will be paid commissions on time, probably 15%.

Q: How is the commercial time allotted? That is, if the 11 o'clock newsreel is very popular and I'm an advertiser, how do I arrange to get next to it, or in it, if possible?

A: You don't get in it at all. If you get next to it, you're lucky. It's a runaway run-of-schedule.

Q: You mean the advertiser can't say . . .

A: He has absolutely no choice at all. He doesn't know exactly what he's going to be on the air.

Q: Let me explain. You understand that no one can sponsor any of these tv shows. They are broadcast and you—the advertiser—pay for them but you can't sponsor them. Your advertising is placed wherever they want to put it. Specifically, it goes before the programs or in natural breaks within the program, like before the acts of a play or a variety show.

Q: How long are the commercial breaks? Will there be any double spotting or time for advertising on IDs or . . .

A: You're way ahead of them. They haven't even thought of 30-second length commercials. At least, when I was there they were doing only minute spots. When I asked them about splits and 20-second spots, they looked blank and asked, "What's a split?" And, "What's 20-seconds?"

Q: I explained that we have a short announcement and then a

flash during a station break. This was something they hadn't thought of at all. They were only considering one-minute announcements.

Q: Are there any limitations on the number of announcements, such as we have in the NARTB Code?

A: Yes, ITA has set a maximum of six announcements in an hour. I might say also that no commercials are allowed on programs dealing with religion, royalty or national ceremonies, but they will take whiskey advertising, which is certainly different from the customary American practice.

Q: We've heard that by virtue of the imminent introduction of commercial television in England, BBC is radically changing its entire operating and programming schedules. Is that right?

A: Two things are happening there. They're not only changing and improving their schedules, but all of a sudden they find the new ITA hiring many of their people at double their present salaries. They are now trying to establish a regulation or pass a law whereby the new ITA will not be permitted to hire their best people at greatly increased compensation.

Q: It's a two-pronged sword. The chaps who get offers from the new ITA are quite happy but those left behind at BBC are now insisting they be paid on the same wage scale used by ITA.

Q: What's BBC doing about it?

A: First they began giving substantial raises, up to as much as 50% of what the person had been getting, to key people like cameramen, tv engineers and the like, if those involved would sign long-term BBC contracts. But the BBC Staff Association, a sort of company union, got disturbed about this for fear it would upset the regular grading system and they threatened to strike. When I left England they were still talking about it and nothing definite had been decided. Now I hear the strike threat has ended, but it's obvious that unless BBC can meet the wages offered by ITA they're going to lose a lot of their top-notch people.

Q: Outside of raising wages, is the BBC making any effort to compete with ITA?

A: Yes. They have received a very substantial additional appropriation of funds. The first thing they did was start building a new television center. They have taken over White City, a 21-acre tract in London, where the 1908 Franco-British Exposition was held. The buildings, dog racing track and park were bombed out during the war.

Q: BBC's going to have a regular radio-television city there. They're building 16 television stages now and have other buildings completed or near completion. This is the BBC, remember, not ITA. The project is to be finished by 1966.

Q: You mean 1956 or '66?

A: 1966. It's a long-range plan, but they're moving fast. They have one big building finished and they're using it for designing sets and making props. They have the second building almost finished, with a huge soundstage included. White City is well located in London and can be reached easily by the "tubes," as they call their subways. With their recent large appropriation of funds on hand, and improved facilities coming up, BBC is in a fair way to give ITA a sturdy scrap for audience. You see what's happening. There are going to be two systems of television in England instead of only one government operation, come Sept. 22.

Q: So the BBC doesn't fear commercial tv, at least not to the point of paralysis?

A: They fear it all right, but they're fighting back. In addition to the new White City job, they've ordered equipment for a second BBC tv service. They hope to begin broadcasting in the London and Midland regions by next summer and eventually establish two BBC network services to compete with ITA. You might say that even before it has gotten started, commercial television has made things better for the British viewer, who eventually will have a choice of three programs instead of having to look at only one or none.

Q: Years ago I asked the then director general of the BBC what he thought would happen to BBC if a commercial system was adopted. His words, I think, were: "That'll be the end of BBC." Do you find that sentiment reflected in the activities of BBC in talking with BBC people?

A: I believe it remains the BBC idea unless their new facilities and programs compete successfully with ITA. BBC has convinced their government the BBC is dead the minute ITA starts, unless BBC does a tremendously better job. So, all of a sudden, the government seems to be supplying them with everything necessary to revitalize the BBC.

Q: Well, let us assume that the ITA method of operation proves entirely successful, accepted by the public. Will the public condone vastly increased appropriations for a BBC that may be producing an inferior and unacceptable service?

A: That's hard to answer. There's some talk about the possibility of an increased license fee to help meet increased costs but I don't think the public will hold still for it. The license fee now covers radio and television.

Q: What is the present license fee, do you know?

A: It's £3, or about \$9.

Q: Then won't BBC, if it is to exist, be forced to go into commercial operation, too?

A: Well, I should think from the way they are acting and talking, it's just a matter of time until BBC goes commercial. This is particularly true if ITA is successful commercially and I feel quite sure it will be. Also, BBC could run its one network on a commercial basis to compete with ITA and its other network on a sustaining basis.

You have something with which to compare the present situation. When we were in England in 1945, they had a comparatively staid BBC broadcasting system. At least, this was true until several million GIs arrived in England.

If you recall, this situation brought about the creation of a so-called "light program" network that played mostly American records and electrical transcriptions from our immensely popular radio shows. Immediately the British people started listening to this particular program service and more or less forgot about the BBC programs. The BBC has continued this type of service on one of their radio networks and it has now become their most popular radio service.

It's going to happen in television. The BBC for example, among other unusual procedures, goes off the air during the long dinner hour each evening because they are afraid the kids might be at television during what they consider the wrong time. The preliminary ITA schedules call for continuous telecasting once a station is on the air. Now BBC is considering continuous tv schedules. The new ITA will probably change the face of British television much and as rapidly as programming for the U. S. GIs changed the face of British radio.

Q: Is it likely the so-called contractors will use a great deal of television material developed in this country?

A: I don't think there's a doubt in the world about it.

Q: Can they afford to buy our programs? Will they have the revenue to pay for them?

A: Yes, they will be able to pay well for them. The newspapers over there are still somewhat restricted as to newsprint quotas. The amount of advertising in English newspapers is nothing comparable to the amount of advertising lineage in U. S. newspapers. The newspapers depend largely upon circulation sales for income.

Now along comes commercial tv. Here is the best advertising medium the world has ever known. It can start on a five-or-six-hour-a-day basis and increase operating hours overnight, if necessary, to 18 hours or more daily, thus taking in many advertising dollars that are now looking for a place to be spent.

Q: So the new British plan of commercial operation will become in fact the American plan of operation, including its programs?

A: That should be true, regardless of what anyone says, although they may never admit it. You can see the die being cast for what the British like to call an "improved" system of American telecasting. When I asked, "What's improved?", they started talking about their new tv code.

Q: Are the newspapers opposing commercial television?

A: No. Strange as it may seem, they aren't. They even commented editorially that there've been too many restrictions already placed upon the new commercial television set-up. As one newspaper said of the ITA Act created by Parliament, "It's the greatest set of harness ever devised to harness a free enterprise."

Although I was not able to trace down certain statements because of my unfamiliarity with British corporation intricacies, I have the very strong feeling that commercial tv in England is starting out closely allied with certain strong newspaper and publishing interests.

Q: You mean through subsidiary stock ownership?

A: Yes, and even more directly. I believe one reason commercial tv got through Parliament and is getting the support of the press is because the publishing business is contemplating direct participation in commercial television. Perhaps they see an opportunity to expand in television where they're pretty much restricted otherwise at the present time. Also, they are tremendously interested in how news is to be handled on tv.

Q: Were you told that by someone in England? Or is this just an informed guess?

A: This is my opinion, based on what I was told inferentially by informed people, who would say, "Well, don't say we said it, but we believe one very good reason commercial tv's moving ahead so well is due to the fact the press has a finger in the pie."

Q: Is it your view, based on what you saw in the way of preparation, that the commercial television plan will succeed?

A: Absolutely. I am convinced it's going to take off like a

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rocket. I'm even more optimistic than they are. They believe their sale of tv sets is going to be slower than I believe it will be. Where I think they're wrong about the speed of commercial tv catching on is the fact they have had very few good television shows on the air up until now.

If a decent variety of really good television shows are broadcast, John Bull is going to find a way to buy a tv set. A healthy batch of top-rated American programs would make a big difference. Remember once again what happened to pep up English radio in the early 1940's. The same thing is going to happen to tv, only more so.

Q: Don't you think, carrying that on to the next logical step, if this works out, that eventually and in not too long a time, radio will go commercial, too?

A: Well, I couldn't get anyone to say so, although I tried my

entirely new radio broadcasting system in the fm band. The station, at Wrotham, in Kent, not far from London, went on air May 2. Ten more fm stations, covering England, Scotland Northern Ireland, are being built, with the whole new set-up finished before the end of next year.

Q: What's going to happen to am radio?

A: For the present, it's being continued and will go on indefinitely but, with interference as bad as it is, it is easy to believe that new sets are bought most people over there will be getting fm and eventually the entire audience will be listening to fm.

Q: What about the listeners? What do they have to do? Do they convert their radios to fm or must they get new sets?

A: Both converters and fm sets are on the market. For people a new aerial is required to get fm. The am interference is so bad—you have to be there to realize how bad it is—that manufacturers are making fm sets in great numbers and sales are strong. Radio remains a very important item in the life of every person living in England. They're willing to pay to get good reception. Television has furnished practically no competition thus far.

Q: What do fm sets cost?

A: About \$80 was the cheapest I saw. With the installation of a new aerial, probably it would be about \$100.

A funny thing happened concerning these new fm sets. There is a law in England which says that sets are not permitted to listen to police fire or shipping calls. The new sets are all-wave sets and by mistakingly turning a certain knob the owner was liable to a fine and confiscation of his set. There was a great deal of talk about it.

Q: How did they settle it? Couldn't they fix the sets some way so you couldn't tune to those forbidden frequencies?

A: They thought of that, but a lot of these sets are sold abroad where it's legal to listen to those frequencies and foreign travel is still very important to Britain, so they dropped the idea. Finally the British Home Office came up with the answer, just about the time the first fm station went on the air.

They issued an announcement which said that it's not illegal to listen to all frequencies unless the information is passed on or otherwise made use of.

If you wanted to get philosophical you might say that a technical accident has given the average Englishman more freedom of information.

Q: Let's hop across the channel to France. You found a lot of changes going on in England, as far as radio and television are concerned. What's the situation in France?

A: Well it seemed to me that radio and television in France today has advanced very little over where it was ten years ago. During my visits to Radiodiffusion (governmental agency which controls all French broadcasting) and in view of my discussions there and elsewhere with regard to French radio and television, I gathered the explanation for the lack of progress is largely a matter of economics. It seems the government has allocated but not the funds—at least by our standards—for the expansion of French broadcasting services.

Secondly, the great majority of French families simply do not have sufficient cash available to buy a television set. Add to



GREAT BRITAIN is advertising conscious, as witness the signs which adorn buildings on London's famed Piccadilly Circus. The advertisers will have a new medium open to them when commercial tv gets underway Sept. 22.

best. First, the act that Parliament passed setting up ITA and commercial television definitely says that ITA cannot get into radio at all, not as a commercial radio service nor on a non-commercial basis.

To make radio commercial in England would require a new law and right now such an event appears unlikely according to best informed sources.

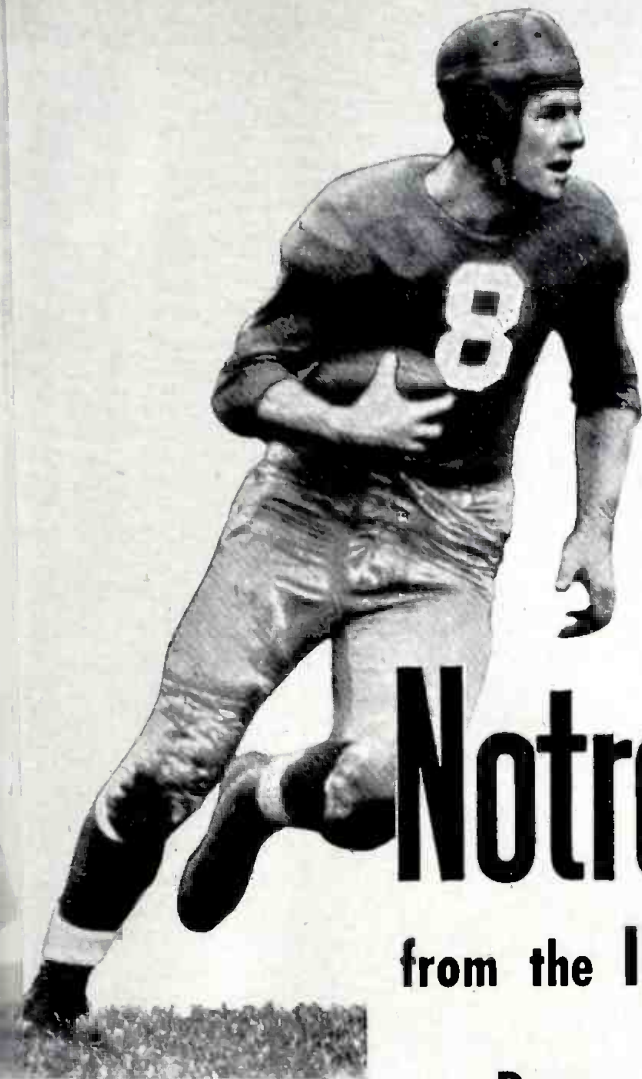
Q: Thus, so far as you could see, no commercial radio counterpart to this television plan is contemplated?

A: No. I saw no indication of any thinking about commercial radio in England, although it could come along easily enough once they're accustomed to commercial television. However, there is something going on in English radio which is almost as revolutionary. On May 2 the entire radio broadcasting system started to go through a complete changeover. They are moving radio from am to fm.

Q: Are they going to have fm stations or just move their am stations to the vhf frequencies?

A: They're changing them to fm. Here's what happened: In 1950 a conference was held in Copenhagen which re-allocated radio frequencies throughout Europe. When the stations started operating on their new frequencies—that was about two years ago—interference between English radio stations and those on the continent resulted and since then it's gotten steadily worse. There is practically no place in England where radio reception is free from interference at the present time.

The BBC met this situation head-on. They decided to create an



ACT NOW!

**Be the One Station
In Your City
To Broadcast**

Notre Dame Football

from the **IRISH FOOTBALL NETWORK**

Pulse Ratings*

West, Midwest, South, North—all
America, and more, listens to the Na-
most popular football broadcasts.

What these Pulse ratings:

Island . . . WERE . 1st of 8 stations

toit WKMH . 1st of 9 stations

San Francisco KYA . 1st of 10 stations

New York City WMCA . 2nd among 10—
and pushing hard
for the TOP spot!

New Orleans . WWEZ . 2nd among 11—
and crowding
the leader.

*Football Ratings, Oct.-Nov., 1954

IRISH FOOTBALL

NETWORK

Operated by



Proved Performance

In 1954, 125 stations in the U.S.A., Hawaii and Armed Forces Radio, carried Notre Dame games through the IRISH FOOTBALL NETWORK. Stations report results like this: "Ratings showed we led all stations". "High spot of our Fall programming."

Already in July of 1955 the response has been outstanding. To date stations in the following cities have contracted to carry IRISH FOOTBALL NETWORK broadcasts:

EAST & SOUTH MIDDLE WEST WEST COAST

- | | | |
|--------------------|----------------------|---------------------|
| Albany, N. Y. | Bad Axe, Mich. | Aberdeen, Wash. |
| Augusta, Ga. | Canton, Ohio | Corona, Cal. |
| Baltimore, Md. | Carroll, Iowa | Denver, Colo. |
| Biloxi, Miss. | Carbondale, Ill. | Fort Worth, Texas |
| Birmingham, Ala. | Chicago, Ill. | Fresno, Cal. |
| Boston, Mass. | Cleveland, Ohio | Hood River, Ore. |
| Buffalo, N. Y. | Dayton, Ohio | Kennewick, Wash. |
| Burlington, Vt. | Decatur, Ill. | Lancaster, Cal. |
| Charleston, W. Va. | Detroit, Mich. | Long Beach, Cal. |
| Connellsville, Pa. | Dubuque, Iowa | Los Angeles, Cal. |
| Erie, Pa. | Effingham, Ill. | Moses Lake, Wash. |
| Johnstown, Pa. | Flint, Mich. | Pasadena, Cal. |
| Labrobe, Pa. | Fort Wayne, Ind. | Portland, Ore. |
| Norwich, Conn. | Hutchinson, Kans. | Prineville, Ore. |
| New London, Conn. | Jackson, Mich. | Redding, Cal. |
| New Orleans, La. | Jasper, Ind. | Reno, Nevada |
| Newport, Vermont | Kansas City, Mo. | Salinas, Cal. |
| New York City | Memphis, Tenn. | San Francisco, Cal. |
| Philadelphia, Pa. | Muskegon, Mich. | San Jose, Cal. |
| Pittsburgh, Pa. | Oklahoma City, Okla. | San Diego, Cal. |
| Portsmouth, N. H. | Port Huron, Mich. | Sacramento, Cal. |
| Scranton, Pa. | Saginaw, Mich. | Seattle, Wash. |
| Springfield, Mass. | Sioux City, Iowa | Spokane, Wash. |
| St. Johnsbury, Vt. | South Bend, Ind. | Tacoma, Wash. |
| Tulsa, Okla. | Springfield, Ill. | Yakima, Wash. |
| Utica, N. Y. | St. Louis, Mo. | Wenatchee, Wash. |
| Washington, D. C. | Sturgis, Mich. | Honolulu, Hawaii |
| Weirton, W. Va. | Toledo, Ohio | |
| Wheeling, W. Va. | Warsaw, Ind. | |
| York, Pa. | Youngstown, Ohio | |

Joe Boland's Play-by-Play

Nationally known, authentic Joe Boland's play-by-play reflects his 12 year's experience as football coach at four colleges, including Purdue University and the University of Notre Dame.

New Low Package Price Includes

- All Line Costs
- All Broadcast Privilege Fees
- Joe Boland's Play-by-Play
- Cueing for Commercials.

And it's easy to figure your cost. In most States it is your highest hourly SRDS daytime rate per game.

FREE NEW BROCHURE

"1955 NOTRE DAME FOOTBALL"

Write! Phone! Wire!

Joe Boland, Mgr., Irish Football Network
WSBT, Tribune Building
South Bend, Indiana, Phone CE 3-3141

the actual fact there is little on the air in the way of television, outside of an hour or so a day, that is interesting enough to make them want to purchase tv sets.

Here again, blame is not to be placed upon individuals but rather upon a system of broadcasting. With no money coming from government to speak of and no money from sponsors, there is just nothing with which to create programming and otherwise "improve the breed."

Q: How many television sets are there in France today?

A: I was told there are approximately 250,000.

Q: That many?

A: I think they may have boosted the figure somewhat. No one seemed to know for certain. I'm not sure anyone cares. A set count is an unheard of thing.

Q: Is it because French programs aren't attractive under government operation?

A: In my opinion, that's precisely the situation. Present tv program offerings hardly make it worth the effort to buy or sell television sets in volume, particularly in view of the low purchasing power of a vast majority of the French people. This is what you are told, confidentially, when pinning down certain individuals for an answer.

Q: How much does a tv set cost in France?

A: In the neighborhood of \$300. It seems the average Frenchman today seldom has \$300 cash and installment buying has not been developed on any practical basis.

Q: Do the numerous changes in the French government affect the people operating French radio and television stations?

A: Not to any great extent. The operating people feel that the government in power, regardless of who heads it up, simply overlooks their very basic needs.

Q: You mean personnel doesn't change with each change of government?

A: No, not the rank and file. Only at Cabinet level and thereabout. The people who run Radiodiffusion made a special point of impressing this situation upon me. Many of them have been there seven, eight, nine years.

Q: They're career people?

A: Yes, governments come and go, but mostly they stay on. Remember, French radio, as it is known today, was pretty much established only ten years ago following the end of World War II. It's original personnel was largely drawn from the French underground.

Q: What's the outlook for the future of French tv?

A: Unless someone in the government, since it's government dominated, comes up with funds enough to create worthwhile operation, it will never get anywhere compared to American and English television.

I would not want to leave the impression that French television is completely stagnated. At this very moment a studio building program is underway in Paris. However, if and when completed, it will be inadequate from the viewpoint of creating enough programs to get set sales moving in any real volume.

Q: Is the French system entirely government owned and operated and non-commercial now or have they . . .

A: It is entirely government owned and operated and is basically non-commercial, although, at the operating level, they are hoping the forthcoming British commercial tv will push top French officials in the same direction. Personally, I find it difficult to believe French tv will ever develop until free enterprise finds its way into the

system and some sort of commercial sponsorship of program established.

Q: Do you see any outlook for that?

A: None worth mentioning. I pursued the subject at considerable length with various people both in and out of French and tv. I could find no apparent effort on the part of anyone to try and "force" private enterprise into their system.

It's true French officials are watching the development of Independent Television Authority (commercial) in England if it succeeds—and I personally believe it will—a desirable show will be cast over all of Europe with its almost wholly owned operated governmental broadcasting systems.

Q: Has the fact that West Germany is going ahead very rapidly in commercial television affected French thinking?

A: It hasn't affected French thinking and they don't like to talk about West Germany.

Q: How about technical improvements?

A: I am not a technician, but I can see nothing in the way of technical improvements that the French have developed. At other facilities, I visited their main studios in Paris where they are struggling to improve their technical situation. These are dedicated honest and sincere people. It is a crying shame they have no money with which to work and no one in the higher reaches of the French government who seems particularly interested in what happens next.

It almost seems as if those in high places would rather tv not be too successful.

Q: About the time that you were over there they were talking in terms of 1025-line pictures that were vastly superior to anything that we have. Is their television that good?

A: Well, their television isn't any better than ours. As a matter of fact, it does not seem as good. It could be their receiving equipment are not up to our standards. When you look at a picture on a monitor in one of their tv control rooms or at a receiver elsewhere when you can find one—there is no indication of a picture better than we look at daily in this country.

Q: Then, you think that there's little likelihood for much change in the French broadcasting picture unless or until the success of commercial television in England impresses them with the necessity for following suit themselves?

A: That's how it looks.

Q: And is it your view also that what happens in England will influence greatly what happens in the balance of Europe?

A: I firmly believe better television, and this means free enterprise commercial television, will cover all of Europe within a matter of years. If it does that, it can change the face of the world probably will—for the better.



THE HALLS of Parliament rang to some of the most heated arguments in recent history before the controversial commercial proposal won through last year.



“y’ want to make money in Maine?”

This is Pat Brennan talking... dispenser of pre-luncheon and late afternoon revivment at Chicago's London House, beside the Chicago River in the heart of the Windy City's agency row. Pat meets a lot of people—including some of the Midwest's canniest timebuyers. He knows a thing or two.

“In fact,” says Pat, “I know *two* good things. WABI, if you're buying radio. WABI-TV, if you're buying television. *Both*, if you're smart. There's a *real McCoy* daily-double for romping home with sales in the fastest-growing part of Maine!

“How do I know? Cripes, y'think I'm deaf or something? Why do these time-buying wizards keep talking so much about WABI and WABI-TV? *That's* right! Because they *know* something!”

Do YOU want to know something? Then put your money on WABI-WABI-TV and stand clear. The sound of those cash register bells ringing up in Maine could deafen a body!

wabi AM TV

Represented by: George P. Hollingsbery — Nationally
Kettell-Carter — New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

PUTTING TV'S BEST FOOT FORWARD

THERE ARE MANY WAYS TO DO IT, PROMOTION STUDY
POINTS OUT. HERE ARE THE WHYS AND WHEREFORES.

By James Aberle

THE FOLLOWING article is taken from Mr. Aberle's master's thesis on "Television Audience Promotion," based on 107 usable replies to a detailed questionnaire sent to all operating U. S. tv stations.

STILL ART is the most popular form of on-the-air promotion, according to the 55 stations listing the types they use in order of frequency of use. Fifty-two reported using a form of still art as first choice; the other three divided their firsts between still art and some other form of on-the-air promotion.

Several reasons for this choice emerge from the replies to the questionnaire:

1. **Ease of operation.** Slides or balops are much easier to handle than film spots.
2. **Economy.** Whenever film spots are used, an extra workload is thrown on the film department. Slides and balops are generally taken care of by the projectionist.
3. **Mechanical failure.** Film projectors are more susceptible to breakdown than slide projectors.
4. **Wear and tear.** Film spots will not last as long as still art. Film also requires greater care in handling and is harder to keep clean.
5. **Accessibility.** Still art can be produced by any station, while very few have the equipment or budget to produce film spots.
6. **Availability.** Most networks and agencies do not supply stations with film spots on national shows.

Live "on camera" announcements or live productions have their drawbacks, and are more difficult to use than either still art or film spots. Difficulties listed by reporting stations include:

1. **Production.** Additional employes, anywhere from three to ten, are needed to produce live spots.
2. **Economy.** Not counting the cost of additional manpower, the cost of camera operation as opposed to the cost of projector operation is much greater.
3. **Availability.** Many times live cameras cannot be used because they haven't been warmed up.
4. **Feasibility.** Only on rare occasions will a promotion spot warrant live camera production.

Grouping the first three choices in order of frequency of use, there was a decline in the use of still art and an increase in the

use of live spots and film spots. The upswing of live and film spots was undoubtedly due to the promotion of national shows, which probably receive less promotion support than local shows, or heavy and special promotion for certain shows.

Slides outpolled telops and balops 49 to 19 in the first three choices. Here again, economy and ease of operation are probably the biggest factors in this ratio. The economy does not concern itself with materials alone; there is economy of storage space when slides are used instead of balops. A slide projector is easier to operate than an opaque projector because it is less difficult to load and has a greater capacity.

The one distinct advantage of opaque projection is versatility. Almost any type of art work can be used with these projectors, while the slide projectors are limited to transparencies.

The percentage of stations using other devices is based on the 105 completed returns. One hundred and two stations, 97.1% used publicity releases; 84.7% reported the public appearance of talent; 72.3% ran contests at one time or another; 55.2% used stunts and gimmicks; 40% reported that station personnel answered viewer questions on the air, and 22.8% had publications for viewer consumption.

ABOUT THE AUTHOR

JAMES ABERLE for the past two years has been a member of the faculty of the U. of Missouri School of



MR. ABERLE

Journalism and has also served on the staff of the U. of Missouri tv station, KOMU-TV Columbia, Mo. He is 27 and married; received a Bachelor of Journalism degree in 1951 and a Master of Arts in tv journalism this year; is planning a career in broadcast journalism.

Although it takes more effort and time, the majority of stations indicated they considered the public appearance of talent the most important of the six categories. Not only is the use of talent in a manner good promotion, it can also be business because talent in many of these instances can also serve a merchandising purpose. There is no question that talent will go out of their way to meet public demand, especially when the talent appears in such obvious places as drug and food stores.

Publicity releases are almost second in importance to television, since this medium has attracted so many stars of stage, screen and radio. Since television is one of the most popular forms of entertainment, the newspapers are forced to heed reader demand and print many stories about television.

Publicity and press releases also appear in great quantities by television magazines whose main fare is weekly program schedules and personality sketches. There are a few markets without these localized magazines.

Contests attract a great deal of public interest and serve to put stations in the spotlight.

It is surprising that no more than 55% of the stations reported using stunts and "gimmicks" as promotional aids. They are formulated and carried out quite effectively at the spur of the moment. However, they can reach asinine proportions—such as the recent record-playing marathons.

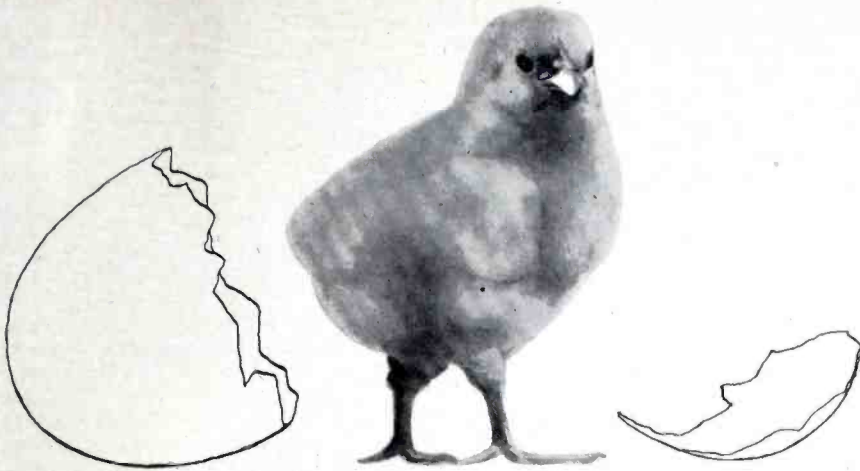
Stunts and "gimmicks" can easily be made to do double duty. Many stations have used these devices to solicit contributions from charitable organizations or for public service campaigns.

Station personnel answering viewers' questions on the air is semi-personal promotion. The viewer's ego is definitely built up when his question is discussed on the air. This type of show affords the opportunity to expand on many programming points and is especially valuable when there is a major program realignment.

It also can answer questions that are never asked. Not many people write letters to the station, either praiseworthy, derogatory or questioning, unless they are asked to do so. But no manager can assume that most viewers are perfectly content or completely informed. Hence, by discussing various programming problems, the vast portion of the audience which never writes letters is informed.

Station publications to be distributed to viewers have one major drawback. The cost of such an undertaking is usually prohibitive, and only stations with a large promotion budget can use this type of promotion effectively. There is the alternative of charging a nominal subscription fee, but this immediately reduces the potential circulation. Through the years some radio stations have profited by this type of promotion, and no doubt certain television stations will do likewise.

Significantly, 22.8% of the reporting stations said they published material for viewer consumption. They did not specify the type or quality of these publications, but



WHICH CAME FIRST . . . the Advertiser or the Audience?

Frankly, we're not sure.

But we do know that WOAI-TV has "most of both" in San Antonio.

Local and national advertisers buy 33 half-hour or longer non-network weekly programs in the San Antonio market; of these 33, WOAI-TV leads 23 to 10 . . . nearly 3 out of 4!

Or, lets look at quarter-hour or longer spot sales. Advertisers buy a total of 52 in San Antonio, and place 31 of the 52 on WOAI-TV. *Any way you look at it—this is advertiser preference.*

South Texans prefer WOAI-TV for consistent top programming. They prefer the clearer, sharper picture WOAI-TV consistently transmits. Of the highest rated 20 programs (June ARB), 13 are on WOAI-TV. *Any way you look at it, this is audience preference.*

Advertisers prefer the big audiences—and the big audiences prefer WOAI-TV. We're not sure which came first, but we do know, that for the most effective TV advertising in San Antonio, be sure your campaign is on the station with "most of both" . . . WOAI-TV.

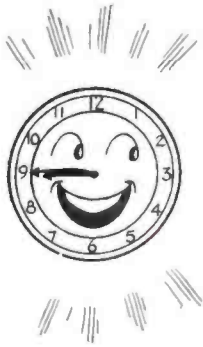


Represented Nationally by

EDWARD PETRY & COMPANY, INC.

New York • Chicago • Los Angeles • St. Louis
Atlanta • San Francisco • Detroit

Source: Published program schedules, July, 1955.



NOW IS THE TIME!

Yes, now is the time to contact your WGN-TV representative for prime availabilities and film packages for fall programming.

WGN-TV has procured a number of top notch-films for fall sponsorship to be programmed at the best time periods available on Chicago TV.

INCREASE YOUR SALES IN THE RICH CHICAGO MARKET BY USING CHICAGO'S TOP STATION—TELECASTING IN THE FALL WITH MAXIMUM POWER FROM CHICAGO'S HIGHEST TOWER.

441 N. Michigan Avenue
Chicago 11
Illinois

WGN-TV
Chicago 9

In Green Bay Packerland

get the **MOST PEOPLE** per dollar
on the **MOST POWERFUL** station
240,000 watts

WMBV-TV
CHANNEL 11

Studios in
GREEN BAY and MARINETTE
represented nationally by
Venard, Rintoul & McConnell

NBC

doubt the formats vary from "slick" cations to mimeographed and dittoed. These station publications have a great advantage over other printed media, be all station activities can be extolled to the fullest and the copy can be completely "commercial," whereas publicity releases must be prepared with more subtlety.

Ten other, less-used promotional devices were listed, although there are many more. Even though it is quite expensive, direct mail was the most used of the 10 reported. This type of promotion is most useful for promotion of special shows to limited groups of viewers.

An adequate budget also is required for such promotion material as cab covers, window cards and bumper strips. Used in quantity, bumper strips are the highest priced well above direct mail. The price of bumper strips is seldom below 10 cents each, the cost of distribution is extremely high. This is sure to bring the cost up considerably, making it doubtful whether such expenditure is a worthwhile promotional device.

Window cards are generally used in window merchandising but are not limited to that use alone. Clever window cards, strategically placed, can supplement a station's promotional efforts. Window cards would probably have their best effect if they were used sporadically for the advertisement of special shows or stars.

Cab covers also fall into the category of supplementary promotion. The expenditure would depend on the budget available. A station reported using this type of promotion for the month before the station was on the air. In this case the station decided the expense was justified but reported they used cab covers for one month only and had not considered them as regular promotional vehicles.

For non-selective audience promotion which requires little expenditure, several examples were listed.

"Giveaways," in which premiums or prizes are given in return for viewer action, can be limited to a specific audience, or are generally open to all viewers. It is a common practice for advertisers to furnish samples, through brokers, in return for promotion on the air. The stations pay a nominal charge to the brokers for the samples.

Another inexpensive promotion device is schedule previews. Some stations do camera program previews, but most use other forms of video. Perhaps the simplest is the balop roll-thru. The only materials required is paper, typewriter and a few minutes of time. These are usually run at the end of one day's programming and the beginning of the next day's programming. With this method, stations have the option of giving sponsor identification as a bonus to advertisers that goes a long way in building good will. These schedule previews can be varied with art work if desired. The big weakness in this type of promotion is the small audience, since only a small portion of viewers watch after regular programming ends or before it begins.

Surprisingly, only two stations mentioned tours among other promotion devices. A well-guided tour will entertain the visitor in addition to strengthening station-viewer

New!

ONE Watt



Raytheon KTR-1000A TV Microwave Link

A new addition to the proven KTR series †



The ultimate in simplicity and portability. Only 4 compact units per system.



- Uses stable, dependable one watt Klystron
 - Reliable, low cost, powerful operation
 - Frequency range—6875-7125 mc
 - For STL, Remote, Intercity, Network interconnection
 - Monochrome or Compatible Color with Audio Channel
- Model KTR-1000E available soon for common carrier band.

† In use by leading TV stations throughout the U.S.A. — names on request.



RAYTHEON MANUFACTURING COMPANY

Equipment Marketing Division, Waltham 54, Mass.

Excellence in Electronics

Main program schedule table with columns for NBC, ABC, CBS, MBS, and NBC, and rows for various time slots from 6:00 PM to 11:15 PM.

Monday-Friday and Saturday program schedule table with columns for NBC, ABC, CBS, MBS, and NBC, and rows for various time slots.

July 25, 1955
Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EDT.
ABC—
7:55-8 p.m. Les Griffith & The News. (333).
Weekend news now sponsored by Texas Company.
In each of four time zones, 13 times on Sat., 11 times on Sun.
CBS—
8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)
11:30-11:35 a.m. Sun. Lou Cloffey—News (8)
3:15-3:30 p.m. MWF Lever—Houseparty 180
3:15-3:30 p.m. Tu.-Th. Kellogg—Houseparty 191
3:30-4:45 p.m. Dole—Houseparty 171
3:30-3:45 p.m. M-Th Pillsbury—Houseparty 191
Gen. Motors—Allen Jackson—Sat.
Sat.—News 10:00-10:05 a.m.; 10:55-11:00 a.m.;
12 Noon-12:05 p.m. 126 Sta.
Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.
G. Drake—Tasti Diet Sat. 1:25-30 p.m. 203 Sta.
Arthur Godfrey Time
10:10-15 a.m. Pet Milk Co.—M-F alt. days;
Murlino Co.—alt. Tue. alt. Wed.
10:15-30 a.m. Campana Sales Co.—M-Th. alt. days;
Staley Mfg. Co.—M-Th. alt. days
10:30-45 a.m. General Motors, Fri.—Tu. Th.;
Bauer & Black—Mon. & ea. 4th Fri.; Corn Products—Wed. & ea. 4th Fri.; Staley Mfg.—Alt. Fri.
10:45-11 a.m. Bristol Myers—M. W.; Kellogg—Tu. Th.; Campana—alt. Fri.
11-11:15 a.m. Lever—M. W. alt. Fri.; Toni—Tue.; Dow Chemical—Thur.; Kellogg—alt. Fri.
11:15-30 a.m. Pillsbury Mills—M-Th.; Toni—ea. 4th Fri.
Dow Chem.—ea. 4th Fri.; Gen. Motors—alt. Fri.
Amos 'n' Andy Music Hall
Brown & Williamson, M. W., Ted Bates
MBS—
Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Mosango Plan Participants—MWF; R. J. Reynolds Tob. Co. M-F; Pearson Pharmaceutical—M-F; Harrision Products Inc.—Sunday; Curtis Candy Co.—W. Multi-Message—Harrision Products Inc.—Sun.
NBC—
* Monitor participating sponsors: Curtar, Chevrolet, Chesbrough, Miller Brewing, Motion Salt, Philip Morris, RCA, Socoyn, Western Union.
** Mary Margaret McBride; M. W. P.; Sustaining; Th. only; General Foods.
*** 10:55-11 a.m. News with Ken Banghart; M. W. P.; Sustaining; T. Th.; Standard Brands.
**** Fibber McGee & Molly; S Plan Kools partie. Tues. only.

relationships. Most problems can be graphically explained in terms that any layman can grasp. This also affords an excellent opportunity for the viewers to meet some of the station's personalities. Naturally, viewer interest will guide the station in setting up tours. The first station in an area will benefit more from tours than a new station in a multi-station market. The drawbacks to tours, among other things, are scheduling and manpower. Tours must be discouraged during live camera rehearsals or programs. Yet, manpower is usually unavailable when live cameras are used infrequently or not at all. No solution can be given to these problems that would cover all stations.

Additional promotion devices which require little or no capital outlay are on-the-air phone calls, quizzes and replies to letters from viewers.

The monthly dollar value of audience promotion was tabulated according to annual income classification of the 54 stations that indicated their annual billings. The five income groups are: Under \$250,000; \$250,000 to \$500,000; \$500,000 to \$1 million; \$1 million to \$2 million, and over \$2 million (see opposite tables).

The following comments from two stations indicate why some of the stations did not answer this question.

"This is difficult. For instance, there is a great amount of time that we give to public service programming out of the monthly promotion budget. Also, there are such items as dealer mailings, sales meetings for clients, etc."

"We don't figure dollar value for on-the-air promotion. We give what is needed and don't consider it an extra dividend for the sponsor."

Generally, the greater the income, the greater the expenditure for promotion. This held true not only for on-the-air promotion which is figured according to station rate cards but also for outside promotion such as dealer displays, billboards and car cards. Here, again, was emphasized the fact that stations with incomes of more than \$1 million had access to more promotion vehicles than lower income stations. However, smaller stations can take heart since the larger stations are usually in a more competitive situation and must promote themselves to a greater extent.

Although some stations reported tremendous dollar volume promotion with other media, namely radio and newspapers, it must be remembered that these are usually trade arrangements. As one station commented:

"When one takes into consideration A, B and C time, national rates, etc., it is quite difficult to pinpoint value per month."

A small income station had this to say about value of its trade agreements:

"Indirect audience promotion by program schedule and/or tv column published in 21 daily, weekly and semi-weekly newspapers. This space is not paid for; however, we give these newspapers one 10-sec. spot announcement per week. Dollar value of these would total approx. \$1,800 per month."

One station reported that it traded on car cards in addition to a \$1,000 weekly trade deal with a theatre.

WHAT'S SPENT, AND HOW

ESTIMATES OF THE MONTHLY DOLLAR VOLUME OF VARIOUS TYPES OF AUDIENCE PROMOTION USED BY STATIONS. CATEGORIES ARE BY ANNUAL STATION INCOME

LESS THAN \$250,000

| Station | On-the-Air | Radio | Newspaper | Dealer Display and Tie-in | Billboard | Car Cards | Other |
|---------|------------|----------|-----------|---------------------------|-----------|-----------|---------|
| A | \$ 12,000 | | \$ 100 | | | | |
| B | 9,500 | | 100 | \$ 100 | | | \$1,800 |
| C | 5,000 | \$ 1,000 | 150 | | | \$ 100 | |
| D | 15,000 | | 200 | 15 | \$ 70 | 15 | |
| E | 2,700 | 150 | | | | | |
| F | 1,500 | | 600 | | 400 | 400 | 1,000 |
| G | 800 | 200 | 200 | | | | |

\$250,000—\$500,000

| | | | | | | | |
|---|--------|-----|-------|-----|-----|-----|-----|
| A | 20,000 | | 1,000 | 100 | | | |
| B | 25,000 | | 500 | 200 | 350 | | 200 |
| C | 10,000 | | 300 | 500 | | | 250 |
| D | 20,000 | | 300 | 100 | | | 200 |
| E | 9,000 | | 500 | 300 | | | 200 |
| F | 7,000 | 400 | | | | | |
| G | 5,000 | | 300 | | | | |
| H | 4,000 | | 750 | | | 750 | |
| I | 3,000 | | 300 | | | | |
| J | 2,000 | 800 | 450 | | | 280 | |
| K | 1,000 | | 300 | | | | |
| L | 400 | 250 | 100 | | | | |
| M | | 250 | 100 | 25 | | 50 | 15 |

¹ Direct mail.

² Mimeograph sheets for mailing.

\$500,000—\$1,000,000

| | | | | | | | |
|---|--------|-------|-------|-----|-----|-----|-------|
| A | 36,000 | 200 | 300 | 200 | | 150 | 200 |
| B | 35,000 | | 950 | 30 | 120 | | |
| C | 23,600 | | 1,000 | | | | 1,000 |
| D | 10,000 | 400 | 1,000 | | | | |
| E | 5,000 | 2,500 | | | | | |
| F | 5,000 | | 500 | | | | 500 |
| G | 5,000 | | 1,000 | | | | |
| H | 3,000 | 1,000 | 50 | | | | 100 |
| I | 3,600 | 90 | 8,000 | 450 | 450 | | |
| J | 2,000 | | 550 | 25 | 100 | | |
| K | 250 | | 1,000 | | 300 | | |
| L | | | 600 | 100 | | | 150 |

¹ Direct mail.

² Trade papers.

\$1,000,000—\$2,000,000

| | | | | | | | |
|---|---------|-------|--------|-----|-----|-------|-------|
| A | 125,000 | | 18,000 | | | | |
| B | 32,000 | | 2,000 | | 500 | | |
| C | 30,000 | 1,200 | 1,000 | 100 | | | 3,000 |
| D | 30,000 | | 2,000 | 500 | | | 400 |
| E | 20,000 | 1,000 | 3,000 | 200 | 50 | | |
| F | 15,000 | | 2,500 | 400 | | 2,000 | |
| G | 2,000 | | 500 | | | | |
| H | 1,000 | 500 | 180 | 50 | | | |
| I | | | 300 | | | | 400 |

¹ Trade letters.

OVER \$2,000,000

| | | | | | | | |
|---|---------|--------|--------|--------|-------|-------|-------|
| A | 200,000 | | 1,000 | | 5,000 | | 8,000 |
| B | 90,000 | | 7,000 | 11,000 | | | |
| C | 75,000 | | 1,000 | | 1,000 | | |
| D | 15,000 | 21,000 | 2,800 | 6,000 | | 1,000 | 500 |
| E | 14,000 | 1,200 | 8,000 | 800 | | | |
| F | 12,000 | | 2,000 | 100 | 2,600 | | 1,500 |
| G | 5,000 | | 12,000 | 5,000 | | | 200 |
| H | 9,000 | | 3,000 | | | | |
| I | 5,000 | | 3,000 | 200 | 3,000 | 900 | 250 |
| J | 5,000 | | 1,000 | | | | 1,000 |
| K | 5,000 | | 50 | | | 500 | |
| L | | | 5,000 | 1,000 | | | |
| M | | | 450 | 100 | 500 | | |

¹ Tv Guide.

² Cab covers.

³ Tv Guide.

⁴ Magazine.

ment continues from page 52)

309 (C) REVISION PASSES HOUSE

Companion measure to amend economic protest clause wins approval of Senate Communications Subcommittee. Plans chance to clear Congress before end of session.

Enactment of the Sec. 309 (c) "economic protest" provisions of the Communications Act within shooting distance last week as the House approved the measure (HR 5614) some time before the expected time for the congressional recess.

House action accentuated a spurt of activity in the first session of this Congress on the subject which would give the FCC discretion in determining whether a protested non-hearing grant would be put into effect pending final outcome of the protest and give the Commission authority to deny those grants on the issues of a protest and deny those grants which could not merit a hearing even if proved

that the FCC-sponsored measure was approved by the House after an hour's debate on the House floor. The bill met substantial opposition and was finally passed by a "division" vote—77 yeas and 10 nays present rising to indicate they favored the measure and 10 standing to signify their opposition. The most vocal opposition came from two West Virginia congressmen interested in the Clark case, Va., ch. 12 protest case.

Meanwhile, the Senate Communications Subcommittee headed by Sen. John O. Pastore (D-R.I.) last week reported favorably on the reversion (S 1648) of the same proposal. The bill carries minor amendments suggested by the Federal Communications Bar Assn. and

agreed to by the FCC during Senate and House committee hearings on the respective measures.

A spokesman for the Senate subcommittee, which held hearings on S 1648 on July 7 [B•T, July 11], said the Senate version may be considered at a meeting of the full Senate Interstate & Foreign Commerce Committee this Wednesday. But he indicated final Senate action on the floor may come on the identical bill already passed by the House and sent to the Senate.

Pushing passage of the House measure during the Thursday debate were Chairman J. Percy Priest (D-Tenn.) of the House Interstate & Foreign Commerce Committee, Chairman Oren Harris (D-Ark.) of the Transportation & Communications Subcommittee which held hearings on the bill in June [B•T, June 27], and committee members John Bell Williams (D-Miss.), John J. Flynt Jr. (D-Ga.), James I. Doliver (R-Iowa), Joseph P. O'Hara (R-Minn.) and William L. Springer (R-Ill.).

Voicing opposition to the bill were Reps. Cleveland M. Bailey and Harley O. Staggers, both West Virginia Democrats, and Rep. James M. Quigley (D-Pa.). Rep. Staggers is a member of the House Commerce Committee.

Reps. Bailey and Staggers both indicated extreme interest in the Clarksburg, W. Va., protest case, in which the U. S. Court of Appeals for D. C. has upheld a protest under the present law by Clarksburg Publishing Co., which publishes the *Exponent* and *Telegram* there. FCC had denied the newspaper firm's protest of the Commission grant of vhf ch. 12 there to WBLK in 1954. The publishing firm appealed and was upheld by the appeals court.

The two West Virginia Democrats charged

that enactment of the bill would lead to a long series of litigations. Rep. Bailey hinted the FCC has favored the larger broadcasting groups in its decisions and said if the bill is enacted it will put the stamp of congressional approval on these decisions and will jeopardize the future of radio frequencies and tv channels not yet granted, to the prejudice of the small broadcaster or applicant.

He said this would give the FCC undue power which would work against the public interest in denial of hearings to legitimate protestants.

Rep. Bailey said he opposed the bill because it is "dangerous" and because he was "opposed to unlimited authority" by the FCC. Enactment, he said, will make it almost impossible for a protestant to get his case into court.

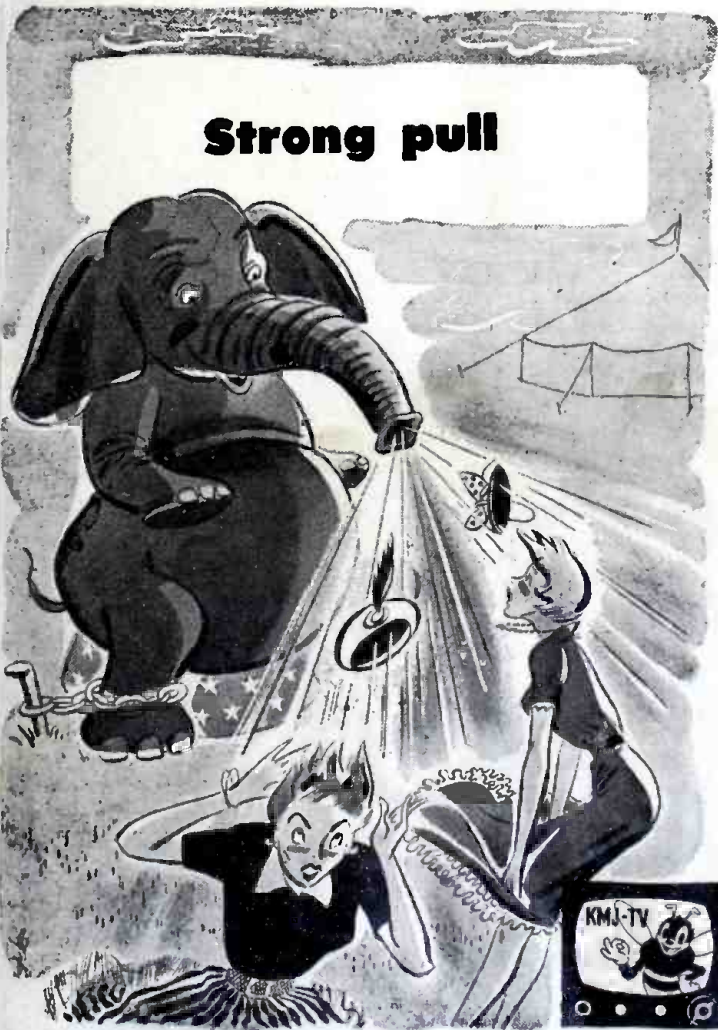
The bill, he said, "should go back to the committee for more mature consideration."

Rep. Staggers said enactment of HR 5614 would be a setback to the McFarland Act of 1952, which added the present protest provision to the Communications Act. He predicted that if the bill is enacted, "we will be back within the next two or three years on the same legislation."

Rep. Staggers said he didn't believe the full House Commerce Committee understood the significance of the bill's provisions when the committee reported favorably on the measure. He quoted from testimony by attorney Benedict P. Cottone during the June hearings that the protest section has been one of the main instruments used by hard-up uhf stations to keep from being killed off by vhf broadcasters.

If the bill is enacted, he said, "the small person in radio or tv won't have a chance." He charged that "the commissions downtown are running the U. S. government."

Rep. Harris, in speaking for the bill, said it



Strong pull

... keeps viewers tuned to **KMJ-TV**

FRESNO, CALIFORNIA • CHANNEL 24
NBC and CBS affiliate

the San Joaquin Valley's **FIRST TV station in ...**

- POWER** now 447,000 watts.
- RECEPTION** Pacific Coast Measurement Bureau Survey (Oct. '54) shows KMJ-TV reception "most satisfactory" in area.
- RATINGS** KMJ-TV carries 24 out of the 35 top-rated nighttime programs in the Fresno area (ARB report, Mar. '55).
- COLOR** KMJ-TV was the first local station equipped to transmit network color shows and has presented them on a regularly scheduled basis.

Paul H. Raymer, National Representative

has been approved by the FCC, the Federal Communications Bar Assn. and "others interested in the problem."

Referring to the Clarksburg case, he said the FCC will not reconsider its designation of the case for hearing or reconsider its stay of the grant pending the hearing and resolution of the case. The FCC has clarified its policy on what it would do in pending protest cases if the bill is enacted [B•T, July 11].

Rep. Harris mentioned some 70 protest cases with which the FCC has dealt, with "many of them ordered for a full evidentiary hearing." Completion of these cases will take up to two years, he said.

He noted that the bill, as amended, allows the protestant oral argument on portions of a protest which are denied by the FCC on grounds that even if they are proved true, they do not call for a hearing.

He termed some protest cases "blackmail" on the part of the protestant and said he didn't believe Congress should sanction them. As the law now stands, he said, anyone who says he is a party in interest can delay a new radio or tv station from going on the air. Under the present law, even a "jukebox operator" can hold up a radio or tv service by filing a protest, he said.

Small Operators' Rights

He differed with Rep. Bailey by saying he didn't believe the bill would restrict the rights of small operators.

He noted that Mr. Cottone, now representing the Ultra High Frequency Industry Coordinating Committee, was general counsel of the FCC at the time the McFarland Act was passed over FCC objections to the protest section.

Now that Mr. Cottone represents "private interests," he is against liberalizing the protest section, Rep. Harris said.

Rep. Harris, who had made the statement in answer to a charge by Rep. Staggers that members of the FCBA—a majority of which favors the bill—represent "private interests," said Mr. Cottone himself is a member of the FCBA's executive committee. He said FCBA members represent both large and small interests.

A group of Washington communications lawyers watched the Thursday House debate from the gallery.

Rep. Williams said, as he saw it, the bill would permit the FCC to grant, at its own discretion in the public interest, a special temporary authorization to the permittee pending hearing on a protest. This certainly would not

place the public interest in jeopardy, he said, particularly since an evidentiary hearing will be held, and since the permittee would go on the air at his own risk. Furthermore, the FCC would not be required to grant an automatic STA but would do so at its own discretion, taking into account the public interest, Rep. Williams said.

The Mississippi Democrat said he also felt the FCC should be able to sustain its demurrer in order to check dilatory tactics and cut out "red tape."

Rep. Dolliver said he believes the legislation will help the public to receive the radio and tv service "to which they are entitled." He said the bill "does not affect the rights of anyone," but is a procedure to get radio and tv service quicker.

Union Campaigning Issue May Go to High Court Test

COURT TEST designed to bring a definite ruling on the right of unions to use union funds for political purposes is sought by the government and the CIO United Auto Workers following handing down Thursday of a grand jury indictment against the union in connection with UAW-sponsored tv shows [B•T, July 18].

UAW was charged with spending \$5,985 to defray cost of nine tv programs during primary and general elections. No union official was indicted. The indictment charged that union money was spent illegally and "not from voluntary political contributions or subscriptions of employe members of the union." Programs were broadcast on the *Meet the UAW-CIO* series on WJBK-TV Detroit. The indictment was handed down in Michigan at instigation of the Dept. of Justice.

President Walter Reuther of CIO and UAW charged the indictment was "inspired" by John Feikens, Republican Central Committee chairman, and Postmaster General Arthur E. Summerfield. He contends the unions have a right to buy broadcast time to express their views just as newspapers have the right to print their own editorials. He said the broadcast time was bought by "voluntary money contributed by union members."

Attorney General Herbert Brownell Jr. said the union's position "appears to be simply that the statute is unconstitutional and, hence, unenforceable. The constitutionality of the statute as applied to national banks, corporations or labor unions has never been passed upon squarely by the U. S. Supreme Court."

SPILLANE NAMED TO NEW FCC POST

On Aug. 1 becomes chief the Broadcast Bureau's Renewal & Transfer Div. A pointment leaves only two positions vacant in Bureau.

LESTER W. SPILLANE, assistant Safety & Special Services Bureau, was chief of the Renewal & Transfer Div., Broadcast Bureau, last week. His appointment effective Aug.



MR. SPILLANE

With Mr. lane's appointment there remain top vacancies in Broadcast Bureau. These are Broadcast Facilities and the Hearing Divisions.

Last week's pointment is third in the Broadcast Bureau in weeks. Edward

Kenehan was chief, and James A. Barr, assistant chief of the Broadcast Bureau earlier this month [July 18].

Mr. Spillane replaces Walter R. Powell, chief of the Broadcast Bureau office which deals with renewal and transfer and sales applications. It also investigates complaints of stations and furnishes the Commission dossiers on such subjects.

Mr. Powell, who resigned early this year to join NARTB, was Commission counsel in renewal hearing for Edward Lamb's W (TV) Erie, Pa.

Mr. Spillane was born in Akeley, Minn. in 1907. He attended the public schools in Milwaukie, Ore., the U. of Oregon and Northwestern College of Law, Portland, Ore., receiving his L.L.B. in 1937.

In 1928, Mr. Spillane went to work for Radio Div. of the Dept. of Commerce. the next ten years, while attending school, worked in radio inspection offices in Seattle and Portland. Following his acquisition of a degree, he joined the Washington legal firm serving as FCC counsel in common carrier special services hearings.

In 1941, he became Law Dept.'s counsel for the Pacific Northwest regional office.

He returned to Washington in 1944 as attorney in the Law Bureau's Broadcast Division. He served as associate counsel in the 1944 allocation hearings and as Commission counsel and presiding officer in a number of broadcast hearings. He became assistant to the chief of the Law Bureau's Broadcast Div. in 1946.

In July 1946, Mr. Spillane was appointed assistant general counsel in charge of the Bureau's Safety & Special Services Div. That Bureau was established in 1950, he named assistant chief.

Laredo Ch. 8 Grant Final

GRANT of Laredo, Tex., ch. 8 was made by Vidicon Industries of America last week by the FCC.

The construction permit calls for 28.5 kw of visual power, with an antenna 280 ft. above average terrain.

Vidicon Industries is owned by H. C. Anderson Jr., architect and engineer, and David H. Anderson, building supplies.

GATES

HI-WATTER

SERIES

MORE WATTS PER DOLLAR INVESTMENT

GATES RADIO COMPANY, QUINCY, ILLINOIS, U. S. A.

OFFICES IN

NEW YORK, WASHINGTON, ATLANTA, HOUSTON, and LOS ANGELES

Asked to Approve \$500,000 Sale of WTRY

FCC was asked last week to approve the sale of WTRY Troy, N. Y., by Harry C. Wilder and associates to a group of New England investors for \$500,000 [B•T, July 18]. The application showed that the buyer, Tri-City Radio Inc., was composed of C. George Engles, 28%; Robert T. Engles, 28%; Mowrey M. Engles, 22%; and Kenneth M. Cooper, 22%. Engles is president-general manager and owner and Mr. Taylor is program director. Mowrey is 12.5% owner of WHIM Providence, and both also hold options to buy 6.5% of WTRY-TV, resulting from the merger agreement in the Providence ch. 12 case. Mr. Engles is president-general manager of Tri-City, is the general manager of WEAN Providence, and has less than 1% of WPRO-TV, and this year sought to buy WHOO-AM-FM in Orlando, Fla., from Edward Lamb. In May, he withdrew the application for FCC approval. Mr. Cooper is vice president-general manager of WTCN Worcester, Mass.

WTCN is being sold to Frank W. Miller Jr., president of Headley-Reed Tv. station in Worcester, Mass.

WTCN (5 kw on 980 kc) was valued at \$500,000 on a replacement basis for land, buildings, equipment, office, studio, etc.

A balance sheet for May 31 showed that the station's total assets were \$276,256, of which \$130,000 were current assets. Current liabilities totaled \$23,329, deficit was indicated as \$1,000 and profit for the first five months of 1955 was listed as \$39,674.

The sales agreement showed that the buyers have deposited \$50,000 in earnest money and are obligated to pay \$100,000 more at closing after FCC approval. The remaining \$350,000 is to be paid in five years, the agreement said. It was also agreed that Mr. Wilder would not engage in radio broadcasting in the Schenectady-Troy area for five years.

The \$100,000 payment at closing was to be made from the Plantations Bank of Rhode Island and was to be repaid almost immediately, a clarification disclosed, when WTRY's liquidator, Troy Broadcasting Co., was liquidated. WTRY's 50% interest in WTRI (TV) Albany, which ceased operation early this year, was transferred to individual stockholders. Application to that effect was filed two weeks ago [B•T, July 18].

Radio Station Sales Commission Approval

FCC APPROVAL for changes of ownership of radio stations, whose sale prices totaled \$1,000,000 was given Wednesday.

The largest sale was the \$350,000 acquisition of WLOU Louisville, Ky. (including WKLO-TV), by Great Trails Broadcasting Corp. (See page 10)

Other changes approved were:

WOL Inc. purchase of KXOL Ft. Worth, Texas, for \$260,555 from Ft. Worth Broadcasting Co. President Wendell Mayes and associates hold majority interests in KBWD Brownsville, Texas, KSNY Snyder, all Texas, and 50% of KTOK Oklahoma City.

WKM San Bernardino, Calif., purchase for \$52,000. Willard R. Husbrook, manager of WSD San Diego, Calif., is president of the licensee.

Citizens Broadcasting Co. of Oklahoma City purchase of license of KTOW Oklahoma City for purchase price of \$50,845. Citizens owns WCAE Abilene, Tex.

WRI Westerly, R. I., sale to William F.

Malo, William F. Malo Jr. and family for \$50,000. Mr. Malo Sr. is the commercial and advertising manager of WDRC Hartford, Conn. President Malo Jr. is an account executive with WNHC-AM-TV New Haven, Conn.

WHAN Charleston, S. C., sale to Harry C. Weaver for \$49,500. Mr. Weaver is 50% owner of WGAP Maryville, Tenn., and a minority stockholder of WOKE Oak Ridge, Tenn.

Sale of WSTN St. Augustine, Fla., for \$39,662 to James D. Sinyard, formerly 50% owner of WATH Athens, Ohio, and still 10% owner of WKOV Wellston, Ohio. Mr. Sinyard's request for permission to sell his half interest in WATH to A. H. Kovlan, Stephen H. Kovalan and Edward P. Kovalan, doing business as Radio Athens, for \$36,606 was approved simultaneously.

KLMO Longmont, Colo., purchase by Grady F. Maples, Edna H. Maples and David F. White Jr. for \$20,000 plus assumption of \$4,107 in liabilities. The Maples own 50% of KGMC Englewood, Colo., and 50% of KLLL Lubbock, Tex.

Porter, Resnick Exchange Verbal Blasts in Miami Case

CLASH of attorneys highlighted oral argument before FCC last week on Miami ch. 10 case.

Attorney Paul A. Porter, former FCC chairman, who represents favored WKAT Miami Beach, referred to the efforts of other attorneys to impeach the testimony of A. Frank Katzentine, WKAT owner, as "amateurish" and "entrapment." He called the attacks "smears."

In a hotly-worded rebuttal, attorney Leo Resnick, former FCC examiner and representing WCKY Cincinnati, referred to Mr. Porter's "slandorous" remarks. He asked the FCC to "admonish" Mr. Porter for unprofessional conduct. "If it weren't for my understanding of his indignation," Mr. Resnick continued, "I think he ought to be excluded from this bar for going beyond what normal proprieties call for."

The oral argument was mainly a repetition of arguments during the hearing regarding Mr. Katzentine's testimony in a previous hearing in connection with the establishment of the Greater Miami Crime Commission, and allegations that WKAT had broadcast horseracing information.

FCC Wants Hearing on Bid Of Tarzian For Roanoke Outlet

APPLICATION of Sarkes Tarzian Inc. for a new tv station on ch. 21 at Roanoke, Ind., indicates the necessity of a hearing because of proposals to locate transmitter and studios near Fort Wayne, the FCC said last week. At present ch. 21 is assigned to Huntington, Ind., but also is available to Roanoke, about 15 miles away.

The Commission claimed that Mr. Tarzian's proposal to set his transmitter site 12 miles from Roanoke and less than three miles from Fort Wayne indicates that the proposed station would not serve the areas contemplated by the original assignment of ch. 21 to Huntington.

In a separate action, the Commission denied petitions of WANE-TV Fort Wayne (ch. 69) and WINT (TV) Waterloo, Ind. (ch. 15), to assign Huntington's ch. 21 to Fort Wayne.

WANE-TV wanted to switch to ch. 21 if reassigned to Fort Wayne, while WINT intended to keep it open to any interested party. Their petitions were denied because of the Tarzian application for the Huntington-Roanoke assignment and because of substandard interference that would develop if ch. 21 was shifted to Fort Wayne.

**ALL
AGREE!
IT'S
WKBN-TV**

**WKBN-TV
RATINGS
PULSE**

22 of the first 26 programs
(March, 1955)

ARB

17 of the first 25 programs
(Nov., 1954)

HOOPER

18 of the first 26 programs
(Oct., 1954)

**WKBN-TV
QUARTER-HOUR
FIRSTS**

PULSE

406 of 444 Weekly Quarter Hours
(March, 1955)

ARB

312 of 466 Weekly Quarter Hours
(Nov., 1954)

HOOPER

363 of 451 Weekly Quarter Hours
(Oct., 1954)

**YOU NEED WKBN-TV
TO COVER THE
YOUNGSTOWN
MARKET!**

**WKBN-TV
CHANNEL 27
YOUNGSTOWN, OHIO
CBS-ABC-DUMONT**

*Represented
Nationally By*
PAUL H. RAYMER CO.

WSYR-TV Asks Satellite; New Orleans Educ. Bid Filed

APPLICATION for operation of Elmira, N. Y., ch. 18 as a satellite to WSYR-TV Syracuse was filed with the FCC last week by the Newhouse-owned Central New York Broadcasting Corp.

Also filed was an application for New Orleans' reserved, educational ch. 8 by Greater New Orleans Educational Television Foundation Inc.

WSYR-TV proposes to operate Elmira's ch. 18 from its main station in Syracuse. Elmira is about 75 miles from Syracuse. It asked for 15.1 kw power from a 700 ft. tower now existing at Hawley Hill outside Elmira. Hawley Hill had been used by the now defunct WECT (TV) Elmira. WSYR-TV plans to spend \$95,580 in building the Elmira satellite and \$30,090 to operate it.

Application indicated WSYR will pay \$23,000 for the land, transmitter building and tower of the former WECT.

Central New York balance sheet as of May 31 showed total assets of \$2,685,457, of which \$901,289 were current assets. Current liabilities were listed at \$354,203, long term notes at \$750,000 and earned surplus at \$902,754. The company said it had made not less than \$100,000 each year after payment of Federal taxes for the last two years.

The S. I. Newhouse family owns in addition to WSYR-AM-FM-TV Syracuse the following: WTPA (TV) Harrisburg, Pa.; 50% of KOIN-AM-FM-TV Portland, Ore., and 23% of KWK-AM-TV St. Louis. It owns the *Syracuse Post-Standard* and *Herald-Journal*, Harris-

burg *Patriot*, *Portland Oregonian*, *St. Louis Globe-Democrat*, and newspapers in the New York City area.

Greater New Orleans Educational Television Foundation Inc. is a non-stock, non-profit organization set up to direct the activities of the New Orleans station. None of the directors holds radio or tv interests. Mrs. Louis Abramson Jr. is chairman of the foundation's board.

The application requests effective radiated power of 24.72 kw visual with an antenna height above average terrain of 483 ft.

Estimated construction cost was set at \$328,623 and the station's first year operating cost at \$129,470. Its revenue, from other foundations and interested organizations, is to come to \$494,335 during the first year.

Senate Gets Twin Bills To Enact Hoover Proposals

IDENTICAL pairs of bills were introduced in the Senate last week implementing some of the legislative recommendations made by the Hoover Commission and its Task Force on Legal Services for separating administrative and judicial functions of the FCC and other federal agencies.

The bills, identical with measures already presented in the House [B•T, May 16], were introduced by Sens. Joseph R. McCarthy and Alexander Wiley, both Wisconsin Republicans.

The first proposal (S 2540 and 2503) provides for a legal career service for civilian attorneys in government.

The second proposal (S 2541 and 2504) would "improve legal procedures in the executive branch of the government through the enactment of an administrative code."

SEVEN NEW AM'S GRANTED BY FCC

FCC last week granted construction for seven new am stations and authorized changes in six existing standard station construction permits were granted to Tri-City Broadcasting Co., Flomaton for 990 kc, 500 w daytime only.

Tri-County Radio Broadcasters, (Fla., for 1240 kc, 250 w unlimited. Edward C. Allmon is a physicist and electrical engineer at Eglin Air Force Base.

Binder-Carter-Durham Inc., Flint, Mich. 1420 kc, 500 w day with directional antennas. Principals Richard S. Carter and Eric Durham are employees of WBBC Flint.

Newton County Broadcasting Service, (Miss., for 1410 kc, 500 w day. E. Glenn Abercrombie is a salesman. WAVU Albertsville, Ala.

Green Hills Broadcasting Co., Brook Mo., for 1470 kc, 500 w day, directional antenna. Principals are: William R. Towner of KWRT Booneville, Mo.; Le Ware, principal stockholder KLPW Union and vice president-general manager of KTV Great Bend, Kan., and Ira J. Williams dent-50% owner of the *Brookfield* (Mo.) *Bulletin*.

OK Broadcasting Co., Fairfax, Va., for kc, 500 w day. Principals are Geor Oleson, general manager of WEAM Arlington Va., and Arthur Kellar, sales manager WPIK Alexandria, Va.

Dorothy J. Laird, Waupaca, Wis., for 8500 w day. Mrs. Laird is the wife of B Laird, president and stockholder of W Green Bay, Wis., and WMAW Menominee Mich.

The FCC also made final an initial de-permitting WAPF McComb, Miss., to change from 1010 kc to 980 kc, continuing operation with 1 kw day [B•T, June 20]. The station had been set for hearing on possible interference with KCIJ Shreveport, La. (on 980 with 5 kw, day).

Other changes in existing facilities granted were:

WCDC Carbondale, Pa., from 1230 kc w unlimited to 1440 kc, 5 kw day.

KCHS Truth or Consequences, N. M. change from unlimited time to specified hours of operation on 1400 kc, with 250 w.

WPRT Prestonsburg, Ky., from 960 kc, day to 1270 kc, 5 kw day.

WLIK Newport, Tenn., for increase from 1 kw to 5 kw, daytime only on 1270 kc.

WABA Aquadilla, P. R., from 1240 kc w unlimited to 850 kc, 500 w unlimited conditions.

Small Business Subcommittee Considers FCC Investigation

A HOUSE Small Business subcommittee spokesman said last week his group has "vague" plans for investigating the FCC in a current series of hearings on charges of interference and pulling by the Executive Dept. and political committees in the activities of independent regulatory agencies.

The subcommittee, headed by Rep. J. E. Evins (D-Tenn.), heard testimony on that subject last week by representatives of the Federal Trade Commission.

The subcommittee spokesman said it is certain that hearings will be held on FCC activities. He said that would depend on what the FCC has been questioned along these by other congressional committees and on priorities and pressures of the subcommittee business.

EL PASO

the Southwest's

BOOMING

3 IN 1

MARKET

K R O D - T V

CHANNEL 4 • EL PASO, TEXAS

Affiliated with the CBS, ABC and DuMont Television Networks

Affiliated with KROD-600kc—5,000 watts
Owned and operated by the El Paso Times, Inc.
Roderick Broadcasting Company
Dorrance D. Roderick, President
Val Lawrence, Vice Pres. & General Mgr.
Dick Watts, General Sales Manager
Represented Nationally by The BRANHAM Co.

NEW MEXICO

KROD TV EL PASO TEXAS

OLD MEXICO

WHAT a market KROD-TV covers! El Paso and West Texas... 5th market in Texas! Southern New Mexico... rich in agriculture and atomic development! Juarez, Mexico... four-ist-rich, English-speaking largest Mexican city on the U. S. border (est. population 175,000.)

And what a coverage job KROD-TV does! From its mountain-top antenna, KROD-TV reaches a large, wealthy area much of which is covered by no other television station. Let your Branham man give you the story on the Southwest's booming 3 in 1 market.

Work Plans Don't Count, Broadcast Bureau Warns

ING that an applicant in a contested tv cannot be awarded a preference be- of its network proposals, even though they superior to those of their opponent, was by the FCC's Broadcast Bureau last

Broadcast Bureau's point of view was on exceptions it filed in the Hartford ch. There, WTIC Hartford was favored by miner in an initial decision over Hart- casting Co. Exceptions also were filed two applicants. The Broadcast Bureau object to the initial decision's con-

Broadcast Bureau disagreed with the er's ruling that because WTIC planned ate with NBC or CBS, whereas Hart- casting planned affiliation with all four orks on a non-option basis, the Hart- broadcast station was to be preferred. The rd proposal was not realistic, the ex- said. The Broadcast Bureau declared: alistic approach to this entire question f course, recognize the dynamic and euation which exists with respect to net- aliations. In any specific case the avail- yf the programs of a particular network mitter not precisely known at the time ang, but can only be determined when nstruction permit has been issued."

etion was called to the fact that both ad CBS have bought, subject to FCC ap- aluhf stations in the Hartford area. NBC yig WKNB-TV New Britain, and CBS, HFTV Hartford.

FCC Approves Reopening Chattanooga Ch. 3 Case

UST by WDOD Chattanooga to re-open Chattanooga ch. 3 hearing to see if Ramon raerson's radio and tv interests in that on in conflict was approved by the FCC vik.

Patterson is president, director and 50% of Mountain City Tv Inc., holder of an er's initial decision favoring it for ch. 3 Chattanooga. WDOD is a competing appli- at the same channel.

Patterson, former sole owner of WAPO- H Chattanooga, early this month sold f the stations [B•T, July 11]. A con- of the sale was that Mr. Patterson would ined as WAPO manager for two years at neither he nor his wife will be dis- prior to final action on the Mountain at case.

DD contended that Mr. Patterson's pro- interest and duties in tv will conflict with at WAPO.

Mountain City charged that this is an in- e interpretation, that Mr. Patterson's D interests do not affect the tv proceeding.

FCC stated that the issues raised could a direct bearing on integration of owner- nd management of Mountain City Tv.

Question Changes Hands

SENATE Interstate & Foreign Commerce hittee last week agreed to turn over the on of a schedule of fees—recommended b Budget Bureau for the FCC and other lies—to the Senate Government Opera- Committee for study.

resolution to this effect will be introduced

this week by Committee Chairman Warren G. Magnuson (D-Wash.) and Sen. John W. Bricker (R-Ohio), ranking minority member.

The FCC had planned to inaugurate the fees last year in accordance with Budget Bureau requests, but was asked by the Senate Commerce Committee to delay this action until July 1, 1955. The committee request came after committee hearings last year on a bill to provide for FCC imposition of fees for inspections, certificates, registrations, licenses, permits and applications issued by the FCC.

Other agencies also suspended fee plans last year.

FCC would have set up a basic charge of \$325 for a license.

Sacramento Bcstrs. Lose Bid For Rehearing in Tv Case

ATTEMPT by Sacramento Broadcasters Inc., loser in the closely contested battle for ch. 3 at Sacramento, Calif., to have the FCC rehear the decision that favored KCRA Inc., was denied by the Commission last week.

Final grant of ch. 3 to KCRA was made last April [B•T, April 18].

In denying the move by Sacramento Broad- casters, wholly owned by Lincoln Dellar, former owner of KDB Santa Barbara, the FCC re- viewed the comparative issues in the case. The sole significant difference between these almost evenly matched applicants is still in the past broadcast record, the FCC stated. KCRA's record, the FCC said, also is better with respect to implementation of stated policies.

KCRA-TV has set Sept. 1 as starting date. It will be affiliated with NBC and represented by Edward Petry & Co.

FCC Denies KOVR (TV) Bid To Become S. F. Station

BID of KOVR (TV) Stockton, Calif., to be designated a San Francisco station was denied by the FCC last week. KOVR had asked that its ch. 13 assignment be moved to San Fran- cisco without changing its transmitter site.

KOVR said that San Francisco-Oakland rep- resents about 69% of its audience, while the Stockton metropolitan area is only about 5.5%. The Stockton station said in the past eight months it lost \$400,000 and that it must become a San Francisco station to compete effectively with stations there.

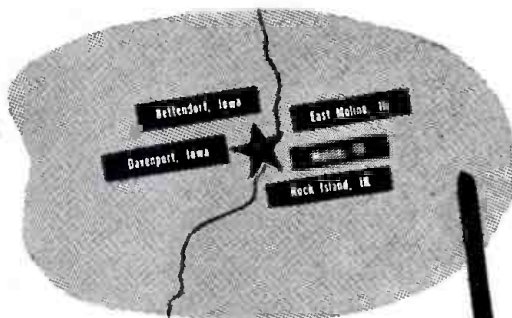
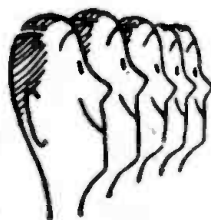
The Commission stated that at the time of the Sixth Report & Order ch. 13 was sought for San Francisco-Oakland but the request was denied because there was no basis to add another vhf to that area. San Francisco-Oak- land has five vhf assignments, one an educa- tional. Four of these are in operation and the fifth is in hearing status. FCC pointed out that KOVR is Stockton's only vhf.

WSLA-TV Hearing Continues

HEARING on application of ch. 8 WSLA-TV Selma, Ala., to move its transmitter site nearer Montgomery, Ala., and install a 1,993 ft. an- tenna continues this week with principal owner William E. Bonns Jr. under cross-examination.

Issues in the hearing involve questions of city "straddling," financial qualifications and air hazard. The proposed transmitter site is 50 miles from Selma and 23 miles out of Mont- gomery.

The move is being opposed by WCOV-TV and WSFA-TV, both Montgomery, and the Dept. of Defense, for the Air Force.



The QUINT CITIES

5 CITIES—2 COUNTIES
the Hub of a Major Market

WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.

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



The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.

Select WOC for successful sales and campaigns.

Get the facts from your nearest F & P office . . . or from WOC direct.

WOC
5,000 W 1420 Kc

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

WOC

Davenport, Iowa
AM-FM-TV

Free & Peters Inc.

Exclusive National Representatives



NARTB HIRES TWO, COMPLETES D. C. STAFF

Fred Garrigus, Boston public relations man, named to head organizational services. Robert Heald, Washington lawyer, becomes chief attorney.

NARTB last week completed its headquarters staff with appointment of Frederick H. Garrigus, Boston public relations executive, to a new post, manager of organizational services [CLOSED CIRCUIT, July 18], and Robert L. Heald, of Welch, Mott & Morgan, as chief attorney.

Mr. Heald on Sept. 1 succeeds Vincent T. Wasilewski as chief attorney, the latter becoming government relations chief Aug. 10 following the appointment of Ralph W. Hardy as CBS Washington vice president. Before joining Welch, Mott & Morgan, Washington law firm, in 1947, Mr. Heald was law clerk to Chief Justice Groner of the U. S. Court of Appeals. He was an FBI agent from 1941 to 1946.

While serving with the law firm he also had assignments as consultant to the Joint Committee on Atomic Energy and assistant counsel to a Senate Foreign Relations Subcommittee. He is a member of the American Judicature Society, American Bar Assn. and D. C. Bar Assn.; chairman of the Junior Bar Section of the D. C. group 1952-53 and later chairman of the Practice Manual Committee. Currently he is chairman of the hearing examiners cooperation group of Federal Communications Bar Assn. Born in Sioux City, Iowa, he received his LL.B. degree from Georgetown Law School in 1947. He holds a political science M.A. from Western Reserve U. and A.B. from Miami U. He was elected to Phi Beta Kappa and was a member of Phi Delta Theta fraternity.

Mr. Garrigus, head of his own public relations firm in Boston, assumes his duties today (Monday). He will handle NARTB's liaison with private and governmental service organizations related to broadcasting. His 20 years experience in radio, tv and education include 16 years with CBS in Boston and New York. In Boston he served 13 years as announcer, writer and production executive of WEEI when NARTB President Harold E. Fellows headed the station. During World War II he was WEEI war program manager and later public affairs director. He set up the Boston College radio department and served as teacher and consultant for Boston U., Curry College and the Mass. Dept. of Education.

Moving to CBS New York in 1951 he served as writer, producer and director in the public affairs unit, aiding in the prize-winning *The Nation's Nightmare* as well as *Feature Project*. He also wrote and produced the 1954 CBS



MR. GARRIGUS

MR. HEALD

Radio series *Washington U.S.A.* He left in 1954, becoming vice president of the public relations firm of Boston and York. He formed his own Boston firm this year. He is the author of *What's Answer?*, a collection of radio quiz questions and numerous plays for school broadcasts.

Margot Anderson Appointed AWRT Executive Secretary

APPOINTMENT of Margot Anderson, formerly head of the copy department, W. Spartanburg, S. C., as executive secretary American Women in Radio & Television announced last week by Jane Dalton, AWRT president, following a New York meeting of the board of directors. Plans also were discussed for a membership drive and the AWRT convention to be held in Boston.

Miss Anderson succeeds Betty Chapin, who has resigned. In attendance at the board meeting were Bette Doolittle, P. Ballantine & Sons, Newark, N. J.; Madge Cooper, WMRN, Marietta, Ohio; Hilda Ballestro, Evaporated Milk Assn., Chicago; Heloise Parker Broeg, WEEI, Boston; Lillian Lang, BBC, New York, and Doris C. Smith, NBC New York, former AWRT president and now an ex-officio member of the board.

Miss Dalton said that during the coming year AWRT anticipates a vastly increased membership. She announced the organization plans for an intensive membership drive to fall under membership committee chair Edythe Fern Melrose, WXYZ-AM-TV, Detroit.

Advertising's Service Aims Outlined by Ad Federation

FOUR-POINT program of service to advertising has been outlined by Advertising Federation of America, New York, in a brochure which was sent last week to 115 advertising clubs affiliated with AFA. The goals recommended for 1955-56 are advertising education, public relations for advertising, higher standards for advertising and community service through advertising.

Plans for the program were drawn up by Mary Busch, Emery Adv. Co., Baltimore; S. Gittins Agency, Milwaukee; Roy Bacon, commercial manager, WBAP-AM-FM-TV, Worth, Tex.; Shields Johnson, general manager, Roanoke (Va.) Newspapers Inc., and members of 10 districts of AFA.

AFA has suggested that its clubs continue to stress efforts to improve individual advertising skills by sponsoring clinics for the education of both members and non-members of the clubs. It also recommends better student training methods and more cooperation with college educators both on a national level and through the advertising clubs.

LAST
CALL FOR
COPY

TELECASTING
YEARBOOK & MARKETBOOK

GOES TO PRESS
AUGUST 1

Wire, or call collect
today to any
B•T
office

Radio Brings in a Gusher

"I GAVE radio an inch and it brought me a million feet of drilling."

That's the description of his radio experience given by R. O. Heater, president of Heater Well Co., Raleigh, N. C. It is also the subject of a new four-page folder released last week by the Radio Advertising Bureau, New York.

The Heater Well Co., a radio advertiser for 13 years, spends 75% of its advertising budget in radio. The folder points out the role radio played in making Heater the largest well-driller in the southeast.

ABC-TV, KFSD-TV POST TO 316 KW

POWER INCREASES for two San Diego tv stations, KFMB-TV and KFSD-TV, to the maximum 316 kw for vhf outlets went into effect Wednesday with the installation of two RCA 25 kw transmitters on Mt. Soledad. The announcement was made jointly by George Whitney, general manager of Walter-Alvarez Broadcasting Inc. (KFMB) and William E. Goetze, KFSD Inc. general manager.

The installation of both transmitters was accomplished by construction of two 12-bay RCA turnstile antennas—type AH for KFMB-TV (ch. 8) and type BH for KFSD-TV (ch. 10). The cost of the two installations was nearly \$100,000.

WJZ Signs Five-Year Pact with Gambling at \$1.1 Million

A FIVE-YEAR contract for \$1.1 million for the radio services of John B. Gambling, a morning personality on WOR New York, was signed last week by Mr. Gambling and Gordon Gray, general manager of the station. The contract runs until Dec. 31, 1960 and will pay Mr. Gambling past his 35th year with the station. Mr. Gambling broadcasts *Gambling's Musical Hour* 7:15-8 a.m. EDT on WOR, Monday through Saturday; *Rambling with Gambling*, 8:30 a.m. Monday through Saturday; *Gambling's Morning Breakfast*, Monday through Friday, 7:30-8:30 a.m., and *John B. Gambling Show*, Monday through Friday, 8:15-9 a.m.



JOHN B. GAMBLING (left) completes the five-year contract with WOR General Manager Gordon Gray.

Consolidated Tv Profit \$1 Million in Six Months

CONSOLIDATED Television & Radio Broadcasters Inc., operating stations in Indiana and Michigan, showed a profit of \$1,047,311 before federal taxes for the six months ended May 31, 1955, a report to stockholders showed last week. Net profit after taxes was \$505,024. The figures compare with \$1,606,320 before taxes for the comparable 1954 period, and \$773,474

for the firm's report says profits were lower primarily due to the entry of another tv channel into the Indianapolis market and because

of program cost additions following a change in networks. WFBM-TV Indianapolis shifted from basic CBS to supplementary ABC-TV and NBC-TV affiliations last June 3. WFBM-AM moved from basic CBS to supplementary ABC and MBS.

Consolidated is still seeking, through a subsidiary, to acquire a tv outlet in Flint, Mich., where it operates WFDF. Petition for hearing is before the U. S. Court of Appeals.

Last June 30 Consolidated sold WEOA Evansville, Ind., for \$116,000 [B•T, June 27]. The stockholders report does not include the record of WTCN-AM-TV Minneapolis, acquired with WMIN-TV Minneapolis (sharing time) April 15 for \$3.2 million [B•T, April 11], and operating results will not appear until the statement for the fiscal year ending next Nov. 30.

The report notes that advent of a second tv outlet in Indianapolis drew off some revenues from WFBM-TV but that the loss will be largely recovered as advertising budgets recognize the arrival of a second station in the market.

Consolidated also owns WOOD-AM-TV Grand Rapids, Mich.

John R. Kreiger Named To Manage KDUB Lubbock

JOHN R. KREIGER, recently assistant manager of WQAN Scranton, Pa., has been named manager of KDUB Lubbock, Tex., by W. D. "Dub" Rogers Jr., president. Mr. Kreiger was cited while manager of WCDL Carbondale, Pa., for his joint community service series, *The People Act*. He served two years with the Northeastern Pennsylvania Industrial Development Commission. In Scranton Mr.



MR. KREIGER

Kreiger was active in community activities. He is a Mason and member of the Methodist Church. Mrs. Kreiger served on the board of the Pennsylvania Federated Women's Clubs. The Kreigers have four children.

Notre Dame's WNDU-TV Debuts Commercially July 15

WNDU-TV South Bend, Ind., began commercial operation on uhf ch. 46 July 15, carrying NBC-TV shows, and hopes to complete its own local live studio facilities by month's end.

Switch was thrown at 7 a.m. as the Notre Dame U. outlet picked up the network's *Today* feed. WNDU-TV plans to add news, weather, sports and other programs once it completes installation of studio facilities on the university campus and also to air film properties. The university's radio outlet, WHOT, changed its call letters to WNDU July 15.

WICC '55 Sales Boom

WICC Bridgeport, Conn., reported last week that the first six months gross sales of the station were the highest in its 28 years on the air, totalling 31.9% over the same period last year. Local gross amounted to 52.8% over 1954, local accounts were up 33% in number, and national spot sales were up 10% over the corresponding period, the station said. Network sales were reported to be down 35%.



it's a mighty fine feeling
— to be on top

Lubbock's steady, month by month growth is dramatically illustrated by Sales Management's high spot cities. It now shows Lubbock, Texas as 4th in the nation in retail sales on the City - National Index.

TV enjoys a particularly prominent place in this entertainment-hungry area and KDUB-TV & CBS dominate 83,472 sets as the first and favorite on the South Plains.

affiliated  Du Mont

KDUB-TV
LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY KNOWLES
PRESIDENT AND GEN. MGR., W. D. "DUB" ROGERS
GEORGE COLLIE, NAT'L. SALES MGR.

WABD (TV) Color Plan Gets Response

MORE than 30 advertising agencies thus far have indicated willingness to accept an offer of free time on WABD (TV) New York color programs for use of their color commercials, B•T was told last week.

Ted Cott, general manager of DuMont's owned and operated stations, has sent out approximately 120 letters to agencies offering the use of the station facilities for color commercials so that agency and sponsor executives might see exactly how the commercials look on the air and how they could be integrated into regular programming. Emphasizing that no charge would be made for the service, and that it was being offered to encourage a wider, more regular use of color, Mr. Cott said time would be allocated on a rotation basis—first to WABD's current advertisers and then to new clients.

Agency responses were still being received, Mr. Cott said.

In addition, Mr. Cott plans to introduce a "station-break art gallery" where, through the use of slides, famous paintings will be shown in color for 60 seconds while an announcer discusses the exhibit of the day and its creator.

The station has taken its *Sunday Supplement* telecast (6-7 p.m. EDT Sunday) off the air temporarily in order to permit relocation and improvement of the station's color transmitting equipment.

Once the change is effected, the basic projection room will be able to transmit black-and-white as well as color with the same personnel. Color programs, Mr. Cott said, will be

interjected with black-and-white shows. For example, when a film scheduled for a regular program such as *Looney Tunes*, *Featurama* or *Junior Featurama* is available in color, it will be telecast in color as well as in black-and-white.

Mr. Cott is also looking forward to an "all color" day or evening in the fall. He plans to assemble films from all WABD producers who have put their programs on color stock and show them during the regular schedule.

Tv to Put Itself to Acid Test In Covering Bar Assn. Meeting

TELEVISION will have its first chance to grace the sacred halls of an American Bar Assn. meeting the week of Aug. 21 when a telecast will originate from the ABA's Judiciary Section meeting in Philadelphia. ABA's famed Canon 35 opposes radio-tv pickups from courtrooms.

The three Philadelphia tv stations—WPTZ (TV), WCAU-TV and WFIL-TV—will offer pooled coverage, each picking the portions of the program they desire to put on the air. The pickup will be a demonstration of television's ability to cover proceedings in a meeting room or courtroom unobtrusively without use of theatrical lighting or noisy equipment.

A closed circuit telecast is planned of an open session of ABA's House of Delegates in the Bellevue-Stratford Ballroom, provided the group approves.

NARTB has been campaigning for years to obtain a hearing before ABA. Judge Justin Miller (former chairman of the board of NARTB) is a member of the House of Dele-



WILLIAM E. RINE (r), northern district president of Storer Broadcasting Co., congratulates Howard Meagle, promotion manager, WWVA Wheeling, W. Va., who won a new automobile for outstanding station promotion in a just completed Storer sales contest. Mr. Meagle also an account executive with the station.

gates. Last week Thad Brown, NARTB tv president, met with Philadelphia station executives to plan the ABA pickups.

Newspaper photography using silent cameras without flashlights will be demonstrated at ABA meeting.

Berkman, Foster Assume WFPG Posts Left by Weber

JACK N. BERKMAN, board chairman, WFPG Atlantic City, N. J., has assumed presidency of the station following the resignation of Fred Weber. Mr. Berkman simultaneously announced that Harry H. Foster been promoted to general manager, another post that had been held by Mr. Weber.

Mr. Weber left the station to take charge of WHTN (TV) Huntington, W. Va.

Under the new WFPG setup, Mr. Foster will be responsible to John J. Laux, executive vice president of the station which is part of the Friendly Group operating WSTV-AM-Steubenville, Ohio, WPIT Pittsburgh and WBMS Boston.

Pearson Appoints Stitt

APPOINTMENT of Calden P. (Bud) Stitt



MR. STITT

Bowden who has resigned to join John Blair Co., Chicago. Mr. Stitt's appointment is effective Aug. 8.

John E. Pearson, Chicago, vice president in charge of the Minneapolis office, announced last week by John E. Pearson president of the radio-tv station representative organization. Mr. Stitt's successor in the Chicago office has not yet been named. In Minneapolis he replaces James

*on their way
to Sesac Subscribers*

**SESAC
TRANSCRIBED
LIBRARY**

Series "R"

RELIGIOUS

**PERCY CRAWFORD'S
YOUNG PEOPLE'S CHURCH OF THE AIR
QUARTET**

Ruth Crawford, Accompanist
Another Great SESAC Gospel
Group

SESAC

"the best music in America"

475 Fifth Avenue

New York 17

Local Billings Up 54.2%

Billings of WWJ-AM-FM Detroit increased 54.2% during the first six months of the year, according to Robert J. McIntosh, sales manager. National spot billings were up 8.9% in the same period, he said, crediting strong local advertising sales effort for the upward trend. "The first six months of 1955 should be as good or stronger than the first six months of 1954," he said. "This will be due to the fact that advertisers now know they can get excellent results on radio at a minimum cost. Advertisements must be sold with facts."

Jingles Mean Jack for WNEW

WNEW New York is justifiably proud of its public service singing commercials that have become a jingle-jingle to the tune of more than \$1 million a year in gross billings—and this year's bonanza has not been fully tapped. It was about five years ago that the sprightly independent station decided upon a course of identifying the public with informative jingles and making the adjacent time periods available for sponsorship. This move, according to a station spokesman, provided a satisfactory source of revenue that this summer WNEW will expand its public service packages from five to seven.

In the past, the station's public service packages centered around the broad categories of weather, baseball scores, traffic, time of day and where to go. Jingles are spotted throughout the 24-hour broadcast day and are sold to national and local advertisers. This summer WNEW decided to add two new ones—"good taste" and "fact or fancy."

Richard D. Buckley, president and general manager of WNEW, is convinced that the effectiveness of public service commercials points to the strong points of radio: music and information. The public, he contends, tunes in to the radio to hear music and to be informed. The jingles at WNEW, he added, combine music and information, spiced with a dash of imagination.

The "good taste" package already has been sold to Arnold's Bakeries and George Washington Coffee. Two advertisers currently are negotiating for sponsorship of the "fact or fancy" schedule, according to Mr. Buckley.

The new packages were created by John Grogan, program manager of WNEW. Copy for the public service jingles was written by Milton Robertson, station copy chief, and the music was composed by Roy Ross, musical director.

An example of the "good taste" commercials, which stress etiquette, is:

JINGLE:

If you're not sure of procedure
And with a dilemma you're faced
We offer a clue . . . that we think
Is the cue

For solving the problem with good
. . . good taste

A matter of very good taste.

ANNOUNCER:

When a gentleman is escorting two
Ladies in public there is no set rule
As to where he should walk . . .

It's good taste for him to walk
Between the two . . . or on the outside
. . . whichever he chooses to do.

Files for Bankruptcy

PETITION for voluntary bankruptcy was filed in Topeka Federal court last week by KEDD Inc., permittee of ch. 16 KEDD (TV) Wichita. Stanley H. Durward Jr., president of the uhf station, listed his liabilities as \$191,000 unsecured and \$520,000 secured and partially secured. Assets were set at \$551,000. Meanwhile, Ziv Television Programs Inc. filed suit last week in Sedgwick County court for \$20,000, and Standard Rate & Data Service for \$1,200. These are in addition to claims by MCA-TV Ltd. for \$5,200 and of Atlantic TV Co. for \$1,400 filed earlier [B•T, July 11].

JINGLE:

And now here's a cue
We have just for you
On a subject of very good taste.

ANNOUNCER: (GIVES commercial)

JINGLE:

It's a matter of very good taste!

The "fact or fancy" package, designed to debunk common misconceptions, has one routine as follows:

JINGLE:

There are absolutes and positives
And things without a doubt—
And there are many subjects
That we think we know about—
Now may we inquire—with the
greatest of tact—

Do you know the difference 'twixt
Fancy and Fact?

ANNOUNCER:

Is the belief that rain clears the
air of impurities fancy or fact?
. . . Though many people believe
this is a fact, there is no evidence
for it . . . Air free of dust or pollution
doesn't exist in nature, and
the effect of rain or snow on clearing
air is negligible.

JINGLE:

You've heard this little patter
Now we add a bit of data
The point is that we have a fact
That we are such will matter.

ANNOUNCER: (Commercial)

JINGLE:
A-a-a-n-n-d . . . that's not a fancy
—(Music two bars)

JINGLE:

It's a fact!



ANOTHER "good taste" jingle will come out of this huddle. L to r: Richard D. Buckley, WNEW president and general manager; Milton Robertson, copy chief, and John Grogan, program manager.

WE PAID

\$ 135.00

for this space
to remind you
that by every
accepted method of
audience
measurement

WTRF-TV

is the
DOMINANT station
in the Wheeling-
Steubenville upper
Ohio River Market.

For complete details
call Hollingbery or
Wheeling 1177 and ask for
Bob Ferguson, VF & GM.

WTRF-TV

NBC-ABC
316,000 watts
Channel 7

WHEELING

WEST VIRGINIA

REPRESENTATIVE PEOPLE

John Hernandez, tv spot billing supervisor, CBS accounting dept., to CBS-TV Spot Sales, N. Y., as business manager.

Harry D. Jacobs, formerly salesman, Forjoe & Co., Chicago, and **George Dubinetz**, formerly sales executive, Bonnie Buick, Evanston, Ill., to NBC Radio Spot Sales, Chicago, as salesmen.

STATION PEOPLE

F. Parker Hoy, news director, WLAM Lewis-ton, Me., appointed station manager, succeeding **Elden H. Shute Jr.**; **Romeo E. Sansoucy**, assistant commercial manager, named commercial manager, succeeding **Gerald T. Higgins**. Messrs. Shute and Higgins resigned to apply for 250 w am station in Norway-South Paris, Me., area.

Bob Kane, KSAN-TV San Francisco, promoted to director, national sales dept.; **Harvey Asher**, sales staff, named retail sales manager.

Harry G. Fletcher, formerly representative, Carnation Co., L. A., appointed merchandising director KSL-AM-FM-TV Salt Lake City, succeeding **Ray Fritsch**, who has been named KSL-AM-FM account executive.

Sanford Semel, director, *Surprise*, WCPO-TV Cincinnati, resigned to go into tv production in N. Y.

Gene P. Loffler, formerly program director, KSO Des Moines, Iowa, is general manager, KAUS-KMMT (TV) Austin, Minn., succeeding **Thomas J. Steensland**, who has become diac-onate, Christ Church, Austin [B•T, July 11].

NETWORK RADIO CONTINUES TO IMPROVE WITH ADDED SALES, MORE TECHNIQUES

NBC's 'Monitor' shows gain, while network's latest sale to Brown & Williamson will gross over \$1 million. CBS Radio releases 'New Patterns,' citing added flexibility of radio.

THE RENEWED SPARK in network radio, that has fired an enthusiasm throughout the industry [B•T, July 18], received additional fuel last week.

• NBC Radio, it was claimed, has realized a net gain of four hours and 39 minutes per week this July over June (commercial hours). The network also estimates it is ahead of its July 1954 total by nearly nine sponsored hours.

• CBS Radio released a presentation called "New Patterns." This report on network radio, and on CBS Radio in particular, concentrated on what the network described as the new flexibility and adaptability of the medium. It contains examples of CBS Radio's "selection facilities plan" and its "shared sponsorship plan" both tailored to meet sales and merchandising needs of all types of advertisers.

• Disclosure was made that NBC Radio's earlier announced sale to Brown & Williamson Tobacco Corp. (Viceroy & Kools), through Ted Bates & Co., for five-minute evening news segments (varied times, Mon.-Fri.) for 52 weeks, would exceed more than \$1 million in gross billings.

In addition to these buys, the tobacco company's contract, effective last Monday, includes a participation Tuesday on *Fibber McGee & Molly* series (10-10:15 p.m. EDT).

NBC Radio, it was learned, is claiming a total of 35:29 commercial hours weekly, averaged on the basis of July 4-10. Also on this basis, NBC Radio was programming only sponsored hours weekly in July 1954 as compared to more than 40 hours of commercial time weekly both in July 1953 and 1952.

The first week of January this year, NBC Radio estimated it had only 29 hours a week of commercial time and about 10 additional minutes weekly by April.

The significant exception to an unbroken heavy seasonable slump in network radio this summer, according to NBC Radio is its end *Monitor*, which it estimated, during the first week of July an improvement of 11 hours and 59 minutes of commercial time, or 93.4% of its maximum potential (said to be 12 hours and 50 minutes per week of network time).

It is estimated that on the July 16-17 weekend *Monitor* had business totaling 12 hours and 31 minutes, hitting a 97.5% of maximum potential. It also was estimated that for the week of July 11-17, NBC Radio had a total of 37 hours and one minute of programming. For the week of July 18-24, the estimated figure was 36 hours and 23 minutes, and for the week of July 23-24 weekend, 12 hours and 28 minutes.

CBS Radio, which also has been fighting the July slump, nevertheless, reported its business down only 13.5% from last July. It reported an estimated 37 hours and 45 minutes of commercial time for a typical week in July. Its outlook for the fall season is expected to be very good.

Program Innovations

A substantial part of the CBS Radio option was based on its new patterns of programming. As expressed in its booklet, prepared by the sales promotion and advertising departments, the network now offers sponsors shared billings of programs featuring box office name strip programming concept that has kept programs and names in fixed time period during the week with advertisers permitted to buy pieces of programs at various hours during the week and which guarantee "cumulative audiences."

As specifically laid down in its presentation, CBS noted that in its daytime programming the schedule offers a block of serial drama plus *Arthur Godfrey Time* and personal variety shows. The Sunday block includes music and news programs, while its nighttime shows, according to the presentation, is built around names, strip programming and music.

The CBS Radio booklet, which was distributed last week to network account executives and sales personnel for showing to agents and advertisers, chronicles facts on the general health of radio.

Among the analyses: Some 96% of all U.S. homes are radio-equipped and in a course of a week more than 90% of the families with radios use their sets for a total of 728 million in-home family hours of listening.

Present total of sets has increased from 100 million in 1946 to 132.4 million in 1955. In addition, the booklet points out, auto listening adds 16% for an overall weekly total of 840 million family listening hours.

new call letters August 1st

KFVD GOES **K•POP**

GOES

K•POP
Los Angeles

The POPular station

K•POP

still 1020 on the dial

5,000 watts serving 5,000,000 people

Represented Nationally by Broadcast Time Sales, New York • Chicago • San Francisco



Aldo DeDOMINICIS (left), general manager of WNHC-TV New Haven, signs that station's ABC affiliation contract with Ernest Lee Jahncke Jr., vice president and assistant to the president of ABC.

MEIGHAN TO HEAD CBS-TV IN WEST

APPPOINTMENT of Howard S. Meighan to a created post of vice president of CBS in charge of its western division was announced last week by J. L. Van Volkenburg, president of CBS-TV.

Mr. Meighan, who has been a vice president of CBS since 1946, joined the network in 1934, and has been a sales and administrative executive. Two years after his appointment as a vice president, he was made a general executive of CBS. From 1949-51, he was the chief executive for the network in Hollywood and from 1951-52 he served as the first vice president of CBS Radio. Since 1952, he had been vice president and general executive of CBS Inc.

Mr. Meighan is chairman of the television committee of the Broadcast Advisory Committee of the U. S. Information Agency.

NBC-TV Names Hazelhoff

APPPOINTMENT of Erik Hazelhoff to the new position of manager of NBC-TV's participating programs, was announced last week by Mort Werner, director of participating programs for NBC. Mr. Hazelhoff was formerly manager of NBC's Telesales Dept. He will be replaced by Peter J. Smith, a writer-producer in the department.

Mr. Hazelhoff has been with NBC since 1952, having successively as production coordinator of the tv network, member of the feature staff on Monday, member of the night news staff of the network and salesman for NBC-TV before he organized the network's Telesales Dept. last year.

Dumont Further Consolidates

ALEN B. DUMONT Labs' Broadcast Div. is to move executive and sales offices to the Dumont Telecenter at 205 E 67th St., New York, over the weekend, thereby consolidating all activities at that location. The telephone number at the Telecenter is Lehigh 5-1000.

WNHC-TV SIGNS AS ABC OUTLET

WNHC-TV New Haven, Conn., whose affiliation contract with NBC is being cancelled effective Oct. 1 [CLOSED CIRCUIT, July 4], signed Friday with ABC-TV as a primary affiliate. Announcement was by Ernest Lee Jahncke Jr., vice president and assistant to the president of ABC, who called the pact "a significant development in the growth and expansion" of ABC-TV.

NBC is the prospective purchaser of uhf WKNB-AM-TV New Britain, Conn., for more than \$600,000. That proposal has been designated for hearing by the FCC following an economic protest by WNHC-TV, which operates on ch. 8. NBC also has served notice that it will cancel its affiliation with WNHC-AM on Dec. 1.

WNHC-TV is owned and operated by the Elm City Broadcasting Co. Aldo DeDominicis is general manager and secretary-treasurer. While the station will be a primary ABC-TV affiliate, it also carries CBS-TV programs.

Although WNHC-TV has filed the economic protest, both NBC and the present owners of WKNB-AM-TV have opposed this petition and that of WATR-TV Waterbury, Conn. (ch. 53), which seeks enlargement of the issues.

CBS-TV Appoints Hansen To New Coordinating Post

CARROLL HANSEN, director of news and public affairs, KCBS San Francisco, CBS o&o station there, has been appointed to the newly-created position of coordinator of news and sports for CBS Radio, it was announced last week by Arthur Hull Hayes, network president. Mr. Hansen will headquarter in New York.

In the new post, Mr. Hansen will serve as liaison between CBS Radio and CBS news and public affairs which functions as a unit of CBS Inc. The assignment, however, does not affect the present integrated operation of news, public affairs and sports, under the supervision of Sig Mickelson, vice president in charge of news and public affairs for CBS, Mr. Hayes said.



MR. HANSEN

MBS Lines Up Golf Events

MBS will cover the three major golf tournaments to be played at the Tam O'Shanter Country Club in August. The \$25,000 All-American will be broadcast on Aug. 6 (7:30-8 p.m. EDT) and Aug. 7 (8-8:30 p.m. EDT); the \$25,000 International on Aug. 10 (6:30-6:45 p.m. EDT) and the \$100,000 World Championship on Aug. 13 (7:30-8 p.m. EDT) and Aug. 14 (8-8:30 p.m. EDT).

Two More Join CBS-TV

AFFILIATION of KSLA (TV) Shreveport, La., and KIVA (TV) Yuma, Ariz., with CBS-TV was announced last week. KSLA, operated by Interim Television Corp., joins July 31 as a primary affiliate in the basic optional group. KIVA, operated by the Valley Telecasting Co., was affiliated early this month under the Extended Market Plan.

"BEFORE-TV" RATINGS

when you buy

K-NUZ

Radio Ranch, in Houston

MORNING

"Laura Lee's Ranch"
9:45 to 10:00 A.M.

3.3 IN HOME

.7 OUT OF HOME

4.0 Total Pulse ^{*}

AFTERNOON

"Bill's Bandwagon"
4:30 to 4:45 P.M.

4.0 IN HOME

.8 OUT OF HOME

4.8 Total Pulse ^{*}

NIGHT

"Houston Hoedown"
8:45 to 9:00 P.M.

2.8 IN HOME

.6 OUT OF HOME

3.4 Total Pulse ^{*}

GET THE WHOLE PICTURE...
COUNT ALL THE LISTENERS!

K-NUZ is No. 1

IN OUT OF HOME PULSE
12 noon to 6 P.M. - Mon. thru Fri.
Tied for No. 2 mornings

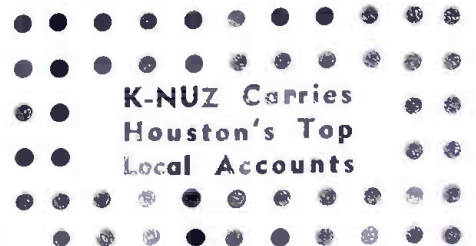
* PULSE RATINGS

OUT OF HOME - Jan. '55
IN HOME - Jan.-Feb. '55

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NAT'L REPS.—FORJAE AND CO.
IN HOUSTON, CALL DAVE MORRIS
JACKSON 3-2581



K-NUZ Carries
Houston's Top
Local Accounts

ABC BUSINESS CONTINUES TO FLOURISH

Goldenson releases second quarter AB-PT report, showing improvement over same period in 1954. Corporation also expects its broadcast properties to show increase during the current summer quarter.

ABC's third quarter can be expected to be "considerably better" than last year, Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., predicted Wednesday in a second quarterly report to stockholders.

Mr. Goldenson said that in the second quarter, ABC (a division of AB-PT) "continued to operate at a profitable level, showing a marked improvement over 1954. While there is a seasonable downturn in television business in the third quarter since many of the leading television network shows discontinued during the summer months, we expect that ABC's third quarter this year will be considerably better than it was last year."

The AB-PT head, in reporting that the estimated net operating profit for AB-PT's second quarter was double the earnings for the same quarter last year, said of ABC-TV, that in the fall season, "the sales already made of new tv programs and renewals of shows now on the network are indicative of increased advertiser acceptance and the continued growth of ABC as a major network."

Fall Production Plans

He noted that one of the new fall tv shows will be produced by Metro-Goldwyn-Mayer, third major motion picture company to associate with ABC-TV programming. (Other two: Walt Disney and Warner Bros.)

AB-PT's estimated net operating profit for the second quarter of 1955 was put at \$1,438,000 or 32 cents per share common on 4,119,542 common shares outstanding. This, Mr. Goldenson reported, compared to \$715,000 or 14 cents per share common on 3,967,496 common shares outstanding for the same quarter last year.

For the six months of 1955, estimated net operating profit of \$3,355,000 (or 77 cents per share on common) compared with \$1,754,000 or 37 cents per share on common for the corresponding period last year, Mr. Goldenson said.

Theatre earnings of AB-PT also were ahead for the first six months, he said, noting that this business was off slightly in the seasonally weak second quarter and that the third quarter looked promising.

Mr. Goldenson said that Am-Par Record Corp., AB-PT's new subsidiary organized last month to engage in the phonograph record business, would enter the market within six

months. He also took note of the Disneyland amusement park which opened July 17. AB-PT has an approximate 35% interest in the park.

'See It Now' to Expand Into More Flexible Format

ALTHOUGH no sponsor has yet been announced for *See It Now*, weekly series produced on CBS-TV by Edward R. Murrow and Fred W. Friendly, plans to expand it were revealed last week by J. L. Van Volkenburg, CBS-TV president. This fall, the series will be lengthened from its half-hour format to one hour or hour-and-a-half programs presented at peak evening times on a flexible schedule.

Since *See It Now* was inaugurated in 1951 it was telecast under the sponsorship of Aluminum Co. of America. Alcoa did not renew sponsorship for the coming season [B•T, May 16]. Mr. Van Volkenburg announced that the time expansion had been decided upon so that Messrs. Murrow and Friendly "might have more ample scope to treat subjects in greater detail and depth."

Plans for the forthcoming series, which returns to CBS-TV in October, include profiles of New York City and Paris, a report on Africa, and a study of the nation's educational problems.

In addition to the major reports, *See It Now* also will present special half-hour reports on news subjects of current interest, Mr. Van Volkenburg said.

CBS Radio Plans Two-Week Series on Atom Use in Peace

PEACEFUL use of the atom will be the topic of a special "saturation schedule" of programs planned by CBS Radio for broadcast during a two-week period starting Aug. 8, Arthur Hull Hayes, network president, announced last week. Purpose of the series, to be aired while the United Nations' conference at Geneva, Aug. 8-20 on the atom and its peaceful applications, is in session, is to give listeners information on the importance and meaning of the new horizons in atomic research, Mr. Hayes said.

The broadcasts, entitled *Age of the Atom*, will be heard Aug. 8 through Aug. 12, and Aug. 15 through Aug. 19, 10:05-10:30 p.m. EDT. Mr. Hayes announced that three of these periods will be comprehensive documentary reports produced for CBS public affairs by Ralph Backlund, on the past, present and future of peaceful development of atomic energy.

On the other programs, the 10:05-10:15 p.m. period will be used for news reports from

Geneva and interviews with leading scientists at the conference. The 10:15-10:30 segment on these same nights will center on talk discussions by leading scientists abroad at the U. S. These programs will be under direction of Helen J. Sioussat, CBS director of news.

Overall series was conceived by Irving C. CBS director of public affairs, and will be supervised by John F. Day, network's director of news.

CBS-TV Slates Five Eastern College Grid Tilts in Fall

SCHEDULE of five eastern collegiate ball games to be telecast by CBS-TV in the fall was announced Friday. The games round out the network's plans for regional telecasts disclosed in May by Sig Mickelson, CBS president in charge of news and public affairs [B•T, May 23]. At that time, Mr. Mickelson had outlined Big Ten and Pacific Conference coverage plans.

The top eastern games will be telecast Sept. 24 (Boston U. vs. Penn State at University Park, Pa.); Oct. 8 (Holy Cross vs. Colgate at Hamilton, N. Y.); Oct. 22 (Harvard vs. Princeton at Hanover, N. H.); Nov. 5 (Syracuse vs. Penn State at University Park, Pa.); Nov. 12 (Brown vs. Harvard at Cambridge, Mass.).

These dates, Mr. Mickelson said, were selected by the National Collegiate Athletic Association for regional telecasting. The contests will be seen in the New England states, New York, Pennsylvania, New Jersey, Delaware and Virginia.

Added Color Slate Prompts NBC-TV Facility Revision

NBC-TV's studio renovators have been preparing for upcoming color tv programming. The network last week noted that its *Howdy Doody* show will be telecast in color, beginning Sept. 12. The show (Mon.-Fri., 5:30-6:00 p.m. EST) will originate from a new color studio (3K) in New York which accommodates times as much scenery as is found in the original age studio of the same size and with more devices and built-in background to permit flexible programming.

At the same time, NBC-TV has installed permanent color equipment at the 67th Street New York studio where *Home* (Monday 11 a.m.-noon) originates. The job was completed in time for the scheduling of a full week (Aug. 1) of daily, 15-minute (11:45-noon) specialty segments to be telecast in color on the show. Only a fortnight ago, NBC-TV announced plans for a regularly scheduled afternoon drama series in color, *Matinee*, Monday 3-4 p.m. EST, beginning Oct. 3.

Ace to Write Como Show

GOODMAN ACE, radio-tv writer and producer, the pioneer radio serial *Easy Aces*, has signed as chief writer for NBC-TV's hour-long Saturday night telecast, the *Perry Como Show* due to begin in September [CLOSED CIRCUIT July 18]. Mr. Ace's signing was announced last week by Thomas A. McAvity, vice president in charge of the television network for NBC.

Among Mr. Ace's most recent writing assignments were the *Big Show* starring Tallulah Bankhead on NBC Radio and *The Buick Show* on NBC-TV.

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"TOPS" 9% AUDIENCE! (PULSE)

"TOPS" 9% SALES RESULTS! (Ask Any Local, Regional or National Advertiser)

"TOPS" 9% POPULARITY! (PUBLICATION RESEARCH SERVICE)

for Details See MEEKER

WEJL

The Scranton Times SCRANTON PENNA.

A Candelabra Antenna Readied in Texas

Two antennas of WFAA-TV and KRLD-TV will go atop a single tower being constructed near Dallas. Dresser-Ideco is installing the tower antenna.

UNUSUAL pattern to appear soon in the Fort Worth area is certain to become a Texas landmark. It is the unique "two-in-one" antenna built by RCA to permit WFAA-TV and KRLD-TV Dallas to share antenna tower while achieving the maximum allowable under aeronautical regulations. The "candelabra" antenna "represents a new approach to tv antenna design," according to A. R. Hopkins, manager of the Broadcast Equipment, Marketing, Engineering Prod-

the feasibility of twin antennas operating so close together. The model, used in the testing, solved various problems of the new design and established 75-foot spacing as necessary to eliminate interference, he said.

Haffa Steps In for Owen As Webster-Chicago Head

TITUS HAFFA, Chicago industrialist who recently acquired a substantial block of stock in Webster-Chicago Corp. [B•T, June 27], has replaced Norman C. Owen as president of the electronics firm, it was announced last week. Mr. Owen reportedly quit over a disagreement in policy.

Earlier, at a meeting of firm's distributors in Chicago's Morrison Hotel, Mr. Owen reported record sales the first six months of 1955 for the manufacture of phonographs, tape recorders and record changers, and predicted greater gains the last half. Webcor plans to sell 1.2 million phonographs this year.

It was pointed out by H. R. Letzter, vice president and general manager, that some 29 million phonographs now in use represent only 37% saturation of the American market, compared to 98% for radio sets, 74% for tv, 92% in refrigerators and 81% in electric washers.

'Cautious' Plan for Color Announced by Hallicrafters

HALLICRAFTERS Co., Chicago, is planning a "cautious, limited production" of color tv receivers this fall in anticipation of an equally limited market and with the conviction that color tv was a "premature baby" now just starting to grow.

These remarks emerged as the highlights of a talk made July 16 by Raymond W. Durst, president of the company, at a regional sales meeting in Chicago. Simultaneously, Hallicrafters announced introduction of a 17-inch table model tv receiver under \$100 and a remote control device for tuning.

Lacking on the firm's model list was a price for its uhf-vhf 21-inch console color set with RCA type tube. Last May William J. Halligan, Hallicrafters board chairman, predicted a \$695 color receiver "soon" [B•T, May 9]. The company is producing a limited quantity of receivers for fall but declines to reveal a price.

Atomic-Powered

RADIO-TV literally crossed paths last week with the atomic age at West Milton, N. Y., where dedication ceremonies were held marking the opening of a General Electric plant there. The GE plant generates electricity from atomic power for commercial distribution. Tv's union with the atom occurred when a location unit of George Blake Enterprises Inc., New York, plugged its cameras into the atomic circuit and shot film footage of the event for showing on the *General Electric Theatre*, yesterday (Sunday) on CBS-TV. It reportedly is the first time tv cameras have been nuclear powered. On the radio side, GE's WGY Schenectady used electricity generated from atomic energy to relay a program to its transmitter.

GE NOW PRODUCING IMAGE ORTHICONS

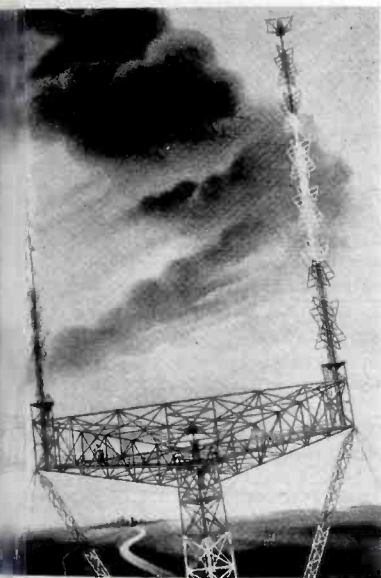
GENERAL ELECTRIC has entered factory production of the image orthicon camera tube for the first time, it was revealed by J. M. Lang, general manager of GE's Tube Dept., last week.

GE and RCA are the only manufacturers in the U. S. making the tubes. GE had set up a project to study the production of the tube about a year ago. Production schedules, according to Mr. Lang, call for shipments of the tubes this fall.

To accommodate the new production at the Schenectady plant, GE has installed air-conditioned and air-filtered manufacturing space in the power tube sub-department.

Lewis Takes RCA Market Post

APPOINTMENT of Morris S. Lewis, manager, sales administration, RCA Tube Division, as manager of market planning and analysis, was announced last week by Lee F. Holleran, general marketing manager of the RCA division. In his new post, Mr. Lewis will coordinate the planning and development of marketing, distribution and sales policies of the division including tubes, batteries, electronic components, service parts, test equipment and related items.



Division of RCA, who announced delivery of the new antenna.


RCA developed the antenna for the Texas stations to meet special needs arising from the stations' relocating transmitter sites and increasing power in order that primary coverage be delivered to both the Fort Worth and Dallas areas.

The RCA antenna, dubbed "candelabra" because of its resemblance to a double-candle, actually has two separate antennas, of the same type for each of the stations, and spaced 75 feet apart on a triangular platform atop the antenna tower.

The antenna is scheduled to be completed next month. It will rise 1,521 feet, which, according to RCA, will make it the second tallest man-made structure in the world, exceeded in height only by the RCA-installed tower of WFTV (TV) Oklahoma City that measures 1,538 feet from tower base to antenna tip.

The antenna tower is now being constructed by Dresser-Ideco Co. It passed the 1,200-foot mark last week and when completed will stand 1,521 feet. A feature of the installation will be an elevator for carrying personnel up the tower. Technicians will be able to walk down the elevator to the base of each antenna.

A. R. Hopkins said that RCA built a model of the antenna on a scale of 8-to-1 to determine



741 For 1

Not audience; not ratings—
But **DOLLAR SALES**

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\$382,000 in new home sales
from \$516 spent in
Just One Week on
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Add to **YOUR** Sales and Profits
with **PROFITable** Advertising on **WCKY**

Freak Propagations Harnessed by MIT

Scientists discover new means to send radio waves long distances, send voice signals in uhf 385 miles.

IT USED to be called freak propagation, but now the scientists have learned how to use the scattering effect in uhf and vhf transmissions to establish long distance communications.

Last week, scientists at Massachusetts Institute of Technology announced they have discovered new methods of sending radio waves over long distances.

Earlier, Bell Telephone System reported in full-page ads in news and business magazines that "There's Something New on the Telephone Horizon." This referred to long distance uhf transmissions.

Until recently, the MIT announcement said, it was believed that there were only three means of transmitting radio waves over long distances. These were (1) ground wave for low frequencies, (2) skywave for medium frequencies and (3) line-of-sight transmission via relays for vhf and uhf bands.

Through the use of high powered (10 kw) beamed transmitters and large (60-ft.) parabola receiving antennas, it has been determined that sufficient signal can be "scooped" up from erratic, low-level vhf and uhf signals to be useful in some instances at long distance. This enlarges the spectrum for long distance communications, it was explained.

The MIT report mentioned that voice signals in the uhf band have been transmitted reliably over 385 miles, and teletype signals in the vhf band sent reliably 1,100 miles (between Cedar Rapids, Iowa, and South Dartmouth, Mass.).

The first application of the new systems, MIT officials said, will be in the continental defense system of the United States and Canada. The MIT project is financed by the U. S. Air Force.

The AT&T project involves the use of uhf frequencies to transmit telephone and tv signals from southern Florida across the Straits of Florida to Cuba [B•T, Dec. 20, 1954]. The FCC granted this over-water facility contingent on the promise that there would be no interference to tv stations in southern Florida.

Edward W. Allen Jr., FCC chief engineer, said that the Commission was familiar with these findings when it set the separation factors for tv stations in 1952. He also pointed out that the level of such signals at a substantial distance from a transmitter is so low that they were not factors in causing interference between tv stations—either vhf or uhf.

DuMont Reports Sales Drop For 24-Week Period in '55

DROP in sales for a 24-week period, ending June 19, was reported last week by Allen B. DuMont Labs. The 1955 figure was \$29,741,000 compared with \$41,590,000 for the same period in 1954. DuMont pointed out that the 1954 sales figure included sales made by WDTV (TV) Pittsburgh but the 1955 sales figures include WDTV (TV) sales for only 10 days in January. WDTV (TV) was sold to Westinghouse Broadcasting Co. for \$9.75 million in January [B•T, Jan. 10].

For the first 24 weeks of this year, DuMont recorded a loss of \$1,249,000 as against a net profit after taxes of \$479,000 for the same period in 1954.



WTVD (TV) Durham, N. C., and DuMont make final arrangements for the sale of 50 kw transmitter final amplifier to convert its DuMont 5 kw transmitter high power. Harmon L. Duncan (seated) president and general manager of WTVD, Henry Cronin (l) WTVD chief engineer and Louis C. Radford Jr., representing DuMont, approve the transaction.

Electronic Strides Shown at Chi. Show

THE NATION'S music merchants received first-hand, first-time view of the newest electronic devices at the 1955 Music-Orama Show in Chicago last week.

Products included transistor radios, tv sets and a wide range of high fidelity instruments and components, as well as band instruments at the show held by the National Association of Music Merchants in the Palmer House.

A highlight of the show was the entry of Bell & Howell (cameras) into the field of high fidelity with six radio-phonograph recorder units ranging from \$500 to \$2,000. Instruments were described by Charles Percy, B & H president, as deriving from a new concept in design and engineering.

A rich future was foreseen for color too, along with hi-fi, as exemplified in comments by Frank Freimann, president Magnavox Co., Fort Wayne, Ind. An RCA Radio Corp. took the occasion to introduce its new 21-inch color set with RCA-round metal tube, as did Magnavox.

Mr. Freimann, who appeared on a tv-merchandising panel Wednesday, predicted that the tv industry is reaching "a new plateau"—launching of color television sets on a "practical basis" looking toward mass sales.

Music merchants were warned by a management consultant-accountant, H. R. S. of E. H. Scully Co., New York, to think fully about "money spent for newspaper advertising as well as radio and television." He scored lack of research among the media to the pulling power of each.

Among new developments at the show:

- General Electric's complete line of receivers, 18 of them new, the latter ranging in price from \$129.95 to \$319.95. GE shows a clock tv "wake up" set with a 14-inch screen and a radar-like development promising a larger antenna area made possible by retaining the cabinet an integral part of the antenna system.

- Granco Products Inc.'s new hi-fi phonographs and fm-am radio combinations.

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YEARBOOK & MARKETBOOK

GOES TO PRESS
AUGUST 1

Wire, or call collect
today to any
B•T
office

Motorola Cuts Color Prices, Produces New Product Line

MOTOROLA Inc., which claimed to be the manufacturer to unveil a large-screen color TV set in 1954, moved further last week in its bid to lead the color market in 1955. Chicago electronics firm announced an all-in-the-board slash on three color models it introduced a year ago, setting prices at \$695 for a table-top set and \$795 for a full console, down from \$895 and \$995. The models (all vhf) are part of Motorola's 1956 color line and include the CBS-Hytron 205 tube in a cabinet. There was no indication how many sets the firm expects to produce for the fall market. Announcement of new lists for color and of new product lines was made before more than 100 distributors and salesmen at the semi-annual sales convention in Chicago.

Motorola Promotes Seeley

DIVISIONAL MANAGER of E. S. Seeley, chief engineer of Altec Service Corp., N. Y., as director of engineering, Altec Lansing Corp., Beverly Hills, Calif., was announced last week. The assignment is effective Aug. 15. In 1929, Mr. Seeley joined Electrical Research Products Inc., predecessor of Altec Service Corp., as a field engineer.

He was named a development engineer in 1937 when Altec Service was formed, and rose to become chief engineer in 1946. Between 1946 and 1948, he was on leave of absence to work on wartime projects at Bell Labs.

MANUFACTURING PEOPLE

Howland, formerly in charge of product research and commercial sales, electronic div., Stewart-Warner Corp., Chicago, appointed general sales manager, Dage Tv Div., Thompson Products Inc., Michigan City, Ind.; **Larry H. Kline**, formerly general sales and merchandising manager, Ward Products Corp. (tv accessories), Cleveland, named special product sales manager, electronics division, Thompson Products, Cleveland.

E. Carlson, high fidelity equipment manager, Fairchild Recording Equipment Co., Wilton, N. Y., promoted to high fidelity equipment manager; **Robert G. Baeh**, assistant sales manager, advertising manager, appointed promotion manager.

Lower appointed southwest district manager, Emerson Radio & Phonograph Corp., headquarters in Denver.

Weber, Washington office manager, Emerson Corp. (magnetic tape equipment), Redwood City, Calif., named eastern regional sales manager, instrumentation div., remaining in Washington; **Jules Joslow**, field engineering manager, named Washington office manager, instrumentation div.

International Ad Session Starts Thursday in Zurich

ADVERTISING men from 35 countries will be represented at the International Advertising Conference scheduled July 28-30 at Zurich, Switzerland.

Paul R. Kruming, a director of the International Advertising Assn., left New York the weekend of July 16 for Zurich, accompanied by Jere Patterson, president of the IAA and chairman of the Zurich meeting. Before proceeding to Zurich, Mr. Kruming will confer with business leaders in various European countries.

The conference will deal with case histories of international advertising as carried on by leading companies, new research steps in developing world markets, the best use of advertising agencies to build world sales, and other means of stimulating world business through advertising and related techniques.

CBC's Rene Morin Dies

RENE MORIN, 71, vice chairman of the board of governors of the Canadian Broadcasting Corp., died on July 16 at Montreal, following a heart attack. A former mayor of St. Hyacinthe, Que., he was a financier, vice president and general manager of the General Trust Co. of Canada, Montreal, and had been on the CBC board of governors for more than a decade.

INTERNATIONAL SHORTS

KSAR Okinawa has appointed Pan American Broadcasting Co., N. Y., as representative. Station is only commercial radio outlet serving Ryukyu Islands with estimated 750,000 population.

CKVL Verdun, Que., has announced cuts in nighttime rates in both French and English commercials, effective Sept. 1, and increase in daytime rates between 6 a.m. and 8 p.m. CKVL operates in English mainly between 11:15 p.m. and 5:30 a.m. and rates for this time will not change.

INTERNATIONAL PEOPLE

Maurice J. Latour, in charge of radio-tv advertising, Molson's Brewery Ltd., Montreal, to National Broadcast Sales (station representative), Montreal, as national sales executive.

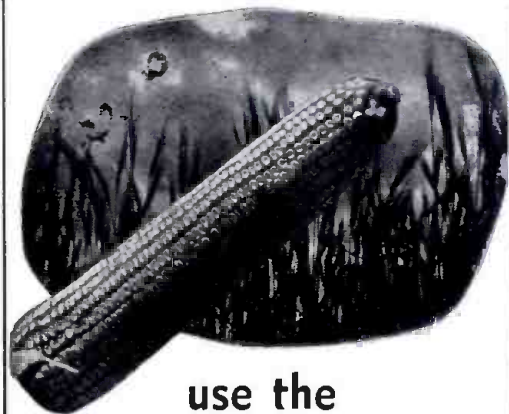
E. J. Farthing, director, Assn. of Canada Advertisers and a member of its tv-radio committee, to Canadian Westinghouse Co. Ltd., Hamilton, Ont., as advertising manager, consumer products div.

David Hilbermann, founder of United Productions of America, Burbank, Calif., to Pearl & Dean Productions Ltd., London, as animation and cartoon subjects adviser, organizing P&D's designer and animator staff.

1.4 Million Canada Tv Sets

TOTAL NUMBER of television sets in use in Canada, according to tabulation of All-Canada Television, at end of May was 1,427,989. This was based on latest sales figures from the Radio-Electronics-Television Manufacturers Assn. of Canada and previous compilations. Of this total 744,429 sets are in Ontario province, 413,055 in Quebec province, 112,793 in the three prairie provinces, 105,661 in British Columbia, and 52,051 are in the four Atlantic Coast provinces.

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WIBW

CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN
Rep. Capper Publications, Inc.

IN DETROIT

You Sell More

on

CHANNEL



WWJ-TV

NBC Television Network DETROIT

Associate AM-FM Station WWJ

Owned and Operated by THE DETROIT NEWS

National Representative

THE GEORGE P. HOLLINGBERRY CO.

KMTV (TV)'S 'FOCUS'

FACTBOOK detailing comprehensive information on all departments involved in the advertising process at KMTV (TV) Omaha, Neb., is being distributed by the station. The booklet, "Focus," includes such information as department deadlines, contracts, art and film specifications and available equipment at the station. Intended for use primarily by advertisers, agencies and program participants, the nine-page handbook is "designed as an additional aid to quality production" and is published in looseleaf form to allow for updating by KMTV whenever necessary.

'CJOC AND PEOPLE'

CJOC Lethbridge, Alta., has distributed a brochure, "CJOC and People," to national accounts, timebuyers, account executives and representatives. The people are the people of Lethbridge, "who have money to spend . . . who will buy your product . . . who listen to radio . . . who hear CJOC programs." Complete with large illustrations, the booklet also diagrams the station's layout and the layout of the surrounding area pertaining to goods production. CJOC also has distributed another promotion piece calling attention to its July 8 power increase from 5 kw to 10 kw.

MATCHES FROM WTTV (TV)

BOOK MATCHES in a box shaped like a tv set have been sent to advertisers and agencies by WTTV (TV) Bloomington, Ind. The copy reads, "It's WTTV ch. 4 for Indianapolis, Terre Haute, Bloomington and all the 2 1/4 million people in the great Hoosier heartland."



PROMINENT display of the calls of KXLY-AM-TV Spokane, Wash., is featured on trucks of the Keenan News Agency in that city. The agency's four trucks cover all parts of Spokane. While making deliveries they are backed up to the sidewalk, exposing the stations' message to the passing public.

KUJ COVERS PRISON RIOT

COVERAGE of a riot in the penitentiary at Walla Walla, Wash., was provided by KUJ there. KUJ supplied several other Washington stations with broadcasts from the prison via telephone recording and augmented its own phoned reports with tape recordings of press meetings in the penitentiary. The station also fed reports to the United Press, covering the first five hours of the riot for them.

\$32,000 AND MOTHER

AIRMAN Ira Kreitzer travelled 150 miles from Loring Air Force Base to WTWO (TV) Bangor, Me., to watch his Bible-student mother try for \$32,000 on CBS-TV's \$64,000 Question. With his girl friend from the U. of Maine, Mr. Kreitzer strolled into the WTWO studios and said he wanted to see his mother on tv. After a confirmation of his identity, "Zeke" was interviewed on the air and then watched his mother take Revlon for the \$32,000. A second interview after the program was aired by WTWO.

KALE IS A SUCCESS

FOR the grand opening of a new supermarket in Pasco, Wash., KALE-AM-FM Pasco-Kennecook-Richland aired 20 ten-second promotional spots five days and 10 one-minute spots four days prior to the event. On the first day of the two-day opening, hourly five-minute audience participation shows were broadcast from the market from 10 a.m. to 5 p.m. During both days personality Loyd Aman conducted his western show from the store. Drawings and giveaways featured the celebration and KALE estimates the attendance at 10,000. Many items of merchandise in the store were sold out completely either in the first or second day. As a result of the successful promotion, KALE reports it has been guaranteed 50% of all future advertising of the supermarket and its sister store. In addition, KALE says, it has been solicited by two supermarket chain owners to lay out an opening promotion for them with a carte blanche budget.

CJSP WINDSHIELD STICKERS

CJSP Leamington, Ont., has distributed windshield stickers with its call letters to thousands of local motorists and summer tourists.

TOM AND LAVINIA

COMPETITION among elementary children for the titles of Tom Thun Lavinia Warren, famous midget couple annual week-long Barnum Festival in port, Conn., was conducted for 10 w WICC there. Festival honors the of P. T. Barnum of circus fame, who Bridgeport native. The station aired casts on Bridgeport history and childre ing the contest matched wits in quizzes historical material. WICC reports the r was so great that a qualifying step of essay was added. Top contenders i Saturday quiz show competed in the fina two youngsters were selected to play tl of the circus team.

WOKY'S QUICK INTERVIEW

INTERVIEW with Dr. Cary Middlecoff, of the \$35,000 Miller Open Golf Tour in Milwaukee, was broadcast by WOKY two minutes after he finished the 18th with a score of 64. WOKY, which ori 16 pickups from the tournament, air Memphis dentist's account of his round.

WFBR PRESENTS IN CHICAG

WFBR Baltimore will offer a station tation to midwest agency and advertising tives at a luncheon in Chicago's Drake next Thursday. Timebuyers, account tives, advertising and sales managers and have been invited to attend the lunch be hosted by John Blair & Co., nation representative for WFBR. Robert B. Jo vice president and general manager of is expected to head up the WFBR cont A similar presentation was given in Nev some weeks ago.

SPANISH FROM THE SUMMIT

SPECIAL series of News Round-Ups Fr Summit broadcasts in Spanish are being by WRUL Boston, international radio in cooperation with the U. S. Infor Agency. The USIA has a special radi circuit direct from Geneva and is del the basic information and background o day's meetings to WRUL for editing and casting on three frequencies in Spanish to America. Also, 54 members of the Inter-American Network have been invi rebroadcast the news summaries to lister Cuba, Venezuela, Colombia and Central ica. In connection, WRUL is conducting test for essays by Latin Americans of best to implement President Eisenhower's efforts at Geneva.

broadcasting's gold mine of bright new instrumental tunes

STANDARD SHORTY-TUNES

Monthly releases of 20 current and standard pop tunes—each averaging only **1 1/2** Minutes in length

Includes Top Talent instrumental selections—specially arranged and recorded each month expressly for this Standard Shorty-Tunes service. 100% usable numbers—no duds; Discs are 12 inch virgin vinylite, high fidelity recorded at 33-1/3 rpm with 10 second spirals between selections for continuous play or easy cueing.

NOW NO CONTRACT REQUIRED
Buy Outright Month to Month

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BROKERS and FINANCIAL CONSULTANT
RADIO and TELEVISION STATION

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All Inquiries Confide

TIMES A WEEK

RD HIGH of 210 newscasts and weather ns per week is now being prepared for WNAC - AM - TV Boston and the Yankee Network under the supervision of Leland C. Bickford, editor-in-chief of the Yankee Network News Service, and his staff. Since their start in March 1934, the news editions always have been a successful financial vehicle. Yankee reports, and it currently lists a

40 sponsors. Mr. Bickford wrote his story for Yankee on March 1, 1934, the exception of service during World War has been on the beat ever since.

COVERS TRAIN WRECK

EN minutes after a Washington-Boston wrecked nearby, WNAB Bridgeport, was on the spot reporting events. An with the train's fireman who man- pull himself from the locomotive was Jim Elliott. He also interviewed the superintendent of the New Haven who said excessive speed caused the n addition, Mr. Elliott fed news of cent to CBS.

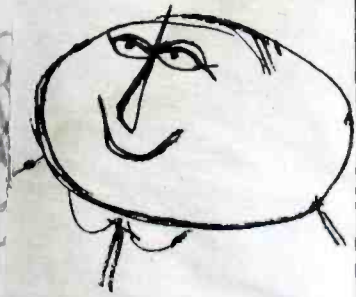
JUMPING SALES

metal discs advising recipients of what when they use Westinghouse Broad- Co. stations are being distributed by copy on the metal says "your sales o WBC," and when the disc is placed d surface it further illustrates the point a few feet in the air.

INCIPATION OF SUFFOCATION

Kalamazoo, Mich., held its annual r hirt Days" celebration early this month, the theme "emancipation of suffoca- in the days designated the town dons srtis and this year even the mayor wore tted with WKZO's call letters.

ot forget to reserve your ae in the TELECASTING YEAR- & MARKETBOOK today.



al deadline: August 1 lication date: Mid-August. 000 run.

UPCOMING

JULY

July 22-27: National Audio-Visual Convention, Sherman Hotel, Chicago.
July 28-30: International Advertising Conference, State Parliament Bldg., Zurich, Switzerland.

AUGUST

Aug. 1-9: Educational Television Workshop, Michigan State College, East Lansing.
Aug. 8: RAB Clinic, Atlanta.
Aug. 9: RAB Clinic, Charleston, S. C.
Aug. 10: RAB Clinic, Winston-Salem, N. C.
Aug. 11: RAB Clinic, Norfolk, Va.
Aug. 12: RAB Clinic, Philadelphia.
Aug. 14-Sept. 3: National Assn. of Educational Broadcasters television production workshop, State U. of Iowa, Iowa City.
Aug. 20-21: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.
Aug. 22: RAB Clinic, Tampa, Fla.
Aug. 23: RAB Clinic, Birmingham, Ala.
Aug. 24: RAB Clinic, Baton Rouge, La.
Aug. 24-26: West Coast Electronics Manufacturers Assn. and Los Angeles and San Francisco Institute of Radio Engineers sections show and convention, San Francisco.
Aug. 25: RAB Clinic, Ft. Worth, Tex.
Aug. 26: RAB Clinic, San Antonio, Tex.

SEPTEMBER

Sept. 2-4: National Agricultural Tv Clinic, U. of Missouri.
Sept. 6: RAB Clinic, Los Angeles.
Sept. 7: RAB Clinic, Bakersfield, Calif.
Sept. 8: RAB Clinic, San Francisco.
Sept. 9: RAB Clinic, Ogden, Utah.
Sept. 11-13: Seventh Dist. AFA Convention, Birmingham, Ala.
Sept. 12-14: CBS Radio Affiliates meeting, Detroit.
Sept. 12-16: National Assn. of Educational Broadcasters engineering workshop, Michigan State College, East Lansing.
Sept. 15-16: Michigan Assn. of Broadcasters, Hidden Valley, Gaylord.
Sept. 15-16: Michigan AP Broadcasters Assn., Hidden Valley, Gaylord.
Sept. 18-24: National Radio & Television Week.
Sept. 19: RAB Clinic, Seattle, Wash.
Sept. 20: RAB Clinic, Portland, Ore.
Sept. 21: RAB Clinic, Colorado Springs, Colo.
Sept. 22: RAB Clinic, Cheyenne, Wyo.
Sept. 23: RAB Clinic, Albuquerque, N. M.
Sept. 29-Oct. 1: Tenth Dist. AFA Convention, Oklahoma City, Okla.

OCTOBER

Oct. 3: RAB Clinic, Washington.
Oct. 3-5: National Electronics Conference, Sherman Hotel, Chicago.
Oct. 4: RAB Clinic, Pittsburgh.
Oct. 5: RAB Clinic, Rochester, N. Y.
Oct. 6: RAB Clinic, Burlington, Vt.
Oct. 7: RAB Clinic, Boston.
Oct. 7-8: Third Dist. AFA Convention, Sedgefield Inn, Greensboro, N. C.
Oct. 7-9: National Adv. Agency Network, western meeting, Dayton, Ohio.
Oct. 8: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.
Oct. 14-16: National Adv. Agency Network, eastern meeting, Atlantic City, N. J.
Oct. 17: RAB Clinic, Milwaukee.
Oct. 17-19: Radio-Electronics-Television Mfrs. Assn. Radio Fall Meeting, Hotel Syracuse, Syracuse, N. Y.
Oct. 18: RAB Clinic, Chicago.
Oct. 19: RAB Clinic, Detroit.
Oct. 20: RAB Clinic, Cleveland.
Oct. 21: RAB Clinic, New York.
Oct. 24-25: Electron devices group of IRE, Shoreham Hotel, Washington.
Oct. 31: RAB Clinic, Indianapolis.
Oct. 31-Nov. 2: Assn. of National Advertisers Annual Meeting, Hotel Plaza, New York.

NARTB Regional Meetings

| | | |
|---|-------------|-----------------------------------|
| Region 4 (Dist. 7, 8, 9, Ky., Ohio, Ind., Mich., Ill., Wis.) | Sept. 19-21 | Edgewater Beach Hotel, Chicago |
| Region 1 (Dist. 1, 2, New England States, N. Y., N. J.) | Sept. 21-23 | Saranac Inn, Saranac, N. Y. |
| Region 3 (Dist. 5, 6, Fla., Ga., Ala., Miss., La., Ark., Tenn., Puerto Rico) | Sept. 28-30 | St. Charles Hotel, New Orleans |
| Region 2 (Dist. 3, 4, Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.) | Oct. 12-14 | Roanoke Hotel, Roanoke, Va. |
| Region 8 (Dist. 15, 16, 17, Wash., Ore., Calif., Nev., Ariz., Hawaii, Alaska) | Oct. 24-26 | St. Francis Hotel, San Francisco |
| Region 7 (Dist. 14, N. M., Colo., Utah, Wyo., Idaho, Mont., Western S. D.) | Nov. 1-3 | Broadmoor Hotel, Colorado Springs |
| Region 5 (Dist. 10, 11, Minn., N. D., Eastern S. D., Iowa, Neb., Mo.) | Nov. 7-9 | Fort Des Moines Hotel, Des Moines |
| Region 6 (Dist. 12, 13, Kan., Okla., Tex.) | Nov. 15-17 | Baker Hotel, Dallas |



Effective September 28, 1955, KMBC-TV joins the nation's most dynamic and fastest-growing television network, the American Broadcasting Company. For programming details, consult your Free & Peters Colonel or:

Don Davis, First Vice President
John Schilling, Vice Pres. & Gen. Mgr.
George Higgins, Vice Pres. & Sales Mgr.
Mari Greiner, Director of Television

BIG VOICE



IN NORTH CAROLINA'S
GOLDEN TRIANGLE

WSJS
RADIO
WINSTON-SALEM
NORTH CAROLINA
HEADLEY-REED, REPRESENTATIVES

THE QUAD-CITIES

ROCK ISLAND • MOLINE • EAST
MOLINE, ILL. • DAVENPORT, IA.

NOW
1/4 MILLION
PEOPLE

According to Sales Management's Survey of Buying Power (May 10, 1955) the Quad-Cities now have 250,200 people with an Effective Buying Income of \$5843 per family or \$1794 per capita. Cover this rich 450 million dollar market with WHBF radio or TV—the Quad-Cities' favorites.

CBS FOR THE



Quad-Cities' favorite

WHBF AM
FM
TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Randall, Inc.

BMI

BOOK PARADE

America's Most Widely
Listened-to Book Program

In Current Release

THESE BOOKS:

- "Patience"—W. S. Gilbert and Sir Arthur Sullivan
- "Out of My Life and Thought"—Albert Schweitzer
- "Shane"—Jack Shaefter
- "Joan of Arc"—Lucien Fabre
- "The Roosevelt Family of Sagamore Hill"—Herman Hagedorn
- "Dan'l Boone Kissed Me"—Felix Holt
- "The Last Hunt"—Milton Lott
- "The French Canadians"—Mason Wade
- "The Devils"—Fyodor Dostoyevsky (new translation by David Margarshack)
- "The Pearl Seekers"—Norman Bartlett

THESE REVIEWERS:

Gilbert E. Govan; Gerald E. Cosgrove; Delmar Leaming; Margaret Young; Ernest Cady; Marion Trainor; Wallace Stegner; Phyllis Lee Peterson; Gil Orlovitz; Ronald McKie.

BROADCAST MUSIC, INC.

589 FIFTH AVE., NEW YORK 17, N.Y.

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

FOR THE RECORD

Station Authorizations, Applications

(As Compiled by B • T)

July 14 through July 20

Includes data on new stations, changes in existing stations, ownership change cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. STI—studio-transmitter link. synch. amp.—synchrous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—

megacycles. D—day. N—night. LS—set. mod.—modification. trans.—transmission. unl—unlimited hours. kc—kilocycle. special service authorization. STA—special temporary authorization.

FCC Commercial Station Authorizations As of June 30, 1955 *

| | AM | FM | TV |
|-----------------------------|-------|-----|-----|
| Licensed (all on air) | 2,719 | 525 | 137 |
| Cps on air | 13 | 15 | 321 |
| Cps not on air | 108 | 12 | 124 |
| Total on air | 2,732 | 540 | 458 |
| Total authorized | 2,840 | 552 | 582 |
| Applications in hearing | 136 | 3 | 165 |
| New station requests | 22 | 6 | 16 |
| New station bids in hearing | 32 | 0 | 111 |
| Facilities change requests | 152 | 5 | 33 |
| Total applications pending | 836 | 78 | 215 |
| Licenses deleted in June | 1 | 3 | 0 |
| Cps deleted in June | 1 | 0 | 1 |

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially, but station may not yet be on air.

Am and Fm Summary Through July 20

| | On Air | Licensed | Cps | Appls. Pending | In Hearing |
|----|--------|----------|-----|----------------|------------|
| Am | 2,732 | 2,721 | 139 | 260 | 88 |
| Fm | 540 | 256 | 30 | 13 | 0 |

Tv Summary Through July 20

Television Station Grants and Applications Since April 14, 1952

Grants Since July 11, 1952:

| | Vhf | Uhf |
|---------------------|-----|-----|
| Commercial | 290 | 32 |
| Noncom. Educational | 17 | 11 |

Total Operating Stations in U.S.

| | Vhf | Uhf |
|----------------------|-----|-----|
| Commercial on air | 313 | 102 |
| Noncom. Educ. on air | 10 | 3 |

Applications Filed Since April 14, 1952

| | New Amend. | Vhf | Uhf |
|---------------|------------|-----|-----|
| Commercial | 953 | 337 | 749 |
| Noncom. Educ. | 59 | | 31 |

Total 1,112 337 780

1 145 Cps (30 vhf, 115 uhf) have been deleted.

2 One applicant did not specify channel.

3 Includes 35 already granted.

4 Includes 645 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

PETITIONS

Houma, La.—Fred Weber petitions FCC to amend sec. 3.606 so as to assign ch. 11 in lieu of ch. 30 to Houma. Received July 8.

Houma, La.—St. Anthony Television Corp. petitions FCC to amend sec. 3.606 so as to assign ch. 11 to Houma. Received July 11.

Mayaguez, P. R.—El Mundo Inc. and The Ponce de Leon Bestg. Co. of P. R. petitions FCC to change allocation of ch. 7 from Ponce, Puerto Rico to Mayaguez, Puerto Rico. July 13.

APPLICATIONS

KATV (TV) Pine Bluff, Ark.—Seeks cp to change ERP to 316 kw visual, 158 kw aural and make equipment changes. Antenna height above average terrain 1015 ft. Filed July 14.

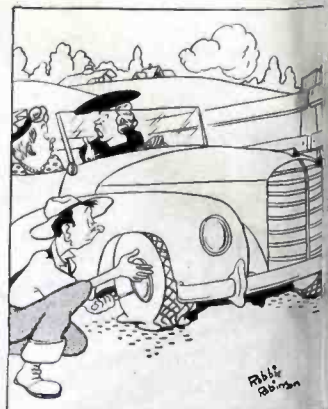
WGBS-TV Miami, Fla.—Seeks mod. of cp to change ERP to 187.2 kw visual and 94 kw aural, install non-directional antenna system and make other equipment changes. Antenna height above average terrain 915 ft. Filed July 14.

Monroe, La.—State Dept. of Education, seeks vhf ch. 13 (210-216 mc); ERP 27 kw visual, 13.5 kw aural; antenna height above average terrain 522 ft., above ground 537 ft. Estimated construction cost \$236,960, first year operating cost \$125,000, revenue none. Post office address % Honorable Shelby M. Jackson, State Supt. of Public Education, State Capitol Bldg., Baton Rouge 4, La. Studio and transmitter location Monroe. Geographic coordinates 32° 31' 59" N. Lat., 92° 06' 40" W. Long. Trans. and antenna GE; legal counsel, Warren Woods, Roberts & McInnis, Washington. Consulting engineer, Frank H. McIntosh, Washington. Station is to be non-profit outlet for educational purposes and owned by the state of Louisiana. Filed July 18.

Cheboygan, Mich.—R. E. Hunt d/b as Straits Bestg. Co., vhf ch. 4 (68-72 mc); ERP 1.293 kw visual, 1.293 kw aural; antenna height above average terrain 281 ft., above ground 344 ft. Estimated construction cost \$84,729.82, first year operating cost \$30,000, revenue \$70,000. Post office address c/o Radio Station WCBY Mackinaw Ave., Cheboygan. Studio and trans. location Cheboygan. Geographic coordinates 45° 39' 27" N. Lat., 84° 29' 30" W. Long. Transmitter Gates, antenna RCA. Legal counsel Barnes & Neilson, Washington, D. C. Consulting engineer, Norb Foepelman, Cheboygan. Mr. Hunt is 80% owner WPTW Piqua, Ohio and 100% owner WCBY Cheboygan. Filed July 20.

Laurel, Miss.—S. A. Rosenbaum and W Smylie d/b as Laurel Television Co., v (174-180 mc); ERP 100.4 kw visual, 50.2 kw antenna height above average terrain above ground 473 ft. Estimated construction cost \$192,000, first year operating cost revenue \$110,000. Post Office address Ro Bldg., Meridian, Miss. Studio and trans. Laurel. Geographic coordinates 31° 37' 30" 89° 06' 53" W. Long. Transmitter Standatronics, antenna RCA. Legal counsel N & Wilkinson, Washington, D. C. Consultant Gantney & Jones, Washington, D. C. Rosenbaum (50%) realtor, is treas.-11.5% WTOK-AM-TV Meridian, Miss. Mayor (50%) is general insurance firm majority Filed July 20.

KHAS-TV Hastings, Neb.—Seeks mod. change studio location to trans. site 2 north of Hastings on U. S. Hwy. 281 and waiver of sec. 3.613 of FCC rules. Install antenna system and make other eq changes. Antenna height above average 734 ft. Filed July 15.



"This can only happen in the front, because KRIZ Phoenix advertised both my rear ends."

CALL LETTERS ASSIGNED

D-TV Wichita, Kan.—Wichita Television ch. 3. Changed from KTVR (TV).
TV Whitefish Bay, Wis.—Independent on Inc., ch. 6.

ing Tv Stations . . .

ACTIONS BY FCC

D-TV Des Moines, Iowa—Granted mod. of change ERP to 316 kw visual, 200 kw aural, type antenna and make other equipment changes. Action July 15; announced July 19.

D-TV Traverse City, Mich.—Granted (of ERP to 53.7 kw visual, 32.4 kw aural; antenna height above average terrain 760 ft. Action July 15; announced July 19.

D-TV Florence, S. D.—Granted change of trans. location and change ERP to 15 kw visual, 15 kw aural and make antenna equipment changes. Action July 11; announced July 19.

Tex.—H. C. Avery Jr. & David H. Cole Vidicon Industries of America, granted 118 (180-186 mc); ERP 28.2 kw visual, 15.8 kw aural; antenna height above average terrain 318 ft. Estimated construction cost \$105,450, first year operating cost \$77,900, revenue \$99,010. Post office address % Ross K. Prescott, attorney, Life of America Bldg., 820 W. Ave., Laredo. Geographic coordinates 29° 3' N. Lat., 99° 30' 29" W. Long. Trans. DuMont, antenna RCA. Legal counsel H. C. Prescott, Dallas. Consulting engineer Hutchison, Arlington, Tex. Principals in general partnership include H. C. Avery, architect and engineer, and David H. Cole, general construction material and service contractor. Granted July 20.

Tex.—Cecil Mills and KOSA d/b as television Co., granted vhf ch. 7 (174-180 mc) ERP 22.9 kw visual, 11.45 kw aural; antenna height above average terrain 285.8 ft., above ground 58 ft. Estimated construction cost \$205,000, first year operating cost \$159,140, revenue \$100,000. Post office address Mercantile Securities Co., Dallas, Tex. Studio and trans. location in Dallas, Tex. Geographic coordinates 31° 50' 43" N. Lat., 102° 22' 20" W. Long. Trans. and antenna legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson. Mr. Mills is producing property and holds minority interest in diversified businesses. Granted July 13; announced July 15.

D-TV Yakima, Wash.—Cascade Bestg. Co. technod. of cp for ch. 29 to change ERP to 100 kw visual, 63.1 kw aural; antenna height above average terrain 970 ft. Action July 15; announced July 19.

APPLICATION

D-TV Yuma, Ariz.—Seeks mod. of cp to change studio location to on U. S. Hwy. 80, approximately 7.5 miles west of Yuma, approximately 1,000 ft. north 15 degrees of Pilot Knob, Yuma (same as trans. site), and request for sec. 3.613 of FCC rules. Filed July 20.

Am Stations

ACTIONS BY FCC

Flomaton, Ala.—Tri-City Bestg. Co., granted 100 w daytime. Post office address % Wilkes-Barre, P. O. Box 218, Flomaton. Estimated construction cost \$27,050, first year operating cost \$20,000, revenue \$25,000. Principals include Pres. L. Kline (25%), hardware store owner; Vice Pres. J. E. Jackson (25%), store owner; Vice Pres. Hank Dixon (25%), telegraph operator, and Mrs. Carl E. Jones (25%), bank president. Action July 20.

Flomaton, Fla.—Edward C. Allmon d/b as Tri-City Radio Bestrs., granted 1240 kc, 250 w unlimited. Post office address General Delivery, Air Force Base, Fla. Estimated construction cost \$10,410, first year operating cost \$16,000, revenue \$24,000. Mr. Allmon is physicist and electronic engineer at Eglin Air Force Base. Action July 20.

1st in Power and Coverage
1,000,000 WATTS

WILK-TV

**Wilkes-Barre
 Scranton**

Call Avery-Knodel, Inc.

BROADCASTING • TELECASTING

Golden Meadow, La.—Leo Joseph Theriot granted 1600 kc, 500 w daytime. Post office address Box 368, Golden Meadow. Estimated construction cost \$19,528, first year operating cost \$36,000, revenue \$50,400. Mr. Theriot deals in general insurance. Granted July 14.

Flint, Mich.—Binder - Carter - Durham Inc., granted 1420 kc, 500 w day, DA, condition. Post office address 711 National Bldg., Flint. Estimated construction cost \$24,628, first year operating cost \$35,000, revenue \$50,000. Principals Pres. Richard S. Carter (25%), WBBC Flint, Mich., employee; Vice Pres. Ernest L. Durham (25%), WBBC announcer; Treas. Albert Binder (25%) and Sec. Harry J. Binder (25%) have furniture store interest. Granted July 20.

Newton, Miss.—E. Glenn Abercrombie tr/as Newton County Bestg. Service, granted 1410 kc, 500 w daytime. Post office address Albertsville, Ala. Estimated construction cost \$17,800, first year operating cost \$30,000, revenue \$32,500. Mr. Abercrombie is salesman, WAVU Albertsville, Ala., and former 48.6% owner of WCRL Oneonta, Ala. Granted July 20.

Brookfield, Mo.—William R. Tedrick, Leslie P. Ware & Ira J. Williams d/b as Green Hills Bestg. Co., granted 1470 kc, 500 w daytime, directional. Post office address % William R. Tedrick, Box 5, Booneville, Mo. Estimated construction cost \$16,605, first year operating cost \$36,000, revenue \$50,000. Principals in equal general partnership include William R. Tedrick, owner of KWRT Booneville, Mo.; Leslie P. Ware, principal stockholder KLPW Union, and vice pres.-minority stockholder-general manager KCKT-TV Great Bend, Kan., and Ira J. Williams, pres.-50% owner Brookfield (Mo.) Pub. Co. Granted July 20.

St. Joseph, Mo.—Broadcast Group Inc., granted 1270 kc, 1 kw daytime. Post office address, Suit 504, Commerce Building, Kansas City, Mo. Estimated construction cost \$18,876, first year operating cost \$49,000, revenue \$60,000. Principals include President J. D. Spears (50.9%), real estate development sales and construction; Vice President Peter T. Scott (49%), advertising; and Secretary Kenneth E. Bigus (0.1%), attorney. Granted July 14.

Klamath Falls, Ore.—C. E. Wilson, P. D. Jackson and W. D. Hansen d/b as K-Lad Bestrs., granted 900 kc, 1 kw daytime. Post office address P. O. Box 1109, Medford, Ore. Estimated construction cost \$12,650, first year operating cost \$48,000, revenue \$52,000. Principals in equal partnership include C. E. Wilson (1/3), P. D. Jackson (1/3), and W. H. Hansen (1/3). All are associated in the ownership of KBOY of Medford, Ore. Granted July 14.

Carthage, Tex.—Thomas F. Alford and F. E. Barr d/b as Carthage Bestg. Co. granted 1590 kc, 1 kw, daytime. Post office address % T. F. Alford, 1119 Locust St., Texarkana, Ark. Estimated construction cost \$17,500, first year operating cost \$30,000, revenue \$40,000. Principals in general partnership include Thomas F. Alford (50%), former 50% owner KDAS Malvern, Ark., and F. E. Barr (50%), furniture and appliances. Granted July 14.

Rusk, Tex.—E. H. Whitehead, granted 1580 kc, 500 w daytime. Post office address Box 316, Rusk. Estimated construction cost \$14,959, first year operating cost \$25,200, revenue \$36,000. Mr. Rusk is publisher of *The Rusk Cherokee* (weekly) and *The Citizen* (monthly). Granted July 14.

Fairfax, Va.—Arthur Kellar and George E. Oleson d/b as O. K. Bestg. Co., granted 1310 kc, 500 w day. Post office address 984 Radcliffe Dr., Alexandria, Va. Estimated construction cost \$12,660, first year operating cost \$32,000, revenue \$48,000. Principals include George E. Oleson (50%), general manager WEAM Arlington, Va., and Arthur Kellar (50%), sales manager and assistant manager WPIK Alexandria, Va. Granted July 20.

Waupaca, Wis.—Dorothy J. Laird, granted 800 kc, 500 w daytime. Post office address 2355 South Webster, Green Bay, Wis. Estimated construction cost \$27,372, first year operating cost \$45,000, revenue \$55,000. Mrs. Laird is wife of Ben. A. Laird, officer and stockholder of WDUZ Green Bay, and WMAW Menominee, Mich. Granted July 20.

APPLICATIONS

Rocky Ford, Colo.—David R. Worley and James L. Littlejohn d/b as Arkansas Valley Bestg. Co., 1320 kc, 1 kw day. Post office address P. O. Box 865, Lovington, N. M. Estimated construction cost \$19,250, first year operating cost \$30,000, revenue \$40,000. Mr. Worley (70%) owns KLEA Lovington, N. M., 20% owner KDAV Lubbock, Tex., 20% owner KTMN Tucumcari, N. M., and pres.-36% owner community tv system, Lovington, N. M. Mr. Littlejohn is manager, KLEA. Filed July 15.

Hazlehurst, Ga.—A. M. Thomas, 1450 kc, 250 w unlimited. Post office address P. O. Box 732, Jacksonville, Fla. Estimated construction cost \$9,530.00, first year operating cost \$20,800.00, revenue \$30,000.00. Mr. Thomas owns television-appliance store, Jacksonville. Filed July 14.

Mt. Pleasant, Iowa—John Garrett tr/as Henry County Bestg. Co., 1220 kc, 250 w day. Post office address 3215 Jerome Lane, East St. Louis, Ill. Estimated construction cost not given, first year operating cost not given, revenue not given. Mr. Garrett holds cp for an am at Washington, Iowa (KWBX) which he wishes to cancel and substitute present application. Filed July 20.

Leesville, La.—Cyril W. Reddoch, John B. McCrary and Ralph L. Hooks, d/b as Leesville Bestg. Co., 1570 kc, 250 w day. Post office address, P. O. Box 46, De Ridder, La. Estimated construction cost \$12,250, first year operating cost \$24,000, revenue

**top markets
 top stations**

**SKYLINE
 GROUP
 DISCOUNTS
 too.**



SALT LAKE CITY KDYL-KTVT
DENVER KLZ AM-TV
ALBUQUERQUE KOB AM-TV

SKYLINE GROUP, RADIO-TV
 Covering the Uranium
 Triangle—Colorado, Utah, New Mexico

J. I. MEYERSON, 3432 RCA BLDG., N. Y.
 THE KATZ AGENCY • BRANHAM CO.

7 out of 10*



**KTVH FIRST
 AGAIN IN WICHITA AREA**

June, 1955 ARB* shows KTVH taking seven out of top ten class "A" time shows. WINDY says, "Once again for the third straight survey KTVH proves dominance in Wichita and 14 other important Central Kansas communities."

**To Cover Central Kansas
 Better Buy KTVH**

KTVH
 HUTCHINSON

VHF 240,000 WATTS CBS BASIC-DUMONT CHANNEL 12

Represented Nationally by H-R Representatives, Inc.

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.

to Jones to Mr. Jones. Stock transaction. July 20.

WJTV (TV) Jackson, Miss.—Granted assignment of licenses from Standard Life Bstg. Capitol Bstg. Co. Change is in name only. July 14; announced July 19.

Natchez, Miss.—Granted transfer of control of P. K. Ewing and P. K. Ewing Jr. No action as assignment of control would through will of P. K. Ewing, deceased. Action also involves exchange of 25% interest of P. K. Ewing Jr. and his brother, F. C. Ewing, who each owns 25% of WGRM Greenville, S. C. After exchange Mrs. Ewing owns WMIS; P. K. Ewing Jr., 50% WMIS, and P. K. Ewing, 50% WGRM. Granted July 20.

Athens, Ohio.—Granted assignment of license to A. H. Kovlan, Stephen H. Kovlan and Edward Kovlan, d/b as Radio Athens, for \$36,606. Kovlan will own 70%; S. H. Kovlan 20%. Edward Kovlan 10%. Granted July 20.

Oklahoma City, Okla.—Granted assignment of license to Citizens Bstg. Co. of Oklahoma for \$50,845. Citizens owns KWKC Abilene. Granted July 20.

Corvallis, Ore.—Granted transfer of license to Lane Bstg. Co. and Oregon Radio (LM Salem, Ore.) for \$4,500 plus loan of \$1,000. Lane is licensee of KORE Eugene, Ore. Principals, Lee P. Bishop, W. D. Abel, E. T. Smith, J. Don Smith and Harry Thoms, each own 25% shares of KVAL-TV Eugene. Granted July 20.

Hanover, Pa.—H. Vernon Ferster, John R. Ferster and Philip A. Rohrbaugh d/b as Radio Inc. granted transfer of control to Mr. Ferster who buys Mr. Ferster's 10.37% interest for \$10,000. Mr. Ferster will now own 50.5% interest. July 13; announced July 19.

GAM-FM Philadelphia, Pa.—Granted assignment of control to WPFH Bstg. Co. with principals of both same. Principals own WDEL-WPFH (TV) Wilmington, Del., WJZZ-FM Middletown, N. Y., WAEB Allentown, Pa., and WJZZ-FM Allentown, Pa. Granted July 13; announced July 19.

WIS-AM-FM Pittsburgh, Pa.—Granted assignment of license from WWSW Inc. to WWSW Inc. Change is in corporate structure only. July 13; announced July 19.

Westerly, R. I.—Granted transfer of control to WJZZ-FM. Principals include WJZZ-FM, commercial and advertising manager, WDRC Hartford, Conn., and WJZZ-FM (14%), and Carolyn S. Malo (4%). Granted July 20.

Charlotte, S. C.—Granted transfer of license to Harry C. Weaver through sale of all shares for \$49,500. Mr. Weaver is 50% owner of WJZZ-FM and holds interest in WOKE Charlotte, both Tenn. Granted July 20.

Fort Worth, Tex.—Granted assignment of license to KKOL Inc. for \$260,555. KKOL Inc. principals include Pres. Wendell Mayes (20%), vice-president majority stockholder KBWD Brownsville, Tex., and KNOW Austin, Tex., president-owner KTOK Oklahoma City, vice president-owner KSNY Snyder, Tex.; Vice Pres. C. C. Woodson Jr. (40%), vice president-25% owner KTOK, and stockholder in five Texas-Oklahoma partnerships; Sec.-Treas. Wendell Mayes Jr. (15%), advertising director-8.3% owner KBWD, 5% owner WJZZ-FM, 10% owner KSNY; C. C. Woodson Jr. and William W. Jamar Jr. (15%), commercial manager-8.3% owner KBWD, 5% owner WJZZ-FM, 10% owner KSNY. Granted July 20.

APPLICATIONS

OKEDO (FM) Ontario, Calif.—Seeks transfer of majority stockholder Mrs. Jerene

As you see, what am I suppose 'ta do today? Haircut? Call Joe? Nah, I remember. The Broadcasting guy said send in your reservation today for the casting Yearbook. I will. It's a good buy. Everybody in on it.



Final Deadline: August 1

Appleby Harnish to Philip A. Sawyer for \$12,700. Mr. Sawyer is retail advertising manager of Ontario Daily Report, station parent firm. Mrs. Harnish also seeks to transfer, gratis, 1% each to her sons Andrew B. Appleby and Carlton R. Appleby. After transfer Mrs. Harnish will hold 63%; C. R. Appleby 18.5%, and A. B. Appleby 6.5%. Filed July 20.

KFEL-TV Denver, Colo.—Seeks transfer of control from trustees of the Eugene P. O'Fallon Trust to Gotham Bstg. Corp. for \$400,000. Principals include J. Elroy McCaw (75%), pres.-50% owner KELA Chehalis, Wash.; sec.-treas.-33.3% owner KVAK Yakima, Wash.; sec.-treas.-33.3% owner KALE-AM-FM Richland, Wash.; pres.-50% owner KYA San Francisco; owner KORC Mineral Wells, Tex.; vice pres.-25% owner KONA Honolulu, Hawaii; pres.-75% owner WINS New York; owner KTVW (TV) Seattle, Wash., application pending for station at Walla Walla, Wash., and John D. Keating (25%), vice pres.-50% owner KYA; pres.-25% owner KONA, and vice pres.-25% owner WINS. Filed July 14.

KMYR Denver, Colo.—Seeks voluntary assignment of cp to Dolph-Petty Bstg. Co. for \$60,000. Principals are Vice Pres. William B. Dolph (40.2%), pres. WMT Cedar Rapids, Iowa, 29% owner WMT-TV Cedar Rapids, 15% owner KJBS San Francisco, interest in KULA-TV Honolulu, interest in KGIL San Fernando, Calif.; Pres. Herbert L. Petty (40.2%), pres. KULA-AM-TV Honolulu, director of licensee of KGIL San Fernando. Other shares are owned by other business firms. Filed July 14.

KLAK Lakewood, Colo.—Seeks assignment of license to Lakewood Bstg. Service Inc. Change to corporation; no consideration or change in stockholders. Filed July 18.

WGH-TV Hartford, Conn.—Seeks assignment of cp to CBS for \$650,000. Filed July 19.

WTIM Taylorville, Ill.—Seeks assignment of license to Keith Moyer tr/as Moyer Bstg. Co. for \$60,000. Mr. Moyer is 55% owner WBBA Pittsfield, Ill. Filed July 19.

WMOR Morehead, Ky.—Seeks voluntary assignment of license from Morehead Bstg. Co. a partnership, to Morehead Bstg. Co., a corporation. Change does not involve change in stockholders. Filed July 19.

WAGE-TV Marquette, Mich.—Seeks assignment of cp to Lake Superior Bstg. Co. for \$20,000. Principals include Frank J. Russell Jr., 80% owner WMIQ Iron Mt., Mich. Lake Superior controls WDMJ Marquette, Mich. Mining Journal Co., of which Mr. Russell is 72% owner, owns all Lake Superior stock and holds interest in WSAU-AM-TV Wausau, Wis. Filed July 19.

WTRI (TV) Menands, N. Y. (Albany)—Seeks transfer of control of permittee (Van Curler Bstg. Corp.) from Troy Bstg. Co. to National City Bank of Troy (trustee for stockholders of Troy Bstg. Co.). No consideration; no change in stockholders. Filed July 14.

WHOM-AM-FM New York, N. Y.—Seeks assignment of license to Progress Bstg. Corp. for \$150,000. No change in stockholders. Funds used to pay licensee's debts. Filed July 19.

WTRY Troy, N. Y.—Seeks transfer of control to Tri-City Radio Inc. for \$500,000. Principals are: Treas. C. George Taylor (28%), 12½% owner WHIM Providence, R. I., holds option to buy 6½% WPRO-TV Providence; Sec. Robert T. Engles (28%), 12½% owner-pres. WHIM, vice pres. 25½% owner WORC Worcester, Mass., holds option to buy 6½% WPRO-TV; Vice Pres. Kenneth M. Cooper (22%), WORC general manager, and Pres. Mowry Lowe (22%), former WEAN Providence general manager. Filed July 20.

WHKP Hendersonville, N. C.—Seeks transfer of control to Beverly M. Middleton for \$5,250. Mr. Middleton's interest will increase from 28.25% to 53.25% due to transfer from Clarence E. Morgan who presently holds 50.25% interest. Mr. Morgan will hold 25.25% after transfer. Filed July 20.

WJW-AM-FM Cleveland, Ohio.—Seeks assignment of license from Storer Bstg. Co.'s wholly-owned subsidiary WJW Inc. to Storer Bstg. Co. Corporate change only. Filed July 19.

WRIT Milwaukee, Wis.—Seeks assignment of license to Trinity Bstg. Corp. for \$69,000 per year for five years with option at that time to renew rental agreement. Principals are Vice Pres. B. R. McLendon (50%), Pres. Gordon B. McLendon (49%), and Sec.-Treas. Cecil Hobbs (1%). Messrs. McLendon hold 16% and 10% respectively of WRIT and own Trinity, licensee of KLIF Dallas, Tex., KERP El Paso, Tex. Trinity is permittee of KLIF-TV Dallas. Filed July 14.

APPLICATION RETURNED

WROD Daytona Beach, Fla.—Application for relinquishment of negative control of licensee corporation by Josephine T. Sperry through gift of 25 shares of stock to O. G. Nelson and Henrietta S. Nelson returned to applicant (filed on wrong form). Returned July 20.

Hearing Cases . . .

FINAL DECISIONS

KWWL-TV Waterloo, Iowa.—Commission granted application of KWWL-TV for mod. of cp to move trans. site from its present location to point 15.5 miles southeast of Waterloo in direction of Cedar Rapids, Iowa; increase visual ERP from 191 kw to 316 kw; increase antenna height from 550 ft. to 1040 ft.; make equipment changes; condition. Granted July 20.

Fm allocations.—FCC finalized proposal and amended fm broadcast allocation table by deleting ch. 234 from Baltimore and assigning it to

**MORE THAN
"JUST
A TOWER"**

**IT'S THE
WHOLE JOB
WRAPPED UP**

From coast to coast you will find installations where TOWER'S "Package" service is paying off. We manufacture the tower and erect it—handle your job from the planning stage on through complete maintenance service.

**A NEW HEAVY
DUTY 600 FT. TV
TOWER**

Guyed type . . . heavy legs and braces . . . designed for 100 MPH wind and one-half inch ice load . . . hot dipped galvanized or shop coat of primer undercoat . . . supports all types of television antennas and coaxial feed line or wave guide . . . complete erection by experienced crews.

**MICROWAVE
TOWERS AND
REFLECTORS**

TOWER is a pioneer in Microwave towers and Microwave reflectors. We are manufacturers of famous Microwave passive reflectors used by the U. S. Government, Bell Telephone System and leading manufacturers . . . TOWER reflectors are used widely by TV stations to direct microwave signal from studio to transmitter. We invite you to check with our satisfied customers.

*Tower Fabricators
And Constructors
The World Over*

TOWER
Construction Co.
SIoux CITY, IOWA

PROFESSIONAL CARDS

Y & BAILEY INC.

ices
as St., N. W. ME. 8-5411
Laboratories
39 Wisconsin Ave., N. W.
D. C. ADams 4-2414
mber AFCCE*

JAMES C. McNARY

Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE*

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PAUL GODLEY CO.

Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
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GEORGE C. DAVIS

501-514 Munsey Bldg. Sterling 3-0111
Washington 4, D. C.
Member AFCCE*

al Radio Equip. Co.

Dillard, Gen. Mgr.
IAL BLDG. DI. 7-1319
ASHINGTON, D. C.
137 JACKSON 5302
ASAS CITY, MO.
mber AFCCE*

A. D. RING & ASSOCIATES

30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE*

GAUTNEY & JONES

CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE*

Craven, Lohnes & Culver

MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE*

McIntosh & Assocs.

IG RADIO ENGINEERS
71 WYATT BLDG.
ASHINGTON, D. C.
opolitan 8-4477
mber AFCCE*

WELDON & CARR

Consulting Radio & Television Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE*

**PAGE, CREUTZ,
GARRISON & WALDSCHMITT**

CONSULTING ENGINEERS
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
Member AFCCE*

KEAR & KENNEDY

1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE*

AR CULLUM, JR.

IG RADIO ENGINEERS
VOD POST OFFICE
DAAS 9, TEXAS
JSTIN 6108
mber AFCCE*

GUY C. HUTCHESON

P. O. Box 32 AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN

John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE*

LYNNE C. SMEBY

"Registered Professional Engineer"
1311 G St., N. W. EX 3-8073
WASHINGTON 5, D. C.

DAIR ENG. CO.

ving Engineers
o-Television
ations-Electronics
n, W., Washington 6, D. C.
12 Executive 3-5851
mber AFCCE*

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., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
Member AFCCE*

ROBERT L. HAMMETT

CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

BHEFFELFINGER

Hiland 7010
A 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 ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
Henderson 2-3177
Member AFCCE*

J. G. ROUNTREE, JR.

4515 Prentice Street
EMerson 3266
Dallas 6, Texas

AN. JAMES

SPECIALTY
ual Antenna Proofs
al and Plain Terrain
ay Skyline 6-6113
AW 22, Colorado

JOHN H. MULLANEY

Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Adams 4-6393

JOHN H. BATTISON

CONSULTING RADIO & TELEVISION ENGINEER
technical advisory service for TV film and production problems.
4515 Saul Rd., Kensington, Md.
Olympic 7-9593



* Member AFCCE

SERVICE DIRECTORY

**ERCIAL RADIO
RING COMPANY**

*FREQUENCY MEASUREMENT
CB FOR FM & TV
duty all night every night
CKSON 5302
37 Kansas City, Mo.*

**CAPITOL RADIO
ENGINEERING INSTITUTE**

*Accredited Technical Institute Curricula
3224 16th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV, Electronics en-
gineering home study and residence
courses. Write For Free Catalog, specify
course.*

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—applicants
for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

TO ADVERTISE IN THE
SERVICE DIRECTORY

Contact
BROADCASTING • TELECASTING
1735 DESALES ST., N.W., WASH. 6, D. C.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—\$2.00 minimum • Help Wanted 25¢ per word—\$2.00 minimum.

All other classifications 30¢ per word—\$4.00 minimum • Display ads \$15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Manager and assistant manager for top metropolitan market with station specializing in negro programming. Must be strong in sales, willing and able to do better than average job. Prefer man experienced in selling large markets and/or negro operations. Box 258C, B-T.

Wanted: Commercial manager for non-tv market. Salary plus commission and mileage. Opportunity to earn good money. Send full details first letter, photo, references, and tape if you do air work. Must be honest and reliable. No floaters. Car necessary. KSCB, Liberal, Kansas.

Need commercial manager for independent radio station serving rich, middle Georgia, tri-country area. Some announcing. Only station in market. Salary plus commission. Permanent position. Contact Jim Popwell, Manager, WCEH, Hawkinsville, Georgia.

WE HAVE YOUR MAN

EXECUTIVE & STAFF LEVELS CONFIDENTIAL CONTACT

There is no need to burden yourself and your secretary with reams of needless correspondence and dozens of telephone contacts. This work has already been accomplished for YOU by our skilled personnel specialists, headed by Howard S. Frazier, the pioneer TV and Radio Station Management Consultant.

Our placement clients constitute the LARGEST NATION-WIDE POOL of well qualified and carefully investigated personnel ready to go to work.

CURRENT AVAILABILITIES TV AND RADIO

| | |
|---------------------|-----------------------|
| General Managers | Network Executives |
| Commercial Managers | Station Managers |
| Chief Engineers | Technical Supervisors |
| Promotion Directors | Program Managers |
| Producers/Directors | Production Managers |
| Announcers | TV Floor Personnel |
| Technicians | Announcer/Actors |
| News casters | News Editors |
| TV Film Editors | Sportscasters |
| Continuity Editors | Film Buyers |
| | Continuity Writers |

In most of the above categories we have clients qualified for both major and smaller market stations. Please write or wire your requirements, describing the position, qualifications desired and the salary range.

We will screen availabilities and furnish a carefully selected group for your consideration and direct contact.

WE ARE ALWAYS SEEKING WELL QUALIFIED PLACEMENT CLIENTS

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

708 Bond Bldg., Washington 5, D. C.

RADIO

Help Wanted—(Cont'd)

Salesmen

Wanted: Man or woman salesman. \$50 a week, plus 25% commission. Box 176A, B-T.

Excellent opportunity for energetic and effective salesman of good character. Progressive network station in large Texas market. Box 967A, B-T.

Salesman—kilowatt daytime, highest rating. Single station rich market in Mass. Top earning potential. Box 234C, B-T.

Florida resort daytimer wants experienced salesman to complete expansion team. 15 percent commission, guaranteed accounts. Send complete resume, photo. Box 244C, B-T.

I paid one man selling time on a 250 watt \$200,000.00 in four years. I have an opportunity with equal possibilities for the right man. Don't answer this ad unless you are a first class salesman with a background that can stand scrutiny. This is a chance for permanent job with well established company. Box 264C, B-T.

Business is good. We need an ambitious salesman that wants to work and earn real money. Radio Station KASI, Ames, Iowa.

Announcer-salesman? Emphasis on selling. Salary, commission, profit sharing. CTV production. You get talent fees. Go-getting \$400.00—\$600.00 or better. Airmail, phone KPRK, Livingston, Montana.

Experienced salesman. Permanent position for aggressive man selling radio and tv. WPAG, Ann Arbor, Mich.

Announcers

Wanted: Personality; "country music" type preferred. Sell and do own show. 25% commission. Good regional station, active account list. Good salary first three months. State age, past experience. Include photo. Box 225C, B-T.

Southern daytime music station going on the air in August needs good announcer with plenty of experience who can write some copy. Box 249C, B-T.

Young colored male personality, with real showmanship and enthusiasm. With a real rock'em and sock'em style. Send tape if possible and write Box 252C, B-T.

Hillbilly, playing musical instrument. Now employed in small community for opportunity in metropolitan market. Fine chance for advancement. Box 253C, B-T.

Announcer with first phone needed immediately in North Carolina. Box 271C, B-T.

Wanted: Experienced staff announcer, strong on play-by-play. ABC-MBS Networks. Excellent working conditions. Good pay. Box 272C, B-T.

Young man, 16 to 18 who wants chance to become announcer. Permanent job. Send complete resume. Box 289C, B-T.

Experienced announcer: Sports background desirable; must have friendly sales delivery. Send tape, photograph and complete education, experience and references. No phone calls. KCHS, Truth or Consequences, New Mexico.

Wanted: Dependable, married, night duty, experienced announcer. ABC network. Send resume. KFRO, Longview, Texas.

Announcer-engineer with 1st class ticket. Send tape, full details. Position available immediately. KGHF, Pueblo, Colo.

Do we have your tape? No immediate opening, but always interested in top DJ personalities. KOWH Omaha. WHB Kansas City. WTXI New Orleans. Tapes promptly returned. Send all tapes to: Todd Storz, President, Mid-Continent Broadcasting Company, Omaha 2, Nebraska.

RADIO

Help Wanted—(Cont'd)

2 combo men—one chief engineer with good—other 3rd ticket, for new Billings, Mo indie. Good pay—audition tapes returned. 1 Spokane, Washington.

Wanted! Four persons: News specialist, man, top-notch first class engineer, and a woman for Music Department, must play Only experienced, reliable persons should to KTEM, Temple, Texas.

Combination announcer-first phone for W AM-FM, Patchogue, New York. Five day, hour week. Contact Program Director.

Help wanted announcer: Need immediate personality disc jockey for night DJ program, unlimited for right man. Wire or telephone Wannamaker, WBIG, Greensboro, N. C.

Announcer—capable, strong audience background selling commercials. No floaters. resume, references, tape, which will be returned. Base \$60.00. Immediate opening. WBHT, 1 town, Kentucky.

Experienced announcer. Good pay plus over Six paid holidays plus vacations. Contact: ager, WCOJ Coatesville, Pa. Phone: 2100.

Opening for experienced announcer Sept 1st. Must have play-by-play experience. ing now for announcer-salesman. Send re tape, photo. Good opportunity. Pleasant conditions. WKRM, Columbia, Tennessee.

First phone, am combo, emphasis on announcer. Send audition tape, experience, reference. WRLD, Dalton, Georgia.

Have you checked into profits with us. Immediate openings but we're interested in best at WSRS. Let us hear from you now. profit line could go higher with us because we have a dynamic style of flexible programming meet community needs and win the affection of millions who are wide-awake citizens in no Ohio. You may get that opportunity to join station that's known as the "Big Little Car the best location in the nation—WSRS. All promptly returned if sent to the Executive Director, WSRS, Cleveland 18, Ohio.

Technical

AM transmitter engineer—5 kw fulltime medium midwestern market. Scale depends on experience. Box 282C, B-T.

Need chief engineer who is good announcer. California 250 watt station in small town. working conditions. Immediate and permanent. Send tape, photo, complete resume. Ukiah, California.

Experienced first class engineer-announcers at two stations. Also two experienced announcers. Good organization and good working conditions. Send full details and tape if first letter. Address reply to Lester L. WJNC, Jacksonville, N. C.

Chief engineer-announcer immediately. K daytime. Top pay. Send tape, resume. Parker, WLAS, Jacksonville, N. C.

First class engineer-announcer for mid transmitter-studio. Good salary plus bonus room. Car necessary. Single man prefers days on, two days off. Call Hank Wilson. Charlotte, N. C.

Programming-Production, Others

Want to learn news? Young, single and with good voice and delivery and some ability. Edit, rewrite and some staff. community of 20,000. Apply in full with tape if possible. Box 110C, B-T.

Experienced and persuasive copywriter for work station in beautiful Texas resort city. 232C, B-T.

Experienced punch copywriter, capable editing department in progressive mid market. Send resume and copy specimens. 240C, B-T.

Radio news editor-news caster, midwestern market. Must be able to write. nounce. Want man with midwest background. Solid experience—no less than 5 years in. Able to use mini-tape for leg work. opportunity for right man. Unless you please don't write. Want complete background picture . . . tape with application. B-T.

Copywriter for permanent position. Go and hours. Can train. KROX, Crookston, Minnesota.

Combination news editor—program manager and report local news and assume of program director. Must be settled, reliable. Good position for right man. Contact: ager, WGBR, Goldsboro, N. C.

RADIO

Help Wanted—(Cont'd)

Bloomington, Ill., plans to add one another to staff. Want experienced strong commercial man with sincere, friendly approach. Fred Muxfeld, with resume of experience references. Do not send tapes, personal interview will be required. All references will be read.

uity—young man or woman. Heavy copy, routine. Experience preferred but not essential. Steady position. Good working conditions. Send details including salary requirements, marriage status, age, education, etc., experience if any and samples. WLEC, Wapakoneta, Ohio.

Situations Wanted

Managerial

er-salesman. Many years successful, aggressive management. Thoroughly experienced in southern markets. Prefer southeast or Florida. Box 27C, B•T.

er: Heavy on selling and programming. Has experience in radio-tv-ad agency business. Major and minor market experience. Now in S.C. Best references. Prefer salary-percentage arrangement in large or small market. Box 23C, B•T.

anager, 19 years . . . dependable . . . capable. Take charge or assist. Box 27C, B•T.

Salesman

man—young, aggressive, dynamic. Les Lazrus, 44 Cutler Street, Winthrop, Mass.

Announcers

er, ten years experience, desires permanent position in radio-television medium size market. Program manager smaller station. Currently doing popular record show in competitive market. Earning \$100 weekly. Box 139C, B•T.

ing, writing, programming, seven years experience, prefer Texas or southwest, local production specialty, minimum salary \$100 weekly. Box 169C, B•T.

oboprogram director, first class license, seven years experience in all phases of radio. Midwest area, family man. Box 233C, B•T.

er—chief engineer. 8 years experience in all phases, small station operation including broadcast management. \$100 week minimum. References. Tape and resume upon request. Box 22C, B•T.

ur-western DJ-musician for top promotion station. No character. Ten years experience. Presently employed staff. Available Sept. Let's correspond now. Ohio. Box 241C, B•T.

England & New York State; 5 kw or metropolitan News, program, special events, announcer. Mature family man. 9 years experience. Box 243C, B•T.

er—strong news, good DJ—excellent commercials—tape and resume. Box 245C, B•T.

ae Sept. 1 one of New York's top names in news and special events—major league baseball world series, football, hockey, basketballing—5 years one of tv most watched and special events commentators. Also had national exposure. Now looking for job as sports and special events director. References from nation's top figures in radio and tv. Also forward offers for individual play-by-play assignments. Box 246C, B•T.

er—presently employed with almost two years radio experience . . . news-commercials—on the street. Desire position in friendly community—good working conditions. Capable—sincere. Box 247C, B•T.

osition in New England or New York. Two years announcer-program director—successful deejay, some television, good references. Single, military service, college degree. Box 248C, B•T.

er, 17 months experience. Presently unemployed. Available in September. Box 251C, B•T.

er—announcer desires permanent, full-time employment at reliable station. Veteran. Major on DJ and commercials, midwest preferred. Box 256C, B•T.

er—staff announcer, married, 2 children, desiring relocating permanent position, radio preferred. Preferably north. Box 260C, B•T.

er: Deejay, thorough knowledge of radio. Limited experience, trained by top professionals, single, will travel, tape, application. Box 262C, B•T.

RADIO

Situations Wanted—(Cont'd)

Only personality stations apply—East coast deejay with metropolitan following available after August 1st. Box 267C, B•T.

Experienced DJ-announcer. Young, talented, college, car, third ticket, married. Stable, looking for spot with progressive station. Box 269C, B•T.

Negro deejay. Light experience, friendly, emphasis news, commercials, control board experience. Box 273C, B•T.

Announcer, DJ, recent graduate, willing to work hard, tape on request. Box 274C, B•T.

Station manager! Recent radio school graduate with real ability. DJ you've been waiting for. Try me, vet, travel. Box 275C, B•T.

Staff-sportscaster — top news-DJ-play-by-play. Available two weeks. Tape. Box 276C, B•T.

Announcer—good copywriter; news, commercials, DJ, college. Professionally trained. Experience light. Will travel. Box 277C, B•T.

Staff announcer. Married. Versed all phases. Recent broadcasting school grad. Will travel. Tape, resume. Box 278C, B•T.

Recent graduate of broadcasting school looking for a start in radio. Good voice. Interested in news and can do easy or hard to sell DJ. Details on request. Lawrence Foreman, 4210 North Newhall Street, Milwaukee, Wisconsin.

Experienced announcer—solid background, relocating permanent connection. General staff, smooth platter man, teenage appeal, commercial personality. Travel, references, tape. Tom Hopkins, Box 92, Bernardsville, N. J., Bernardsville 8-0538.

Personality DJ. Smooth platter chatter. Teen-age appeal. Infectious personality. Proven record, best references. Need good earning potential and starting salary of \$90. No slouch—quite affable. If you're a sound, honest operation, I'll make you, top man. Single. 25, sober, car. Familiar with all aspects of radio and tv. Four years experience. Could manage or PD. Waiting for right offer. Available immediately. Johnny Hunt —3067 49th Street, Long Island City 3, New York. Astoria 4-9038.

Announcer-radio school graduate, news, friendly commercials, DJ. Mike Lepre, 760 William Street, Harrison, New Jersey.

Three years combo. Strong all phases. Fine deep voice. Now employed. Prefer telephone audition. Tape available. Dennis O'Malley, 207 S. Grove St., Bowling Green, Ohio.

Recent grad. Good selling voice, pleasing personality, interesting DJ shows and attentive newscasts. Married, 24, will relocate. Audition tape available on request. William Pappas, 16-78 Street, North Bergen, New Jersey.

Announcer moving from first job because station reducing personnel. Seeks job in small station wishing a stable married man. Peter Ward, WKIC, Hazard, Kentucky.

3 in 1, announcing, six years, have first class license, interested in selling. College graduate seeks permanent position. Gerry Wells, 183 Sly Avenue, Corning, New York.

Sports-staff announcer, five years play-by-play experience. Looking for good opportunity in fall season. Presently employed. Tape, resume, on request. Mike Wynn, Box 701, Logan, West Virginia.

RADIO

Situations Wanted—(Cont'd)

Technical

Supervising engineer desires relocate permanently as chief southern or east-central states. Strong maintenance and construction, long experience am and fm. Middle aged, married. No announcing. Box 147C, B•T.

Engineer, first phone, 5 years experience. Sober, reliable, have car, married. Desire permanent position before school starts. Box 248C, B•T.

Engineer, first phone. Experienced control, remotes, recordings, directional operation. Consider some announcing. Box 270C, B•T.

First phone, construction and maintenance up to 50 kw. Twenty-five years in radio. Fair announcer, college graduate in accounting, some commercial and station management, primarily an engineer. Have tools, equipment, transportation. Like to build them, manage them, run them or just clean them up. C. G. Huey, 2786 N. Decatur Road, Decatur, Georgia.

Production-Programming, Others

Have talent — will travel. Experienced news writer-editor, journalism degree. Immediate availability. Box 993A, B•T.

Top experience young man. NBC regular staff production-director. Also small station experience, all phases. College grad. Desires production or administrative position. Radio or tv. Box 210C, B•T.

News editor—radio-tv, big market, journalism graduate. Box 226C, B•T.

Five years experience in continuity, traffic, programming and bookkeeping. Girl Friday with gumption desires Florida. Box 228C, B•T.

Program director—chief announcer with leading eastern independent, seeking programming position. Seven years experience in all announcing-programming-production phases. Married. Minimum salary \$125. Box 254C, B•T.

Program director—with ideas, ideas, ideas, ideas, ideas for radio and/or tv. 10 years radio, some tv. Well recommended. Ex-service, married, family on way. Let me roll up my sleeves and work with you. Box 283C, B•T.

Top-notch newsmen, 7 years radio—2 television, wants radio-tv news job. University graduate. Veteran. Tape, photo, details, on request. Box 287C, B•T.

TELEVISION

Help Wanted

Salesmen

Experienced tv salesman for new southwestern vhf in major market. Box 215C, B•T.

Salesman or trainee, 20 to 25, veteran or draft exempt, for expanding sales staff of established midwest uhf television station and 34-year-old 5000 watt CBS radio affiliate. Radio or television sales experience preferred. Opportunity to advance. Hospitalization, free life insurance and pension benefits. Write Personnel Department, WSBT-AM-TV, South Bend 26, Indiana.

To a NATIONAL ADVERTISER or LEADING AGENCY...

I am seeking a radio-tv executive position with an advertiser or a strong, medium size agency in a major market.

My qualifications: Have handled in 12 years time many of the largest radio-TV accounts from a network & spot basis; in the case of one multi-million client I bought all media. I know the business thoroughly; personally acquainted with major network executives, leading advertisers; stations and national representatives. Mature lady, age 36; can furnish references from agency, advertiser and industry.

Please write or wire Box 285C, B•T

TELEVISION

Help Wanted—(Cont'd)

Announcers

Staff announcer for top CBS radio-tv affiliate in Pennsylvania. Send complete resume and picture Box 184C, B•T.

Technical

Experienced, top-calibre maintenance engineers for DuMont equipped vhf in southwest. Box 216C, B•T.

Programming-Production, Others

WLW-D requires film librarian to operate CBC library. Contact WLW-D, 4595 S. Dixie Highway, Dayton 9, Ohio.

Situations Wanted

Managerial

Tv executive, under thirty-five, soon available and ready for tough but rewarding assignment. Thoroughly experienced (thirteen years) in station operation, including sales, programming, promotion, and personnel. Have trained television staffs. Top network experience, top references, top man. Box 255C, B•T.

Announcers

Sportscaster, radio-tv. 5 years radio, 1½ television. Capable directing one-man, radio-tv sports department. Same capacity with am-uhf operation, built annual sports income to \$40,000. Colorful play-by-play all sports, over 1,500 events during career. Midwesterner. 27. BA journalism, married, veteran. Seeking advancement. Salary now \$400 monthly. Available 2 weeks. Will answer response by telephone. Box 230C, B•T.

Talented tv performer: Strong on sports, commercials, news, kid shows. College grad, age 26. 4 years radio, 1½ years vhf-TV. \$90 minimum. Box 239C, B•T.

Announcer with almost two years radio experience... news-commercials—DJ—man on the street. Desire opportunity in tv. Capable, confident, sincere. Box 258C, B•T.

Experienced staff announcer, family, looking for right break—security. Solid background all phases, 3½ years radio, conservatory scholarship student, former show business personality, accomplished baritone. Interested combining singing with announcing, tv or radio. Be convinced with tape, personal interview. Box 259C, B•T.

Announcer-director now large southern operation seeks fine opportunity north. Box 263C, B•T.

Technical

Tv engineer, first phone, experience audio, video, camera transmitter, maintenance, operation. Box 231C, B•T.

Engineer: 12 years broadcast experience. First phone. Want permanent position tv studio, or am with definite tv possibilities. Box 242C, B•T.

Programming-Production, Others

Experienced switcher, cameraman, audio, boom, lighting, with first class license, B.S. degree production desires directing or program opportunity. 4 years am experience, 2 years television. Mature, family man—midwest or west. Box 229C, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Tv program director. Have been employed by two of the nation's largest tv operations 7 years in tv. Now working in small market. Would like to locate in metropolitan town. Best of references. Available August 15th. Box 261C, B•T.

Ventriloquist, magical MC, wants a kid's type western show on tv; presently in radio. Southeast or south preferred. Box 266C, B•T.

Have written, directed, produced tv shows at Drake University. Top training, including all phases of technical and programming operations. Station experience. 25 years old. Single. Draft-exempt. Desire production, writing or directing. Willing to work and learn. Excellent references. Available for interview. James Sawyer, 7159 Oglesby Avenue, Chicago, Illinois. Phone PLaza 2-7466.

FOR SALE

Stations

Fulltime small market local. Excellent staff. No competition. Price \$75,000.00. Gross last year, \$65,000.00. First six months this year \$28,000.00. Write Box 181C, B•T.

Exclusive listings. Radio stations. Arkansas, Texas, Oklahoma, Missouri, Kansas, as available. Ralph Erwin. Broker, Box 811, Tulsa.

Have many profitable southeast radio and tv stations for qualifying buyers. J. T. Snowden, Box 129, Augusta, Georgia.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Equipment

Ampex 400-A, \$750; Altec, M-11 mike system, \$175; Presto TL-10 tape mechanism, \$50. All excellent condition. Private owner. Priced F.O.B. Box 238C, B•T.

Western Electric: Jack panels \$17.00; patch cords \$4.50. Write for list of Western Electric and UTC transformers. Box 279C, B•T.

Viking kilowatt, desk, other deluxe ham equipment. Trade for stock or broadcast equipment. Engineer. References. Box 288C, B•T.

For Sale: RCA fm transmitter, type No. BTF-3B, rated power 3kw, antenna type no. BF-21-B, one section pylon, used only 5 years. Write or wire Manager, KOKX, Keokuk, Iowa.

Langevin type 119-A Progar program amplifier in excellent condition. Make offer. KOWH Omaha 2, Nebraska.

Western Electric 451A 250 watt am transmitter and 23c console. Both for \$2000. WCNH, Quincy, Florida.

Complete Rust remote equipment for sale. Slightly used, practically brand new for am and fm transmitters. Contact Radio Station WHAT, Conshohocken & Windermere Avenues, Philadelphia 31, Pa.

Gates BC-500GY transmitter, used only six months. An excellent buy. L. C. McCall, WWP, Palatka, Fla.

688' guyed 40lb windload tv tower complete with "A5" lighting, ladder and guys. National Steel Erectors Corp., P. O. Box 1612, Muskegon, Oklahoma.

WANTED TO BUY

Stations

Experienced broadcaster desires am or tv station in western USA. All replies will be treated confidentially. This ad is not placed by a broker. Colorado, California, preferred, but will consider all western states. Reply Box 281C, B•T.

Georgia, 250 to 1kw station. Have cash for payment and can operate. Can offer references. Box 290C, B•T.

Equipment

Everything for 1 kw uhf channel 19 tele station. Also long distance microwave equipment. Will pay cash. Box 236C, B•T.

Wanted: Good used 5 or 10 kw, fm transmitter. State make, hours used, spare parts, with antenna available and number bays. Box 257C, B•T.

3 or 10 kw fm transmitter. W. E. or RCA preferred. Also 1½" statite insulated, flanged cable. Also self-supporting towers 250 feet high. Box 265C, B•T.

Complete equipment wanted for 250w am station. Good condition, location and price. Box 291C, B•T.

Wanted transmitter and complete equipment for 500 watt am station. H. W. Cassill, 400 Central Building, Sioux City, Iowa.

Need everything for 1000 watt station, am, fm, tv. Cheap. Box 1662, Birmingham, Ala.

NEW TV EQUIPMENT NEVER USED Substantial Discount

5 KW DUMONT TRANSMITTER

High Band VHF, complete with console, monitors, etc.

THREE DUMONT IMAGE ORTHICON CAMERA CHAINS

Complete DuMont Studio Equipment, including nine Channel Studio Switcher, Studio and Portable Sync Generators, Slide Scanner Monitors, Racks, etc.

TEST EQUIPMENT

Including RCA Video Sweep Generator, Waveform Monitor, Oscilloscope, etc.

TRANSMISSION LINE

Including 650 feet of 3 1/8" Anderson 51.5 Ohm Line, Connectors, Hardware, etc.

Interested in quickly selling complete package or individual items.

Box 198C, B•T

A Solid Radio Sales Job with a Future

Radio WFAA, Dallas, wants a top-flight radio salesman, a man who wants to make a career with the Southwest's top station.

Needed: ability to sell on the basis of value and quality—strictly at card rates—no deals.

Please give complete business and educational background in reply; also your present annual income, marital status and other pertinent data.

All applications handled confidentially.

Alex Keese, Manager

Radio WFAA

Dallas, Texas

On Stage: Real Life

IT IS our natural inclination to argue for fewer rather than more congressional investigations, but we make an exception in the case of the inquiry announced last week by the House Committee on Un-American Activities.

The committee will hold hearings in New York next month on possible Communist influence in the entertainment business—including radio and tv. It is a subject that has received wide, if not enlightening, publicity in recent weeks. In our view it is a subject which should be thoroughly explored officially.

As matters stand, one cannot dismiss the possibility that Communists and their sympathizers may be operating within radio and television, but there is no specific evidence either to support or discredit that surmise. A properly conducted investigation by the committee should be able to get definite evidence on the subject.

If the hearings fail to produce evidence of Communist infiltration, they will serve to allay what will have turned out to be unreasonable fears. One hopes, of course, that will be the case.

If they develop clear indications of party influence in broadcasting, the information can be used by broadcasters to tighten security measures. Assuming the investigation is conducted responsibly, such information would be far more reliable than the unofficial word of private groups which is all that is now available to broadcasters.

Whatever the outcome, the investigation provides an opportunity for a real service to establish factually what the Communist situation is in radio and television.

IN RECOGNITION of the coming hearings by the Un-American Activities Committee, the American Federation of Television & Radio Artists is seeking membership approval of a union stand against actors who take refuge in the Fifth Amendment.

If a referendum approves the AFTRA resolution, disciplinary action could be taken by the union against any member who refused to tell the committee whether he is or was a Communist.

To our way of thinking, the resolution is sound. Only the scatterbrained or the disloyal will refuse to answer so basic a question on party ties. Neither should have access to camera or microphone.

It would be a measurable contribution to the welfare of radio-tv, not to mention the radio-tv audience, if AFTRA drummed out of membership those who duck the big question. But with or without disciplinary action by the union, broadcasters, producers, agencies and advertisers certainly will have reason to reject such persons for future employment.

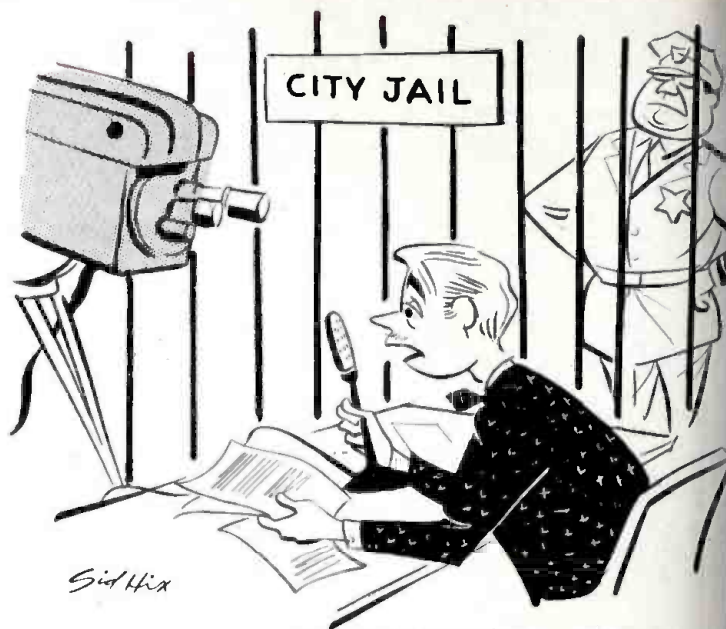
Political Ground Rules

BROADCASTERS, who for years have been caught in the cross-fire of political electioneering, may get their relief by virtue of the grand jury action in Detroit indicting the CIO-UAW on charges of violating the Corrupt Practices Act. The indictment charges the union with illegal expenditure of union funds to influence votes in the bitterly contested 1954 primary and general elections in Michigan. It deals directly with about \$6,000 allegedly paid from the union's fund to prepare and telecast nine programs in behalf of congressional candidates.

Broadcasters have had their hands tied behind their backs in these election contests. They have time for sale. Under the law they cannot discriminate against qualified candidates for the same office. The broadcaster cannot investigate the sources from which money paid for political broadcasts is derived, or determine whether the particular political organization has exceeded the legal limits for political campaign expenditures, whether local, state or federal. That the federal limits are unrealistic is generally accepted and the Hennings Bill to substantially increase them (largely in the light of radio and television campaigning costs) is now pending in the Senate.

Now the way is opened to test the validity of the law in respect to labor union electioneering. New ground rules are needed. If the unions, which are tax exempt, can spend their funds without limit, they might well control all elections. That is so because corporate and individual campaign contributions are limited and are not deductible.

The CIO-UAW contends that use of radio and television is part



Drawn for BROADCASTING • TELECASTING by

"Our sensational offer of a lifetime guaranteed, completely rebuilt, completely new machine for only \$2.98 comes to you from a new location this w

of the union function of enlightening the public. It argues that radio-tv use comes within the framework of freedom of the press and freedom of speech. Both AFL and CIO are now sponsoring nationwide radio news programs. A vast number of union members are using both radio and television in furthering union causes.

Attorney General Herbert Brownell, in announcing the Department of Justice grand jury action, said the law prohibits banks, corporations and labor organizations from making any contribution in connection with an election of a U. S. senator or representative. The question arises whether the buying of television time, in this instance, constitutes a "contribution." But it is to be hoped that the ultimate decision will go beyond the congressional level, and reach the election strata.

Wisconsin has already taken an important step. The legislature at this session passed a law prohibiting unions from contributing to any state election campaigns in any manner whatever.

Tom O'Neil Rides Again

THE \$25 million purchase of RKO Radio Pictures Inc. by Thomas F. O'Neil, president of General Teleradio, is bound to change television history. For one thing, it is certain to create a bull market in filmed programming.

With the purchase, Mr. O'Neil acquires hundreds of films which were box-office successes when shown in theatres and are still new enough not to bear the marks of antiquity which have disfigured a large percentage of the theatre films that so far have been released to tv. Unquestionably Mr. O'Neil will make these pictures available to television, in quantities large enough to justify his investment and small enough to keep from flooding the market.

When good and recent RKO products begin appearing on television, other movie companies can be expected to follow suit. The industry cannot help but be a tremendous supply of audience-building material for television.

But Mr. O'Neil also bought production facilities which will help him in the movie-making business. It goes without saying that these same facilities are ideal for filming tv programs too. RKO Radio setup under its new ownership will lead to closer collaboration between theatre and television film operations. Movie makers certainly will not stick indefinitely to the theatre market when they have a chance to sell products to theatres and to tv.

The increase in quantity and quality of film will invigorate television programming. In time it should enable non-network stations to program period-for-period against the biggest network shows and, of course, help even the network affiliates build their own schedules. It may well mean the emergence of the "independent" station in tv. When that day comes, Mr. O'Neil will have been influential in its arrival.



Big Events...

... the exciting *Gold Cup Races* ... colorful *Seafair Celebration* ... annual *Salmon Derby* ... the major league *All Star Game* ... *World Series* ... local and national, the big ones are brought to Western Washington viewers by KOMO-TV.

Big Market...

... some 40,000 high pay craftsmen crowd the huge Boeing plant these days, one of the many industries (and payrolls) concentrated in Seattle and Western Washington. KOMO-TV is first choice again for coverage ... 605,480 families with 3 billion dollars of effective spending money—around 70% of the state total.



KOMO-TV

CHANNEL 4

Covers Both!

Big events or big market, KOMO-TV is first choice for coverage. Your first choice, too, for sales power that moves merchandise.

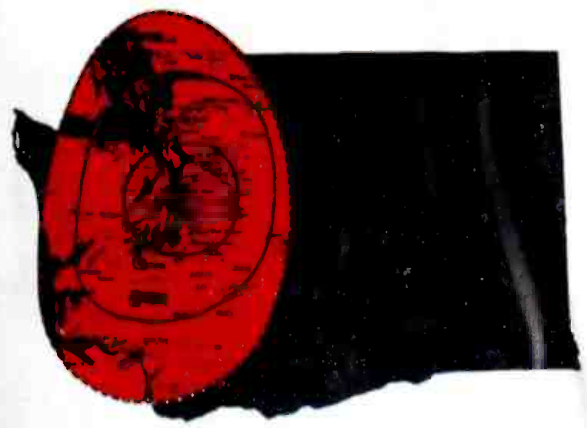


Affiliate
FULL POWER
100,000 WATTS

FOR SEATTLE AND
WESTERN WASHINGTON

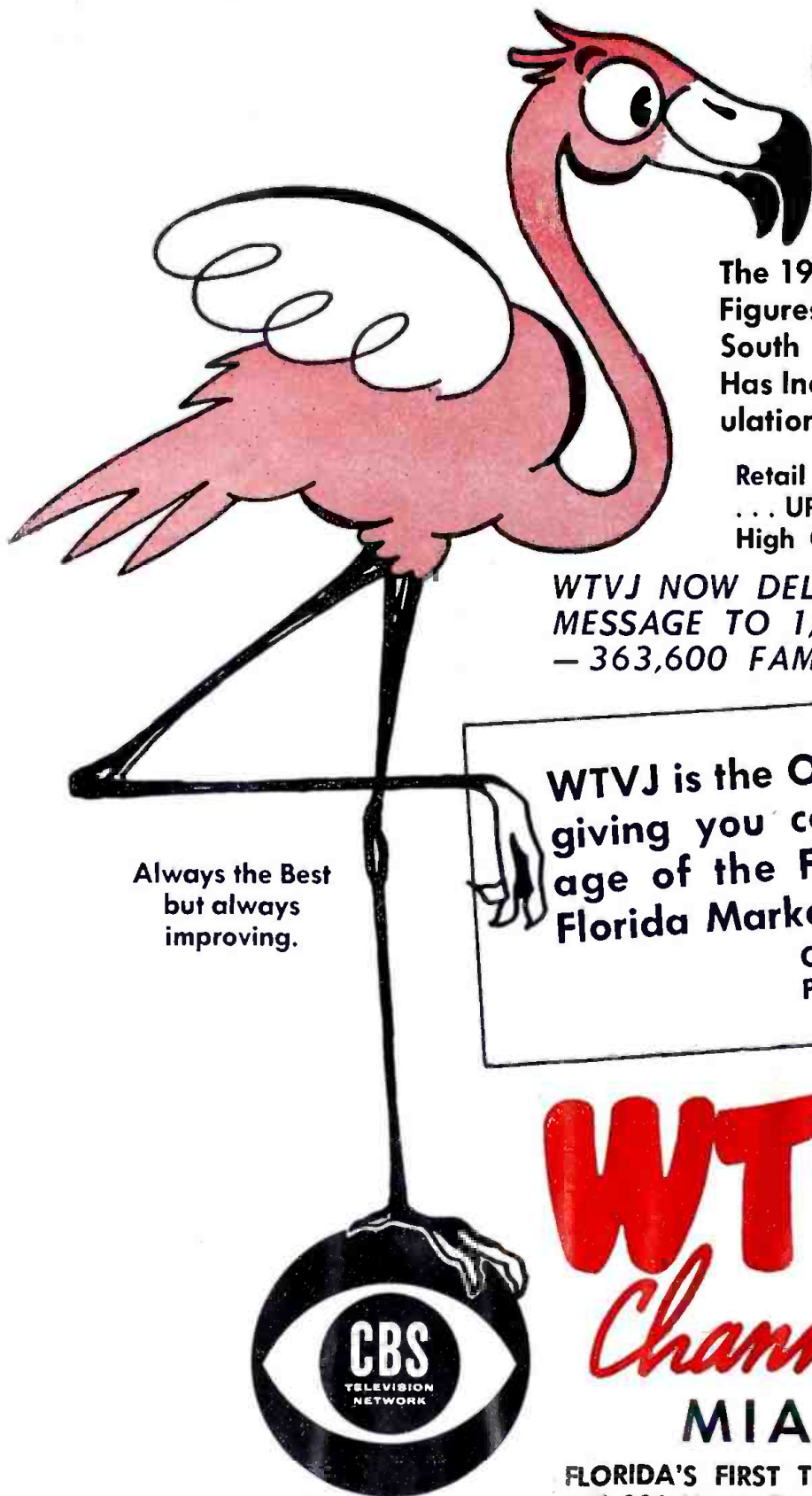
Call your Hellingbery man

COMPLETE COLOR FACILITIES AVAILABLE FOR
SLIDE, NETWORK AND FILM PROGRAMMING



BIGGER

and better!



The 1955 Sales Management Figures Show That The WTVJ South Florida Market Area Has Increased 10.9% In Population Over 1954.

Retail Sales Are Keeping Pace ... UP 8.9% To An All Time High Of \$1,477,290,000.

WTVJ NOW DELIVERS YOUR SALES MESSAGE TO 1,185,200 PERSONS — 363,600 FAMILIES.

Always the Best
but always
improving.

WTVJ is the **ONLY** TV Station giving you complete coverage of the Fabulous South Florida Market.

CONTACT YOUR FREE & PETERS COLONEL NOW

WTVJ

Channel 4

MIAMI

FLORIDA'S FIRST TELEVISION STATION
100,000 Watts Power—1,000 ft. Tower



Basic Affiliate