

Television Age

MAY 1954; FIFTY CENTS

NARTB

Special Convention Issue



HAROLD FELLOWS:
*The biggest job
is yet to come
(see page 40)*

WAITING FOR YOUR SHIP TO COME IN?

You won't have to wait very long in Cleveland — for this inland port (along with all its other bustling activity) set a new all-time record for itself last year in volume of dry, bulk freight moved. During 1953, the Great Lakes fleet carried almost 200 million net tons — and over 80% of its 286 vessels call Cleveland home.

The movement of Cleveland-made goods to the rest of the world is matched in magnitude only by the influx of goods Clevelanders want to buy. (How competent they are to do this is reflected by their 1953 banking balance of \$33,387,000,000.)

Industrial action is the mounting keynote in the Cleveland area, geared to America's industrial progress. And the *one* TV station that's really geared to Cleveland's thoughts and tastes is WXEL. It follows that the shortest route between two points (i.e., Cleveland pocketbooks and *your* advertising) is via the television station identifying itself most closely with this remarkable market. As other advertisers are happily finding, your ship comes in every day when you sign aboard WXEL. Ask the KATZ agency for details.

Cleveland

WXEL

Channel 8



"Working Ownership":

A NEW CONCEPT OF NATIONAL SPOT REPRESENTATION

The *owners* of the company that represents you for national spot sales may have vast experience. But are the *salesmen*, the men who are actively making calls on your behalf, widely known in the industry? Are *they* top professionals?

A balanced group of the most experienced men in broadcasting-televasting have joined forces to establish a new company with a new concept.

The Company: **VENARD, RINTOUL & McCONNELL, INC.**

The Men: LLOYD GEORGE VENARD, with Edward Petry & Co. for eleven years, then President of The O. L. Taylor Co.

STEVE RINTOUL, a former director of World Broadcasting System, eight years with The Katz Agency and recent owner-operator and manager of radio stations.

JIM McCONNELL, formerly member of NBC Management Committee and director of NBC Spot Sales, later Vice President of John Blair & Co. and Blair-TV, Inc.

ABNER LICHTMAN, a stockholder of Edward Petry & Co. and a former partner of Ungerleider & Co., members of the New York Stock Exchange.

HOWARD MEYERS, formerly western manager for The O. L. Taylor Company, previously account executive NBC Spot Sales, then sales manager for WMAQ, Chicago.

The Concept: "Working Ownership" — active, on-the-street selling by all the owners. — This means stable representation for you — and stable representation to national advertising agencies and their clients.

VENARD, RINTOUL & McCONNELL, INC.
is available to represent well-managed
radio and television stations in certain
additional markets. To discover how
"Working Ownership" can be put
to work for your station, write today to:

**VENARD,
RINTOUL &
McCONNELL, INC.**

444 Madison Avenue, New York 22, N. Y.
MURRAY HILL 8-1088



at the NARTB show...

SEE THE *Best* IN TV TRANSMITTING EQUIPMENT AND *Compare* ALL THE FACTS!

THE RIGHT TRANSMITTER FOR YOUR "SPECIAL" NEED

Standard Electronics offers you the most adaptable VHF equipment in the industry today . . . to solve your station's expansion problems on the basis of individual needs and market requirements.

For example, to start television service, you may choose an economical, trouble-free 5 or 10 KW 100% air cooled S-E transmitter. Later, go to 20, 25, 40 or 50 KW output, simply by adding a matching S-E amplifier. You get the right combination of the best equipment to give you the ERP you need at any time.

For television stations now on the air who want to improve their competitive status with a maximum power signal . . . Standard Electronics offers a complete line of 100% air cooled amplifiers . . . **DESIGNED TO DRIVE DIRECTLY FROM YOUR PRESENT TRANSMITTER**, whatever its make . . . with no need to replace any part of your existing equipment. **YES, EVEN IF YOU HAVE A 2 KW TRANSMITTER, IT CAN BE EXPANDED TO 20 KW WITH ONLY THE ADDITION OF A S-E AMPLIFIER.** Your high power broadcasts can begin **SOON** . . . because Standard Electronics has a reputation for deliveries **ON TIME**, as promised.

**NARTB Show, May 25 to 27
Visit Exhibit No. 20
Palmer House—Chicago, Ill.**

Compare true equipment costs . . . not just initial cost . . . but also tube replacement and power consumption costs. (Within a five year period, an S-E 50 KW—VHF transmitter can save you up to \$120,000 in operating expenses alone.)

Compare circuitry . . . layout and control simplicity . . . ease of maintenance.

Consider the advantages of S-E's "Add-A-Unit" design that makes it easy for *any* station to expand to higher power . . . and compare delivery schedules for both complete transmitters and high power amplifiers.

Get *all* the facts . . . and let them help you decide truly which transmitter best serves your needs.

Comparison Chart of VHF High Power Transmitters

	S-E Transmitter	Transmitter B	Transmitter C	Transmitter D
AMPLIFIER DRIVES WITH 6 BW	* YES	NO	YES	YES
AMPLIFIER WILL OPERATE WITH ANY MAKE DRIVEN	* YES	NO	NO	NO
TUBE COST [complete set FCC specs]	* \$6,130 \$1,405	\$11,425 \$4,237	\$13,220 (est) \$6,479 (est)	\$9,520 (est) \$5,050 (est)
AIR COOLED	* YES	YES	NO	NO
POWER LINE REQUIREMENTS (at Max. load)	208/230 V 60 cy, 3 φ 145 KW	440 V 60 cy, 3 φ 150 KW	208/230 V 60 cy, 3 φ 150 KW (est)	208/230 V 60 cy, 3 φ 165 KW (est)
FLOOR AREA (including power equipment, towers, etc.)	• 157 sq. ft.	154 sq. ft.	140 sq. ft. (est)	—
ALL TUBES VISIBLE FROM FRONT	* YES	NO	NO	NO
SELF CONTAINED (no separate coolers, vents, pumps, etc.)	* YES	NO	NO	NO
INDIVIDUAL CHASSIS CONSTRUCTION	* YES	NO	NO	NO
INTERMOUNT CABLES WITHOUT THERMOS	* YES	NO	NO	NO

FIRST WITH 50 KW Transmitter deliveries



Transmitter room of WOR-TV's new Empire State 50 KW transmitter. 130 KW ERP. 100% air cooled. Completely self-contained. Equipment throughout by Standard Electronics.

Only STANDARD ELECTRONICS
has these exclusive features

ADD-A-UNIT DESIGN

Lets you go from 500 watts to 50 KW without scrapping or even modifying a single piece of equipment.

VERSATILE AMPLIFIERS

S-E's Add-A-Unit amplifiers can be added to existing equipment regardless of make. Any 5 or 10 KW transmitter will drive a 40 or 50 KW S-E amplifier. Any 2 or 5 KW transmitter will drive a 20 KW S-E amplifier.

ECONOMICAL INSTALLATION

Fewer building alterations. Units fit any station layout.

ADVANCED STYLING

Modern cabinetry by Dreyfuss, leading industrial designer.

SELF-CONTAINED

Compact. No external blowers or external vaults needed.

LOWER OPERATING COSTS

Similar tube types throughout. Low emission visual tubes interchangeable

able with aural section where power requirements are less. Lower initial tube cost, AND LONG LONG HOURS OF LIFE. Lower power consumption too, saving many dollars on your power bill.

ACCESSIBLE

All tubes visible and accessible from the front via full length glass doors.

COLOR ADAPTABLE

Elimination of back porch clamp insures proper operation with color signals.

SEE A COMPLETE S-E BLUE STAR 50 KW TELEVISION TRANSMITTER at the

NARTB EXHIBITION May 23 to 27
Palmer House - Chicago, Ill. Exhibit No. 20
Standard Electronics Reception
Headquarters, Room 805

Let Standard Electronic engineers give you the facts about today's trend to HIGH POWER VHF broadcasts. Check at first hand the operating and layout simplicity of S-E maximum power BLUE STAR stations. Check, too, S-E's new Multi-con camera on demonstration at the show.



with high power



to deliver tomorrow's
equipment today



standard electronics corporation

A SUBSIDIARY OF CLAUDE NEON, INC
285-289 EMMETT STREET • NEWARK 5, N. J.

*devoted exclusively to the
engineering, manufacturing, and servicing of equipment
for the broadcast and television industry*



VOL. 1 NO. 10

Editor and Publisher
S. J. Paul

Managing Editor
Richard M. Rutter

Associate Editors
William Ruchti
Barbara Sapinsley

Film Editor
David Yellin

Washington Correspondent
David Stewart

Production and Art Director
David Goldfinger

Circulation Director
Marion Lee Woods

Readers' Service Dept.
L. T. Thackston

Eastern Sales Manager
Frank R. Bowes

West Coast Representative
Duncan A. Scott
San Francisco: Mills Bldg.
Los Angeles: 2978 Wilshire Blvd.

Member of Business
Publications Audit of
Circulation, Inc.



(Formerly CCA)

TELEVISION AGE is published monthly by the Television Editorial Corp. Editorial, advertising and circulation offices: 444 Madison Ave., New York 22, N. Y. Phone: PLaza 1-1122. Printing Office: 307-11 Main Street, Kutztown, Pa. Single copy: 50 cents. Yearly subscription in the U. S. and possessions: \$6; in Canada: \$7; elsewhere: \$8. Acceptance under 3464 P.L.&R. authorized. Copyright 1954 by Television Editorial Corporation, 444 Madison Ave., New York 22, N. Y. All rights reserved. Editorial contents may not be reproduced in any form without permission.

444 Letters to the Editor

444 Madison Avenue, New York 22

EDITOR:

Thank you very much for the April copy of TELEVISION AGE with the editorial on Rosel Hyde. We appreciate your making this available to us and I can assure you that your views in the matter are valued.

CHARLES F. WILLIS, JR.
The White House
Washington, D. C.

EDITOR:

Your kind comments in the editorial which appeared in the April issue of TELEVISION AGE are indeed appreciated.

ROSEL HYDE
Chairman
FCC
Washington, D. C.

EDITOR:

I received a letter today from our client, Pontiac Motor Division, and in it they noted that TELEVISION AGE in the April edition listed the *Dave Garroway Show* in the Network Program Chart as a film show. As you know, the *Dave Garroway Show* is a live show originating in New York on Friday night at 8 p.m. EDT.

I am sure this is a typographical error, but I would like to call this matter to your attention so that the necessary corrections can be made.

CHAS. N. CAMPBELL
MacManus, John & Adams, Inc.
Bloomfield Hills, Mich.

EDITOR:

We are subscribers to your wonderful magazine and trust you will be able to assist us in obtaining extra copies of your April, 1954 issue.

The article in this issue entitled "You can be sure . . ." would be of interest to our account, Westinghouse.

S. W. CALDWELL, LTD.
Radio and Television Advertising
Toronto, Canada

EDITOR:

We noticed with interest the item you had in Tele-trends in the March issue of TELEVISION AGE, which stated ". . . Tracy-Locke, now garnering a business of more than \$2 million in

the southwest area. The same agency handles Borden's in Texas."

We would like to correct an error in this statement.

First of all, Tracy-Locke bills considerably more than \$2 million in the southwest area in radio and tv alone, with total billing several times this figure. Secondly, Tracy-Locke handles the Fluid Milk and Ice Cream Divisions of the Borden Company in a six-state area including Texas, Louisiana, Arizona, Oklahoma, Arkansas and Mississippi.

I believe you will find that the "regional approach" has been even more successful than you indicated.

PHILIP L. McHUGH
Tracy-Locke Company, Inc.
Dallas

Editor's Note: TELEVISION AGE should have made it clear that the \$2 million figure applied only to radio-tv. The article, "Ridin' the tv range," in the April issue correctly reported Tracy-Locke's billings.

EDITOR:

We appreciate the very fine article you folks did on our film department.

The high readership of TELEVISION AGE has been demonstrated quite clearly to us by many comments we have had from our advertising friends in regard to this particular article.

LOWE RUNKLE
Lowe Runkle Company
Oklahoma City

EDITOR:

Your February issue could not have had a more receptive audience than our agency as we do buy tv time and make film and slide commercials.

The map on page 34-35 in your February issue showing the network routes and the Set Count were especially useful in planning our schedules.

DAVID L. GOLDSBERRY
D. L. Goldsberry & Co. Adv.
Kansas City

EDITOR:

We have read with a great deal of interest the article "Pounding Presses" which appeared in your March, 1954 issue.

We would like to obtain permission to reprint either all or part of this article.

ALAN HALPERN
Editorial Director
Greater Philadelphia Magazine
Philadelphia

(Continued on page 30)

The newest, **TALLEST**
tower in fabulous
SOUTH FLORIDA...

WTVJ now telecasting
a 100,000 watt signal
from its new 1,000 ft.
tower.

Over 100,000
South Floridians
are receiving the
strongest VHF
signal in 1954. This
year's record translates
to the Billion Dollar
S. Florida market...

POPULATION
Served
1,055,700

FAMILIES Served
327,600

TOTAL
Retail Sales
\$1,356,382,000

Get the complete
story from your
Free and Peters
colonel - or write
to Mitchell Wolfson,
Pres. WTVJ, Miami.

TOTAL NET
EFFECTIVE
BUYING INCOME
\$1,749,287,000

Retail Sales
by Class of Outlet

FOOD	\$284,464,000.
GEN. MERCH.	\$105,796,000.
FURN. RADIO	\$86,282,000.
AUTOMOTIVE	\$248,935,000.
DRUGS	\$57,871,000.
OTHERS	\$573,034,000.



* Sales Management 1954

L
S
D
Y
54
MI

catch a movie or





TV and you sell a market!

Did you realize that late evening movies on TV are viewed regularly in as many as 67% of all TV homes in a market? That in the daytime, feature film will capture and entertain as high as 52%?

In any one of these rich markets, that's a lot of people—and a lot of buying power.

You can buy participations, one minute, 15 minutes or more in these programs at low cost. Through them, your message gets maximum market penetration and commercial value.

WSB-TV	Atlanta
WBAL-TV	Baltimore
WFAA-TV	Dallas
KOA-TV	Denver
WICU	Erie
KPRC-TV	Houston
KARK-TV	Little Rock
KABC-TV	Los Angeles
KSTP-TV	M'p'l's-St. Paul
WSM-TV	Nashville
WABC-TV	New York

REPRESENTED BY

Edward Petry & Co., Inc.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

WTAR-TV	Norfolk
KMTV	Omaha
WTVH-TV	Peoria
WENS	Pittsburgh
WOAI-TV	San Antonio
KFMB-TV	San Diego
KGO-TV	San Francisco
KOTV	Tulsa
KEDD	Wichita

THERE IS A HOUSTON-**FEARLESS** FILM PROCESSOR FOR **EVERY NEED!**

Whatever your requirements in motion picture or TV film processing equipment, Houston Fearless has the answer. 16mm, 35mm, 70mm... black and white or color... negative, positive, reversal or positive-negative color film... from 5 to 250 feet per minute... from the smallest, most compact unit to the largest installation, Houston Fearless builds the finest, most dependable, best engineered of all processing equipment. Houston Fearless is a major supplier to the Military and is known and respected throughout the world.

Only a few of the many Houston Fearless models are shown here. For complete information on the type of equipment best suited for your particular needs or for help on your special requirements and problems, send the coupon below. Houston Fearless engineers will recommend what is most appropriate and, if desired, plan your entire film processing lab for maximum efficiency and highest quality results.

The
**HOUSTON
FEARLESS**
Corporation

*"World's Largest Manufacturer of Motion Picture
Film Processing and TV Studio Equipment"*

Houston Fearless Corporation
11801 W. Olympic Blvd., Los Angeles 64, Calif.
Please send information on film processing equipment
to be used for the following purpose:

NAME _____
FIRM _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

11801 W. OLYMPIC BLVD., LOS ANGELES 64, CALIF.
Branches 2-4001
620 FIFTH AVE., NEW YORK 20, N. Y. Circle T-8078

Letter from the Publisher

Up to now tv has not had a unified promotional voice to speak out in its behalf. Every other major medium has a powerful and aggressive organization to do a selling job on local and national levels.

And in the vacuum created by tv silence the competing media have moved in and engaged in the pastime of "beating television over the head."

The newly organized Television Advertising Bureau can step into this gap and take its rightful place among the other media groups which include the Broadcast Advertising Bureau, the Bureau of Advertising of the ANPA and the Magazine Advertising Bureau.

What exactly can the new TAB do?

It can make pitches for important new business to groups of advertisers.

It can answer the competitive challenge of the other media.

It can provide advertisers with much-needed information on tv.

It can be a clearing house for stations, feeding them sales ideas and sales know-how.

It can stimulate more co-op money in the direction of tv.

It can do all these things and many more—revenue producing activities—if it has the unified support of the entire tv industry.

That unity and that support are indispensable.

They are indispensable because the industry has to face up to the economic facts of life.

Sure, television has a great potential. Certainly, many stations are doing very well. But the majority of the 377 stations on the air are in the red. The months ahead will be their fight for survival. A slight increase in revenue means the difference between profit and loss for many stations.

Take, for example, just one revenue-producing area—co-op advertising. Television hasn't started to tap the tremendous potential here.

Several large manufacturers have expressed surprise that tv has not pitched on a nationwide basis to dealers who have co-op money to spend.

Television today is only getting 9 per cent of the total advertising dollar. This situation is further intensified by the fact that every sales presentation as made by competing media winds up as an anti-tv tirade.

The TAB is a call to arms.

Cordially,



pledged

to

service



WGAL-TV

NBC • CBS • ABC • DuMont
Lancaster, Pa.

Steinman Station
Clair McCollough, President

Pledged to the welfare of
the many communities
it serves, with a continuing
series of programs and
projects designed to
enlighten, strengthen and
support the best interests
of the public.

Represented by

MEEKER TV, Inc.

New York
Chicago

Los Angeles
San Francisco

L

S

D

Y

54



MI

Supersalesman

*Trendex, Oct. '53-Mar. '54.

**On the two most recent occasions when sponsored programs were broadcast at the same time over the leading networks, they won a 29%—and a 96%—higher rating on CBS Television.

It's no little trick to make a tentful of people laugh. But it's something else again to get a nation-wide audience laughing — at the same instant.

And laughter, as every salesman knows, is a most effective sales tool. And so are all the other moods an entertainer can evoke. For they help you shift your prospect's interest — willingly — from whatever's on his mind to the product on yours.

This, perhaps, is television's greatest value to an advertiser. It creates a receptive mood in 30 million homes for more than five hours a day. It is always part-entertainer, part-salesman.

This, certainly, is why CBS Television has always made creative programming its most important activity. And why, in the major markets where the networks compete — and popularity can best be compared — CBS Television consistently wins the largest average audience: 11 per cent larger at night, and 27 per cent larger in the daytime.*

Advertisers have found that placing their programs on the most popular network gives them a headstart in ratings** — and a headstart in sales.

That's why their investment on CBS Television for the first quarter was over 45 per cent greater than a year ago. (*And in 1953 it was the greatest in broadcasting history!*) That's why it's still growing.

CBS Television can bring you the most receptive audiences in all America, because it has most of the programs most of your customers want.

CBS TELEVISION

From the files of Scotland Yard come the astounding stories of the man hailed by:

TIME MAGAZINE

"... 'THE GREATEST DETECTIVE IN THE WORLD'... he flashes enough intuitive genius to hold his own with the best of the fictional homicide squad—HOLMES, MAIGRET, PHILO VANCE and NERO WOLFE".

OMNIBOOK

"... he is one of the MOST FAMOUS DETECTIVES OF OUR TIME".

PAGEANT

"... a real life SHERLOCK HOLMES".

FABIAN OF SCOTLAND YARD

(portrayed by Bruce Seton)

RADIO DAILY-TELEVISION DAILY says: "It is fast paced, well documented . . . FAR SUPERIOR to the majority of "whodunits" at present cluttering up our screens".

Filed on location and paced for American television audiences, this series is designed for:

1. Sponsors who are weary of the stereotyped "Private Eye".
2. Sponsors who demand strong product identification.

At last here's a show whose unique format provides a POWERFUL MERCHANDISING FORCE to help video-wise advertisers sell goods!



Sarah Churchill in "4 A.M. PHONE CALL"



"THE SAMBA CASE"



Bruce Seton in "THE GOLDEN PEACOCK"



"ROBBERY IN THE MUSEUM"



"BOMBS IN PICCADILLY"

Scenes from FABIAN OF SCOTLAND YARD

A BEST SELLING BOOK!



Now being syndicated in leading newspapers throughout the United States with a combined readership of over 25,000,000 people!

THE NEW YORK TIMES says: "There is human warmth in it and no hysteria, no bitterness, no sensationalism. It has

humor too — judicious portions, not laid on with a heavy trowel".



Here's something really brand new and exciting in television fare—fascinating documented CASE HISTORIES from the files of FORMER SUPERINTENDENT OF SCOTLAND YARD, ROBERT FABIAN, Britain's counterpart of America's J. Edgar Hoover!

FABIAN OF SCOTLAND YARD is available to National, Regional and Local advertisers who want a FIRST RUN TV PROGRAM with all the prestige and promotional values reserved for premiere presentations—at a price that will please the most budget conscious sponsors!

39 BRAND NEW HALF HOUR FILMS NOW
READY FOR FIRST RUN IN ALL **TV** MARKETS

WRITE, WIRE OR CALL TODAY FOR FULL DETAILS!



telefilm
enterprises

38 East 57th Street, New York 22, N. Y. • PLaza 8-3360

NOW on the AIR

with local "LIVE"
COLOR TV



ANOTHER "FIRST" FOR WKY-TV!

Local "live" color was first introduced to Oklahoma TV viewers in a five-minute telecast at 6 p.m. on April 8 by E. K. Gaylord, president of the Oklahoma Publishing Company and WKY Radiophone Co.

Now, with two complete camera chains in operation, WKY-TV is nation's *first* independent station to have a regular schedule of local "live" color programs. Far-sighted planning made it possible for WKY-TV to receive the *first* color cameras delivered to any independent station in America! This same foresight has been characteristic of every phase of WKY-TV's operation. That's why WKY-TV is **FIRST** in black and white television*—as well as **COLOR!**

*Pulse 29-County Audience Survey, Hooper Oklahoma City Audience Survey of January, 1954, and ARB, March, 1954. See your Katz man.

WKY . . . FIRST Radio Station in Oklahoma
WKY-TV FIRST Television Station in Oklahoma
WKY-TV FIRST Station with Color TV in Oklahoma
WKY-TV FIRST in Popularity in Oklahoma

WKY-TV

CHANNEL 4
OKLAHOMA CITY

Owned and Operated by
The Oklahoma Publishing Co.
The Daily Oklahoman—Oklahoma City Times
The Farmer-Stockman — WKY Radio
Represented by The Katz Agency, Inc.

Television Age

49 ON TO CHICAGO

As it holds its 32nd annual convention, the NARTB plays a key role in industry affairs

52 THEN AND NOW

An industry pioneer recalls three decades of NAB-NARTB conventions

54 AN NAB-NARTB ALBUM

58 EXCLUSIVE: ROSEL HYDE SPEAKS OUT

60 ECONOMIC FORECAST: END OF THE RECESSION?

Here's the immediate outlook for the tv industry and business in general

62 UHF: A PROGRESS REPORT

Many obstacles still loom, but the newcomers are on the way up the competitive mountain

65 SLOT MACHINE TV

A station manager looks at subscription "schemes" and sounds a warning

66 WHAT'S WRONG WITH RATE CARDS?

Plenty, say timebuyers, who tell how they can be improved

97 STATION DIRECTORY

Executive rosters of the nation's tv stations

117 TIMEBUYERS

An up-to-date list of these key New York and Chicago personnel

Cover: Anthony Saris

DEPARTMENTS

11 Publisher's Letter
Report to the readers

21 Tele-trends
The shape of the future

35 Tele-scope
What's ahead behind the scenes

41 Newsfront
The way it happened

74 Network Schedules
The May line-up

85 Washington Memo
Big Ed holds forth

90 Set Count
Market-by-market figures

111 Wall Street Report
The financial picture

125 In the Picture
Portraits of people in the news

128 In Camera
The lighter side



**NOW
No. 1
In The Nation!**

*The Rhode Island Red
Crows and Grows!*

Latest Nielsen* Study Shows
84% Of Rhode Island Families
Own TV Sets . . . Highest In USA!
31% Above National Average.

1,098,189 TV Sets Serving
Southern New Englanders
Who Watch Our Live Local
Shows . . . 17 a Day
Monday Through Friday!

NBC — Basic
ABC — Dumont — Supplementary

*Special courtesy of CBS-TV Research Dept.



Song of the open road...



...and it's a profitable song for sales-minded
businessmen. Millions of extra listeners mean
millions of extra sales. Storer Stations
have been voted "most listened to" by the
ever-increasing out-of-home audience.

STORER BROADCASTING COMPANY

WSPD - WSPD-TV
Toledo, Ohio

WJBK - WJBK-TV
Detroit, Mich.

WAGA - WAGA-TV
Atlanta, Ga.

KGBS - KGBS-TV
San Antonio, Texas

WGBS
Miami, Fla.

WWVA
Wheeling, W. Va.

WBRC - WRRC-TV
Birmingham, Ala.

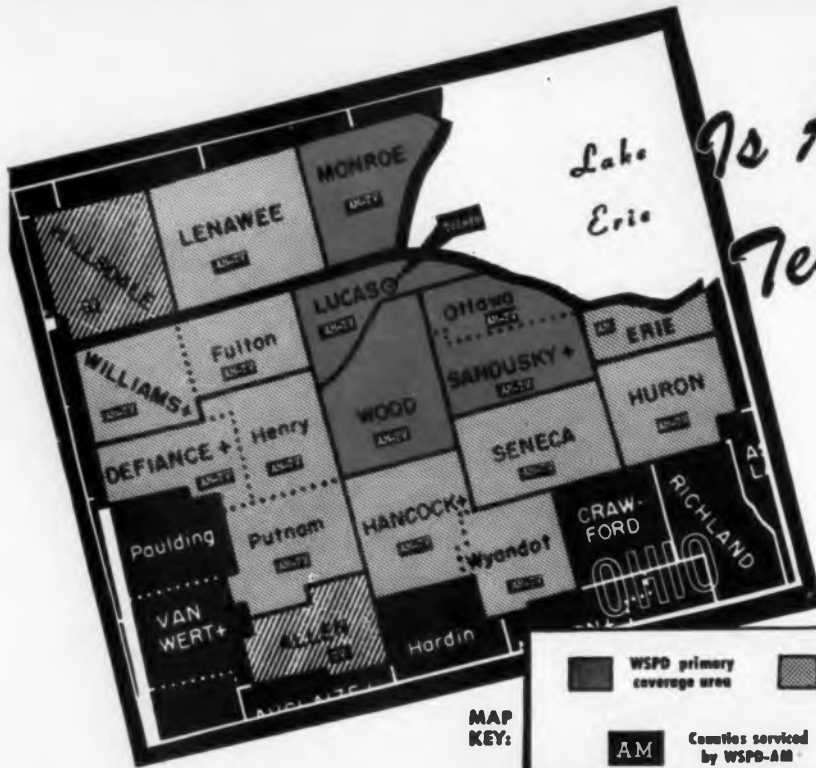
NATIONAL SALES HEADQUARTERS:

TOM WARKER, V. P., National Sales Director
112 S. 27th St., New York 12, ELcorado 5-7490

BOB WOOD, Midwest National Sales Mgr.

230 N. Michigan Ave., Chicago 1, Franklin 2-6498

WSPD's "Billion Dollar Market"



*Is America's
Testground*



MAP
KEY:



The area covered by WSPD (Radio and/or Television) encompasses 18 counties; 3 in Michigan and 15 in Northwestern Ohio.

Population 1,181,800
 Families 359,150
 Radio Homes 355,050
 Percent tuned to WSPD-AM
 Daytime 56.8%
 Nighttime 48.6%
 *Television Homes 279,029
 Percent tuned to WSPD-TV
 Daytime 78%
 Nighttime 91.5%

EFFECTIVE BUYING POWER
 Total—\$1,917,277,000
 Per Capita \$1,622
 Per Family \$5,338

RETAIL SALES
 Total \$1,409,122,532
 Per Family \$3,923

Spent For:
 Food \$332,271,000
 Gen. Mdse. \$137,070,000
 Furniture & Household—\$72,696,000
 Automotive \$311,027,000
 Drug \$36,600,000

Toledo's Metropolitan Area ranks high in the nation's 200 leading areas—

Toledo ranks 41st in total retail sales
 Toledo ranks 39th in food store sales
 Toledo ranks 42nd in gen. mdse. store sales
 Toledo ranks 49th in apparel store sales
 Toledo ranks 44th in home furnishing sales
 Toledo ranks 34th in automotive store sales
 Toledo ranks 38th in filling station sales
 Toledo ranks 57th in building material and hardware store sales.
 Toledo ranks 44th in drug store sales

SPeedy daily entertains the people whose buying habits account for Toledo's high rating.

*January 1, 1954

Authority for above listening and market information:

Standard Rate & Data Consumer Markets
 Nielsen Coverage Service
 Television Magazine

WSPD

AM-TV
 TOLEDO, OHIO

Storer Broadcasting Company
 704 BARRER, 3RD. SALES BUL., 110 E. 57th STREET, NEW YORK

Represented Nationally
 by KATZ

BUSINESS BAROMETER:

The normal seasonal dip in station revenues is over. The anticipated upswing is on. That is disclosed by TELEVISION AGE's exclusive monthly survey. The latest report is for February compared with January (there is always a time-lag while dollar figures are compiled by operators). The results confirm the prediction made in this space last month that renewed gains were to be expected.

Here is the actual percentage picture as reported by stations with total annual revenues of over \$100 million. Local business: up 1.6 per cent; national spot, a gain of 4.8; network, a rise of 3.0 per cent. This is the first time in three months that all categories have shown an improvement over the preceding month.

The smallest stations continue to record the largest gains percentage-wise.

In the \$175,000-\$375,000 range, local take is up as much as 17 per cent; national, by 19 per cent. That is understandable. The larger, well-established outlets have now settled down to a fairly stable business pattern. Barring the inroads of new competition, they cannot expect sharp changes in gross income or earnings.

Meanwhile, the networks are setting a phenomenal pace. In the first quarter of this year: CBS Television led the parade, with billings of \$32.1 million, for a jump of 49.5 per cent over the like period of last year; NBC-TV recorded \$30.6 million, up 36.5 per cent; ABC-TV, \$7.9 million, a rise of 65.5 per cent; Du Mont, \$3.7 million, an increase of 30 per cent.

All of this adds up. Advertising expenditures this year are now expected to top the 1953 record of \$7.8 billion. Television will account, by far, for the greatest part of that increase. At the same time tv will substantially boost its portion of the overall media take. Most likely to lose ground: consumer magazines and network radio.

The strength of the television boom is carrying over into set sales. These set a record during the winter, for the entire year now promise to equal or even better 1953's total of 6.4 million receivers sold. This has occurred despite a general slump in appliance sales that still persists.

The first public introduction of color has had absolutely no deterrent effect on black-and-white sales. In fact, the consensus is that it has spurred them. High costs of the sets, lack of color programming have been the chief factors here.

The real test of public reaction to color won't come before late Fall. Then both RCA and Du Mont will be the market with 19-inch multichrome sets. Other manufacturers will quickly follow suit. But prices will still be very high—about \$1,000. Few observers think there will be any substantial sales at that level. Chances are black-and-white will have the market completely to itself for a year or more to come—if not longer.

STILL CLIMBING:

The long rise in rates is apparently not yet over—at least in big-city, prime markets. A definite leveling-off, however, has been noted among the small and medium-sized stations ("Rates: End of the Spiral?" TELEVISION AGE, March, 1954).

The tip-off is the action of WCBS-TV, New York flagship of CBS Television, boosting its basic Class A hourly charge (7-11 p.m., Monday through Saturday, and 6-11 p.m. on Sunday) from \$4,800 to \$6,000. Effective May 15, a 20-second station break goes up from \$1,075 to \$1,500, and 10-second spots are hiked from \$550 to \$750. These are, at present, the highest rates in the country.

Actually, for the past several years the rates of WCBS-TV and WNBT, the chief competition, have been "playing leap frog." When one has increased rates, the other has promptly followed. This has happened, on the average, four times a year.

But this rise apparently is different. WCBS-TV spokesmen point out that their secondary coverage is greater than ever, that sets-in-use have increased substantially and that the cost-per-thousand—even at the new rates—is lower than three years ago. They claim that the latest boost was inevitable. WNBT is expected to keep pace.

So far—and large operators around the country will be watching this closely—there has been no sign of advertiser resistance. The sponsors on the WCBS-TV roster have indicated that they will go along when contract renewal time rolls around.

"I LED 3 LIVES"
HIGHEST RATINGS!
GREATEST SALES!

Of Any Show Produced
For Local Sponsorship!

"MR. DISTRICT ATTORNEY"
PREMIERED
APRIL 1,
ON 94 STATIONS!

A New Record in the Field!

"FAVORITE STORY"
97.6% RENEWALS
FOR SECOND YEAR!

Greatest renewal record
in syndication history!

"BOSTON BLACKIE"
SELLING SENSATION
FOR 150 SPONSORS!

TV's unmatched
Mystery-Adventure

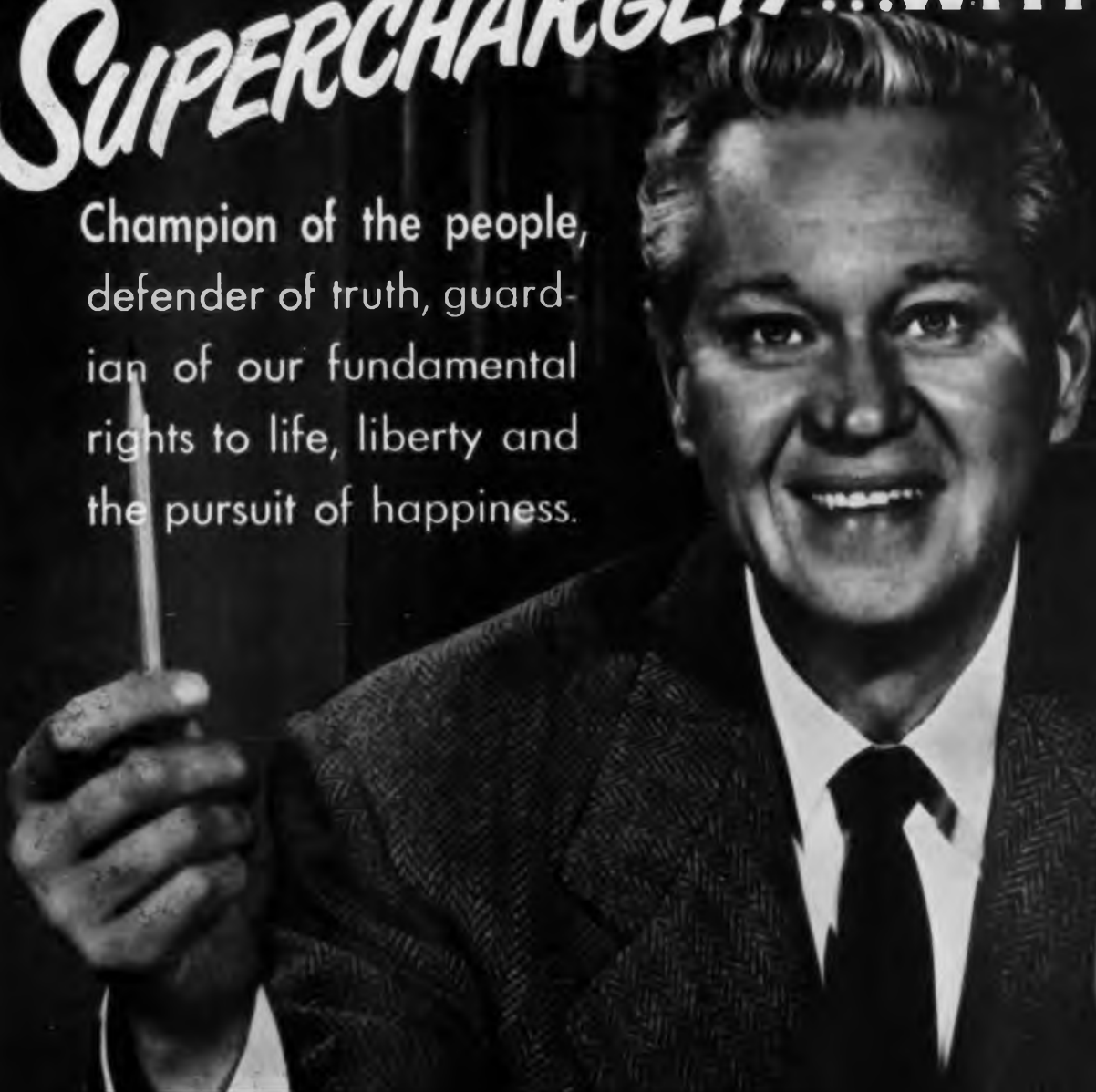
"CISCO KID"
PRODUCED
CONTINUOUSLY FOR
5 GREAT YEARS!

Unparalleled performance in
ratings, renewals and results

THE
Acknowledged
LEADER

SUPERCHARGED...WITH TV

Champion of the people,
defender of truth, guard-
ian of our fundamental
rights to life, liberty and
the pursuit of happiness.



THE INSPIRED NEW SERIES THAT OUTSHINES THEM ALL FOR *DRAMA, ACTION, REALISM!*

Every action scene is authentic, staged in real honest-to-goodness locations... inside a real crime laboratory, a real detective bureau, a real communications center, a real interrogation room, a real court room, even real fire ruins when the script demands.

With Mr. D. A. you get superior entertainment... superior selling power. Every attention arresting half hour holds five golden opportunities for sponsor salesmanship. Already winning sales for advertisers in over 50 markets, Mr. D. A. is truly a dramatic selling force!

READY NOW IN **ZIV-COLOR** BRILLIANT, COMPATIBLE!

MI

TV SELLING POWER!

ZIV'S Behind-The-Scenes Drama of Our Law Enforcers in Action!

"Mr. DISTRICT ATTORNEY"

BRING HOLLYWOOD'S **DAVID BRIAN** HE LOOKS, HE ACTS, HE IS MR. D. A.

Each Half-Hour a Complete Story
TECHNICAL SUPERVISION THROUGH THE
COOPERATION OF THE LOS ANGELES
LAW ENFORCEMENT AGENCIES



ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD



**2ND GREAT
YEAR**
NOW IN PRODUCTION!
A Grand New Total of 78 Magnificent Half-Hours!

TOP RATINGS IN MARKET AFTER MARKET!

• **SEATTLE - 1st Place!**

Sat. eve. - rates 53.3 - Telepulse, June 1953
Beats Robert Montgomery, Mr. & Mrs. North, Eddie Cantor, Ford Theatre, Playhouse of Stars

• **KANSAS CITY - 1st Place!**

Fri. eve. - rates 32.3 - Telepulse, Aug. 1953
Beats Philco-Gaedyar TV Playhouse, Ford Theatre, Kraft TV Theatre, This Is Your Life, G. E. Theatre, What's My Line, Godfrey's Talent Scouts

• **PITTSBURGH - 1st Place!**

Thur. eve. - rates 41.5 - Telepulse, Aug. 1953
Beats This Is Your Life, Down You Go, Ford Theatre, Playhouse of Stars, Robert Montgomery

• **WASHINGTON, D. C. - 2nd Place!**

Tues. eve. - rates 21.4 - Telepulse, Aug. 1953
Beats Danger, Suspense, Kraft TV Theatre, Douglas Fairbanks Presents, Lux Video Theatre

• **SAN ANTONIO - 2nd Place!**

Tues. eve. - rates 26.3 - Telepulse, Aug. 1953
Beats Suspense, Blind Date, Burns & Allen, Kraft TV Theatre, Toast of the Town, Baulch, G. E. Theatre, Robert Montgomery, Lux Video Theatre

• **PORTLAND - 2nd Place!**

Tues. eve. - rates 58.5 - Telepulse, Sept. 1953
Beats Break The Bank, Chance of a Lifetime, Playhouse of Stars, The Goldbergs, Big Story

These leaders have
RENEWED FOR 2ND YEAR!

- **BLATZ** Beer in **3** markets!
- **DREWRY'S** Beer in **9** markets!
- **OLYMPIA** Beer in **6** markets!
- **GENESEE** Beer in **5** markets!
- **SCHAEFER** Beer in **New York City!**

No. 1 FILM SERIES NATIONALLY!—Telepulse, August, 1953

NOT ANYWHERE, BY ANYONE, HAS TELEVISION BEEN SO HANDSOMELY AND LAVISHLY STAGED!

ZIV TELEVISION PROGRAMS, INC.

Proudly Presents

ADOLPHE

MENJOU

YOUR STAR AND HOST

FAVORITE

STORY"

Produced with a master's flair...

**EVERY HALF HOUR A COMPLETE STORY...
A VIVID AND REWARDING EXPERIENCE
IN TELEVISION DRAMA!**



*The first name in
outstanding
television production*

ZIV TELEVISION PROGRAMS, INC.
1300 MADISON AVENUE, NEW YORK 17, N.Y.
NEW YORK

our!

STAGE!

LOOK TO ZIV-TV FOR
**LEADERSHIP
IN COLOR, TOO!**

"FAVORITE
STORY"



"MR. DISTRICT
ATTORNEY"



"CISCO
KID"



"BOSTON
BLACKIE"



READY NOW IN

ZIV-COLOR

ZIV has been producing in color since TV's infancy . . . already has a color backlog of 5 YEARS OF TOP-RATED CISCO KID . . . in addition to current production of BOSTON BLACKIE, FAVORITE STORY and MR. DISTRICT ATTORNEY.

ZIV-TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

T. V. story board

A column sponsored by one of the leading film producers in television

SARRA

NEW YORK: 200 EAST 56TH STREET

CHICAGO: 16 EAST ONTARIO STREET



The highly competitive subject of Personal Loan Service is given refreshing treatment in sparkling 20-second spots for Chase National Bank. The entertainment value of animated cartoons keeps the eye amused while a pleasant, persuasive "audio" background tells the complete story of Chase service in a down-to-earth conversational style. Mr. Average Wage Earner and his wife have their readily recognized problems . . . and the solution Chase offers is strongly identified at the finish. One of a series by SARRA produced for Chase National Bank through Kenyon & Eckhardt, Inc.

SARRA, Inc.

New York: 200 East 56th Street

Chicago: 16 East Ontario Street



Introducing a new food product calls for quick package identification and strong "in use" demonstration. More than an "entering wedge" for brand new, wedge-shaped Cracker Barrel Cheese by Kraft is presented in each 20 seconds of sell in this series of TV spots by SARRA. Appetite-appealing shots of the new product, associated with familiar favorites like apple pie and crackers-and-cheese, add visual appeal to the voice-over assurance that Kraft's Cracker Barrel Cheese is more than worthy of a trial. Stop motion close-ups practically put the package in the viewer's hands, to clinch sales in this series of 20-second TV spots produced by SARRA for Kraft Foods Co., through J. Walter Thompson Company.

SARRA, Inc.

New York: 200 East 56th Street

Chicago: 16 East Ontario Street



This series of 1-minute and 20-second TV spots for D-X gasoline, reaches its selling climax like a high-powered car. There's quick pick-up, steady power, and no "pulling off the road" because the story of extra mileage, extra anti-knock, and extra power is stripped to its bare essentials. A catchy jingle sign-off at the end of the spot is synchronized with "blinker" emphasis on the exclusive new "UCL-PLUS" feature of the product. No waste motion in proving that there are "hundreds of gasolines but only one D-X." Created and produced by SARRA for Mid-Continent Petroleum Corp., through R. J. Potts-Calkins & Holden.

SARRA, Inc.

New York: 200 East 56th Street

Chicago: 16 East Ontario Street

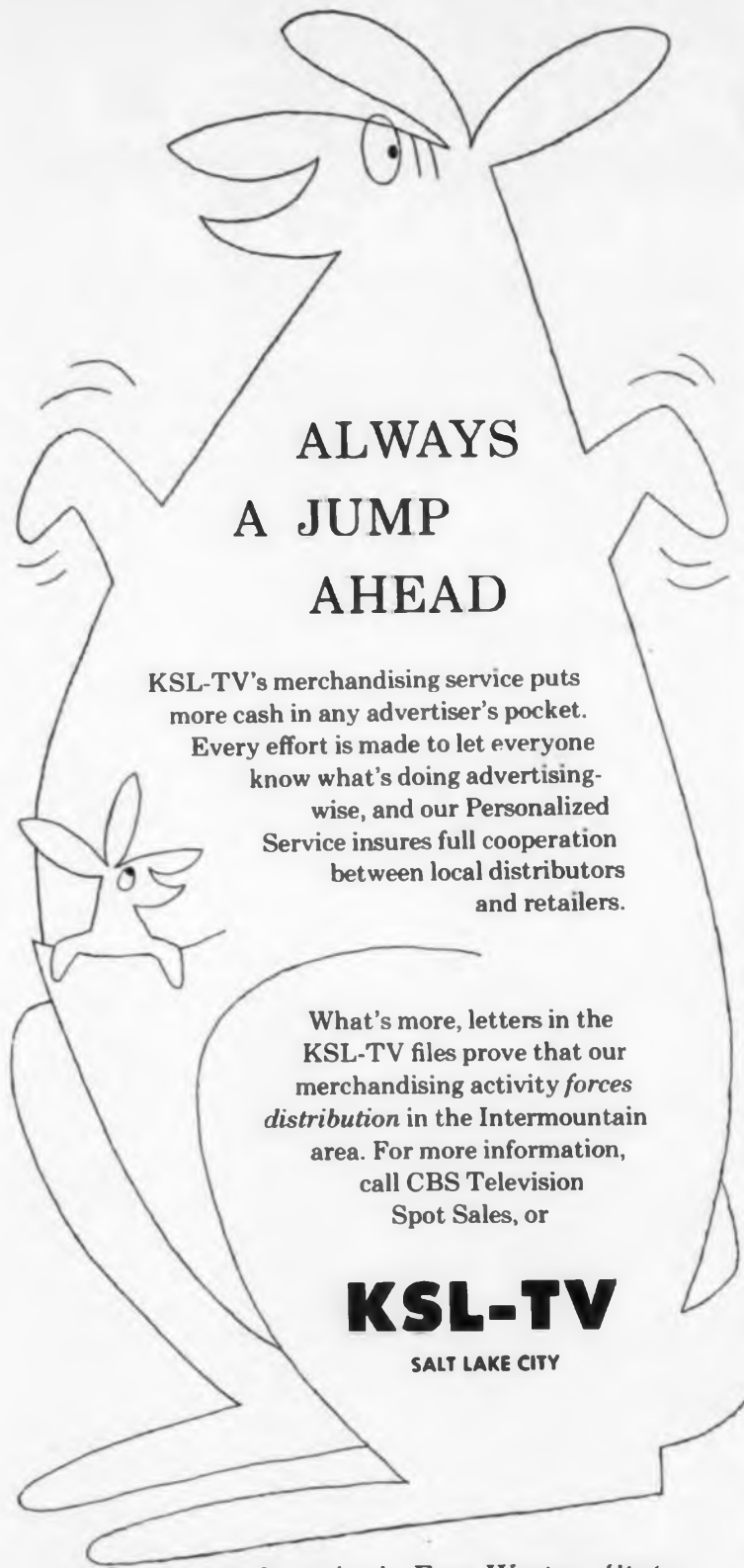


The proof of a TV commercial is not how the master print looks in the projection room, but how it gets across on home screens. To make sure of brilliant home reception from every print made of its TV productions, Sarra has its own especially equipped and staffed laboratory for processing TV film. Here Sarra's VIDE-O-RIGINAL prints are custom-made. These duplicates faithfully reproduce the sparkle and clarity which twenty years of experience in advertising production put into the original film. Thus the advertiser is assured that on every screen, his commercial will give a fine performance.

SARRA, Inc.

New York: 200 East 56th Street

Chicago: 16 East Ontario Street



ALWAYS A JUMP AHEAD

KSL-TV's merchandising service puts more cash in any advertiser's pocket.

Every effort is made to let everyone know what's doing advertising-wise, and our Personalized Service insures full cooperation between local distributors and retailers.

What's more, letters in the KSL-TV files prove that our merchandising activity forces distribution in the Intermountain area. For more information, call CBS Television Spot Sales, or

KSL-TV

SALT LAKE CITY

Serving 39 Counties in Four Western States

Letters (Continued from page 6)

EDITOR:

. . . . I am attracted strongly by your publication. I think it is smart and beautifully done. It operates on a level that should appeal to all those in the industry who think

JOHN GUFFEY
*Womack, Craig & Webster Adv.
Odessa, Tex.*

EDITOR:

In your excellent article which appeared in the April issue, "A \$200,000 Home," you stated that many of the manufacturers and craftsmen involved in the construction of the studio had never done work for television before.

We would like to have, if possible, a list of those companies so that we can contact them for information concerning materials that were used for the Home studio.

We are always interested in "new" conceptions and uses of building materials and equipment.

J. EVANS DWIGHT & CO.
*Architectural Engineers
Chicago*

EDITOR:

The story on "Studio One" in the April issue of TELEVISION AGE was excellent, and you are to be congratulated for such a fine job.

ROGER H. BOLIN
*General Advertising Manager
Westinghouse Electric Corporation
Pittsburgh*

EDITOR:

As a charter subscriber of your magazine, I'd like to file a compliment. I find that by reading TELEVISION AGE each month I'm able to keep up with what's what in color. Your April story, "Color Scheme," was especially informative because it covered the very practical problem of how to put the individual hues to their most effective use.

There is, of course, much experimenting and learning yet to be done in the handling of color, and I for one am counting on your publication to keep me up-dated colorwise.

L. R. SACHER
*Lee Studios
Los Angeles*



nothing **Works Like Wantmanship**

Putting the yearn on everyone to want something more, new or better. That's **Wantmanship**, the Crosley Group's dynamic new dimension in selling. Typical of the Group, WLW-T, Cincinnati, uses top talent—professional want-makers, to make wants real and urgent. **Wantmanship** explains why the Crosley Group makes more sales faster, *at less cost*, than any other medium or combination.

the **CROSLEY GROUP**



WLW	Radio
WLW-A	Atlanta
WLW-C	Columbus
WLW-D	Dayton
WLW-T	Cincinnati



Exclusive Sales Offices:
New York, Cincinnati, Dayton,
Columbus, Atlanta, Chicago, Hollywood

G. HAEFFER

A 'BONUS' FOR EVERYONE ON CHANNEL **2** PITTSBURGH

Since WDTV increased its power to 100,000 watts it now serves nearly ONE MILLION receivers, all of which get a fine signal on Channel 2.

This plus coverage makes it possible to surpass even the outstanding results advertisers previously have achieved on WDTV.

THERE IS A BONUS FOR VIEWERS TOO!

We will continue to present the BEST of the programs from all networks with the finest signal in the area.



Always First with the Finest in Television



Remember?

... this scene from the first television drama ever produced, "The Queen's Messenger", in 1928 by the General Electric Company's experimental television station? WRGB's smooth and efficient programming today is a result of this first experiment and 26 years of television experience. With this background, WRGB brings the finest service to advertisers and audience through 361,000 sets in WRGB's 14,000 square mile area.

A GENERAL ELECTRIC STATION, SCHENECTADY, NEW YORK

WRGB

Represented Nationally by NBC Spot Sales
New York • Cleveland • Chicago • Detroit
Hollywood • San Francisco

THE CAPITAL DISTRICT'S ONLY FULL-TIME TELEVISION STATION

THREE MIGHTY M's...

that add up to one of the most outstanding advertising opportunities in America!

THE MARKET...

an industrial dynamo of 116 counties, five states wide and a-hum with the manufacturing tempo of plants and mills, mines, factories, transportation webs, and wide-awake communities where many of the nation's most successful businesses have chosen to locate their multi-billion industrial investments!

THE MONEY...

which flows soundly via pay envelopes into the comfortable homes of skilled workers throughout this Ohio Valley region... money that stems from the prosperity and progress they have helped build for this bustling market where incomes are higher, sales are brisker, and buying power has the potent wallop of *four billion dollars a year!*

THE MEDIUM...

is the one remaining element needed to complete a perfect climate for exceptional sales. That, too, is here. It's WSAZ-TV, the *one* television station that commands this entire market... and exerts a welcome influence upon the ways so many of its prosperous families spend their money. Nothing *sells* so marvelously here as WSAZ-TV! Ask America's top advertisers. The giant opportunity they've found is mighty enough for more to share.



T E L E V I S I O N

Martington-Charleston, West Virginia

Channel 3-100,000 watts ERP-NBC-CBS-DuMont-ABC

Affiliated with Radio Station WSAZ.

Lawrence H. Rogers, Vice President & General Manager, WSAZ, Inc.
Represented nationally by The Katz Agency



More than \$63,000,000 has been spent in the past three years on expansion of the enormous Portsmouth, Ohio, plant of Detroit Steel Corporation, employing 4,000 workers. This fiery new open hearth furnace—No. 14 to be put in service—was first heat tapped February 27, 1954...another example of the vast industrial growth throughout WSAZ-TV's 116-county realm!

Smoke Signals

The big swing to filtered cigarettes continues. American Tobacco has one in the works, not due, however, for several months. R. J. Reynolds soon will step up promotion—including heavy tv spots—on Winston, its new filter-tip. Meanwhile, cigarette firms' profits—despite all the hubbub over last year's dip in sales—are running as much as 30 per cent ahead of the 1953 pace. Expiration of the excess profits tax is a major factor.

High Gear

Look for auto companies to step up their tv outlays as competition grows ever hotter. Chrysler, in particular, which has lost one-third of its former market to General Motors and Ford, will launch a major advertising drive in all media.

On Tap

Rheingold Beer, fifth ranking in sales, plans to go nationwide. It has plants and distribution on the east and west coasts, is reportedly dickering for a large midwest brewery in order to become a national brand. Foote, Cone and Belding handles the account.

Papers ON

The next Audit Bureau of Circulation reports will show surprising losses in circulation for New York City Metropolitan dailies. The evening papers in particular attribute circulation decline to television.

Westinghouse to JWT?

Although J. Walter Thompson won't confirm or deny, the report persists that the Appliance Division of Westinghouse (\$11 million billing) has shifted from Fuller, Smith and Ross, where the account has been for eighteen years, to JWT.

Of Time and ASCAP

You can look for some legal fireworks with respect to the method of computation of ASCAP revenue on individual tv stations. Several stations,

which bill on a blanket basis, contend that 60 per cent of their rate represents time costs, while 40 per cent represents facilities. These stations are asking ASCAP to compute the percentage solely on the basis of the 60 per cent. ASCAP hasn't indicated whether it will do this. In the case of one mid-western station about \$100,000 is involved.

Feature Run

Stations throughout the country will watch very carefully the wor-tv new nighttime programming policy. Starting in the fall they will telecast the General Teleradio feature films recently acquired from the Bank of America. The plan is to run on a motion picture basis, i.e., the same film twice a night for seven nights.

New Look

You can look for a reappraisal of the International Latex advertising philosophy since its sale to Stanley-Warner Corp. The budget of \$3 million a year was under the personal direction of the corporation's board chairman, A. N. Spanel. The company has been considering re-entry into tv for quite some time. Foote, Cone and Belding is the agency.

New Faces

The entry into tv by advertisers new to the medium continues apace. Latest are H. J. Heinz Company which purchased 78 participations on NBC's *Home* and Noxema Chemical which purchased the Ed Murrow *Person-to-Person* program on the midwestern leg of CBS Television.

Here and There

Shell Oil, through J. Walter Thompson, has plans for placing nighttime half-hour programs on a regional basis. Johnson's Wax, through Needham, Louis and Brorby, will come back next fall with a nighttime program replacing *Life With Father* on CBS. Dow Chemical via McManus, John & Adams is looking for a nighttime show for Saran-Wrap.

WGR-TV
channel 2
Buffalo, New York
basic NBC-TV affiliate

announces the appointment of

HEADLEY-REED-TV

as Exclusive National Sales Representatives

Effective Immediately



HEADLEY-REED is happy to announce the addition
of WGR-TV to its list of distinguished stations.
WGR-TV will service Buffalo—14th market in the
United States with a vhf set circulation of 394,533.*

**Source: Niagara Mohawk Power Corporation*

EAST

WSYR-TV	Syracuse	NBC
WTRI	Schenectady, Albany, Troy	CBS
WGLV	Easton	ABC, DuMont
WTPA	Harrisburg	NBC
WEEU-TV	Reading	NBC
WBRE-TV	Wilkes-Barre	NBC, ABC

MIDWEST

WEEK-TV	Peoria	NBC
KWWL-TV	Waterloo	NBC, CBS
WNEM-TV	Bay City	NBC, DuMont
KFEQ-TV	St. Joseph	CBS, Du Mont
WFMJ-TV	Youngstown	NBC
WKOW-TV	Madison	CBS

SOUTH

WALA-TV	Mobile	CBS, NBC, ABC
WSFA-TV	Montgomery	On the air Fall, 1954
WRDW-TV	Augusta	CBS
WDAK-TV	Columbus	NBC, ABC
WTOK-TV	Meridian	ABC, CBS, Du Mont, NBC
WTVD	Durham	NBC—On the air Fall, 1954
WSJS-TV	Winston-Salem	NBC
WAIM-TV	Anderson	CBS
WCOS-TV	Columbia	ABC

WEST

KOOK-TV	Billings	CBS, DuMont, ABC, NBC
KFBB-TV	Great Falls	CBS, NBC, ABC, DuMont

HAWAII

KULA-TV	Honolulu	ABC, DuMont
---------	----------	-------------

HEADLEY-REED TV

*New York Chicago Philadelphia San Francisco
Los Angeles Detroit New Orleans Atlanta*

RAMAR of the jungle

starring Jon Hall



It's the *only* show of its kind in all television! No chance of sponsor *mis-identification* with RAMAR, because there's no other show like it on the TV screens.

It's a show for children—with a host of adult fans. The jungle locale provides an exciting background for stirring episodes which appeal to the young and old of both sexes.

Sold in more than 85 markets. Act now for franchises on an individual market basis.

All of these TPA features are offered as complete selling packages, with effective, integrated merchandising and promotion plans to lift sponsors' sales.



for station operators...

THE EDWARD SMALL FEATURES

28 full-length feature films people like to watch . . . stations like to run . . . advertisers like to sponsor.

They're all produced by Edward Small, that outstanding Hollywood impresario whose sensitivity to public likes have given his productions a gross of more than \$100,000,000.

Features top name stars in every picture.

Now profitably shown by more than 100 station operators. If you're not one of them, you ought to be!



YOUR* STAR SHOWCASE



with your host, *Mr. Edward Arnold*

Here's a successful, *tested* program — that's *first-run* in over 150 markets!

It's a series of 52 star-studded network calibre half-hours which, as The General Electric Theatre, won ratings of 22.9 in Cleveland . . . 30.5 in San Antonio . . . 20.3 in Chicago . . . 32.6 in Kalamazoo, etc. (ARB, Feb., 1953).

YOUR* STAR SHOWCASE is a weekly parade of marquee names, sparkling scripts, tight direction and lavish production. It can be *the* showcase for your product.

*Advertiser or brand name

+ *television* **P** *programs of* **A** *merica, inc.*

729 SEVENTH AVENUE, NEW YORK 19, N. Y. • 1041 N. FORMOSA AVENUE, HOLLYWOOD 46, CALIF.

coming soon.

THE ADVENTURES OF ELLERY QUEEN

starring Hugh Marlowe



A brand new half-hour series with a tradition of outstanding success — in every medium.

The Ellery Queen books have sold over 50 million copies. The radio series was a leading hit for years. Now, with Hugh Marlowe in the title role, an exciting telecast series of new adventures are being filmed in Hollywood for May release.

Reserve your markets now. It's like putting money in the bank.

check and double check



San Antonio's
KGBS-TV
CHANNEL 5 * CBS-ABC-DUMONT
✓ 81.6% of all time
rated San Antonio's
KGBS-TV had more
viewers than the
second station.



HOOPER RATINGS
THE INDUSTRY STANDARD
BROADCAST AUDIENCE
MEASUREMENT
SAN ANTONIO, TEXAS
February, 1954

San Antonio's
KGBS-TV
CHANNEL 5 * CBS-ABC-DUMONT
✓ 62.4% of all time
rated San Antonio's
KGBS-TV had more
viewers than the
second station.

TV Hooperatings

Television Station KGBS-TV
Atop the Transit Tower-Bldg.
San Antonio, Texas



C. E. HOOPER, INC.
Broadcast Audience Measurements
NEW YORK NORWALK



TOM HARKER, NATIONAL SALES DIRECTOR 118 EAST 57th, NEW YORK
NATIONAL REPRESENTATIVES KATZ AGENCY

THE NEWSPAPERS . . . It was spring again and this one bid fair to be more color-full than usual. Convention time had rolled 'round and three groups—of prime importance to the television industry—were holding annual conclaves, discussing the topics that would guide tv planning, shape tv decisions and presage tv developments throughout the coming year. On



GEORGE C. BIGGERS
Color: A Threat

each agenda color tv ranked high.

In New York, under balmy skies, the American Newspaper Publishers Association, gathered in the Waldorf-Astoria Hotel, frankly admitted that television was already an advertising threat and color telecasts would be a greater one.

The thread of caution wove through all the speeches, from the keynote address by Richard W. Slocum, vice president of the *Philadelphia Bulletin* (WCAU-TV), to a final report by the ANPA's Bureau of Advertising.

Slocum warned: "With the advent and increased popularity of television, newspapers . . . must offer a product to the public that has maximum attractiveness . . . as well as being interesting and informative. Color . . . may be part of the answer."

George C. Biggers, president of the ANPA and head of the *Atlanta Journal and Constitution* (WSB-TV), pointed

out that in five years tv had grown 596 per cent in number of set owners, 907 per cent in advertising revenue and 251 per cent in number of stations; it was the first visual medium to go directly into the home and compete with the press. "Don't treat it lightly," he warned. "Television is . . . fighting for the advertiser's dollar and for the reader's time." Despite the fact that 1953 was newspapers' biggest year—circulation, 54.4 million for 1,785 papers; advertising revenue, \$2.6 billion, both records—so far this year advertising take was down.

THE ADVERTISERS . . . The theme of the 36th annual 4A's meeting was teamwork. Highlight of the convention at White Sulphur Springs was a color symposium with McCann-Erickson's Marion Harper, Jr. pre-



JOSEPH B. ELLIOTT
Color: A Responsibility

siding. NBC president Sylvester Weaver, CBS president Dr. Frank Stanton, CBS Television president J. L. Van Volkenburg and RCA executive vice president Joseph B. Elliott all stressed the point: Color sets without programs were useless, no matter how low the price, and vice versa. It was up to manufacturers, broadcasters and advertisers to work together, at equal speeds, if color tv were to reach full maturity.

"Color television is in a locked-in

situation," said Dr. Stanton. "In my judgment, the key to the lock is the color tube . . . Production schedules . . . have had to be revised downward pending the development of larger tubes." However, with quantity production by the second half of the year, he said, set production could really get underway. Then the team must start working: Manufacturers must get together to sell color tv to the public; this involved showing it to them through programs; the advertiser must help by "getting his programs into color wherever and whenever possible."

Mr. Elliott gave the manufacturers' view. If color was to grow as fast as monochrome, they "will have considerable responsibility in giving their support to color programming." RCA, he reported, expected demand for color sets in 1954 and 1955 to exceed supply; already its initial run of multichrome sets was oversold. The company would be producing its new 19-inch tube by fall and planned to demonstrate a 21-incher in 1955. However, he added, even if the price were as low as \$1.98, the sets would be useless without acceptable color programs. "It is a team-play proposition."

THE TELECASTERS . . . The NARTB, meanwhile, was preparing to give the bandwagon a push. It was devoting a



JAMES D. RUSSELL
Color: A Symposium

major portion of its 32nd annual convention proceedings in Chicago, May 23-27, to color. While the delegates would be debating such topics as how, when and where to buy tv films, labor developments and freedom of information, the eighth annual Broadcasting Engineering Convention — an NARTB adjunct—had listed 13 speakers on color out of a total of 25. There would be talks on program production, test equipment, film reproduction and operation techniques.

A joint management-engineering session, to be presided over by James D. Russell, president of KKTU Colorado Springs, would hear Robert E. Shelby, director of color tv systems development at NBC, report on the results of the network's multichrome experience to date.

And color equipment would be prominent among the Exhibition Hall displays. General Electric announced it would show for the first time its "building blocks" for gradually converting monochrome facilities through network colorcasts, color slide and color film originations to live talent. It would also demonstrate its continuous motion scanner system (developed in part by Eastman Kodak) to solve color programs of registration, shading and splicing.

RCA, too, was planning to show a complete color tv operation—studio and equipment, slide scanner, complete control console, viewing room and station equipment for receiving network color.

Philco had arranged to show off its new CineScanner which enables broadcasters to originate slides and film in both monochrome and color.

Among the Du Mont Laboratories displays would be another first—its new color multi-scanner. Federal Telecommunications Labs was exhibiting color generating equipment, and AT&T Long Lines Department was demonstrating visually the Bell System's role in converting channels to color, including the equipment to be installed in the station itself.

GOING AND COMING. The television industry seemed to feel it was time for a change. From coast to coast, stations were changing hands; new faces were entering the tv picture, older ones were retiring. And at record sums,



ARTHUR CHURCH
A Pioneer Retired

In the shuffle, one of broadcasting's pioneers quietly retired from the field.

Arthur Church, long-time president and founder (1921) of Midland Broadcasting Co. (KMBC-TV, KMBC and KFRM Kansas City), arranged to sell all Midland's common stock to WHB Broadcasting Co., wholly-owned subsidiary of Cook Paint & Varnish Co. WHB-TV, which had been sharing time with KMBC-TV, would go off the air, leaving channel 9 to the latter. At the same time, WHB would be transferred to Mid-Continent Broadcasting Co., Omaha, operators of am stations in Omaha and New Orleans.

Said Arthur Church: "Mrs. Church and I decided to sell for reasons of health. We are glad that . . . the great broadcasting property we have built in Kansas City during the past 33 years, will continue as a Kansas City institution."

Among the other prominent transactions:

- Storer Broadcasting sold KGBS-TV and AM San Antonio to the Express Publishing Co., publishers of the *San Antonio Express* and *Evening News*, for \$3.5 million. This would help clear the way for FCC approval of Storer's \$8.5 million purchase last January of the Empire Coil Co. and its two tv stations, WXEL-TV Cleveland (vhf) and KPTV Portland, Ore. (uhf).

- J. H. Whitney Co., New York venture capital investment house, paid \$4 million for KOTV Tulsa. (See *In the Picture*). Former owners Helen Alvarez and Jack D. Wrather Jr. also own KFMB-TV San Diego.

- Time, Inc., bought KLZ-TV, AM and FM Denver from 40-odd stockholders. The price: \$3.5 million.

COUNTERATTACK. In the face of a concerted effort by all media to counteract the inroads of television, the tv industry was finally fighting back. Thirty-eight stations initiated preliminary steps to set up a television advertising bureau to promote tv advertising, especially national and local spot.

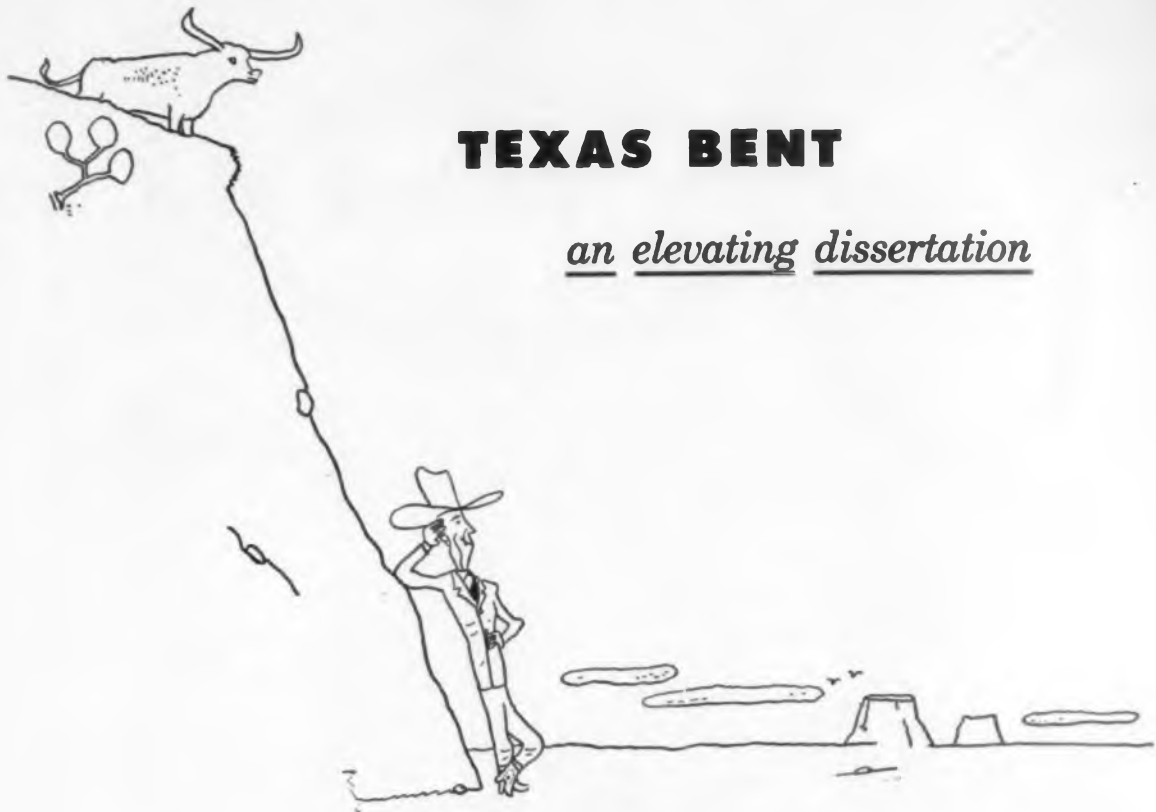
Headed by Richard A. Moore, vice president and general manager of KTTV Los Angeles, the group was operating from the Station Representatives Association on a temporary budget of \$5,000 donated by the SRA. Its first objective: a meeting of all tv station operators in Chicago during the NARTB convention at which a full complement of officers would be elected, dues—probably a percentage of each station's time charges—and budget would be established. (The founders were shooting for at least the \$700,000-a-year budget of their model, the Broadcast Advertising Bureau.)

The plan of operation included a speaker's bureau, a market research department and subcommittees to 1) keep agencies up to date on size of audience, 2) launch an aggressive promotion to sell tv at all levels, 3) serve as liaison with the NARTB so there would be no overlapping activities.

Meantime, the organizing committee picked itself a consultant, Richard P. Doherty, former NARTB vice president and now head of his own consulting organization, Television Radio Management Corp.



RICHARD A. MOORE
A Call for Action



TEXAS BENT

an elevating dissertation

Flying across the unfenced sky, or looking from the windows of trans-continental trains, you miss the up-and-downness of the Texas Panhandle's picturesque barrancas. Back in the days when a mile still had meaning, land-hungry settlers bought countless acres cheap—and unseen. One such stopped in the Land Office, so a story goes, to get directions to his newly acquired property. He got back a month later, was recognized by the clerk who asked if he had located his land without too much trouble.

"Yes," the settler said, "I found it, but I couldn't get over it. All I could do was lean up against it."

KGNC-TV's 100,000 watts of power climb over, under, around and through the tamed territory of 30 Texas and New Mexico counties—an area rich in oil, gas,

cotton, wheat and cattle. Amarillo is the wholesale and retail trading center for the Panhandle, plus parts of New Mexico, Kansas, Oklahoma, and Colorado. To "lean up against" the folks who make Amarillo first in the nation in per family retail sales, use KGNC-TV.

For additional information, please see our national reps, the Katz Agency.



NBC and DuMONT AFFILIATE

TV: Channel 4. AM: 10,000 watts, 710 kc. Represented nationally by the Katz Agency

Any way you look at it...



Excellent color fidelity. Special Masking Amplifier plus overall quality of system results in superlative reproduction.



Continuous film movement. No intermittent action. Optical immobilizer eliminates claws and shutter.



Film may be run forward or backward. Stopped at any point. Speed may be varied.



Sensitivity of system faithfully reproduces all tonal gradations through gamma-corrected amplifier.



No shading adjustments necessary. Picture free from edge flare and shading. Completely automatic from remote panel.



Entirely new standard of operating economy for both color and monochrome operation.



DU MONT®

YOU'RE YEARS AHEAD with the DUMONT COLOR MULTI-SCANNER



Here is the one system that puts you years ahead . . . whether for monochrome or color. The Du Mont Color Multi-Scanner permits you to be ready for the day you start color broadcasting, and at the same time provides a means of monochrome-film, slide and opaque pickup surpassing all other systems in quality of performance, operating economies and dependability. Yes, sir . . . anyway you look at it . . . you're years ahead with the Du Mont Color Multi-Scanner — the **only** continuous-motion scanner now being delivered commercially!



... FOR COLOR

16 mm. COLOR FILM



COLOR TRANSPARENCIES

Permits the average television station to prepare for color now, without the large investment required in specialized color equipment. The cost of the system may be amortized over both current monochrome broadcasting operations and future color operations.

The Color Multi-Scanner eliminates registration and other technical problems inherent in triple pick-up tube camera designs. The single scanning tube along with the unparalleled sensitivity of the Du Mont Multiplier Phototube results in a color signal source far surpassing that of other systems.



... FOR MONOCHROME



16 mm. FILM
MONOCHROME



MONOCHROME
TRANSPARENCIES

The Color Multi-Scanner can go right to work on monochrome transmission. Utilization of the same equipment provides fine quality black and white reproduction. At the flick of a switch—your choice of color or monochrome—it's as simple as that!

The Color Multi-Scanner is basically the same as the famous Monochrome Multi-Scanner with the exception of a light-splitting mirror system and additional unitized channel amplifiers. All operational advantages and economies have been retained.



MONOCHROME OPAQUES

... AND OTHER DUMONT COLOR EQUIPMENT

Incorporated in the Du Mont Color Multi-Scanner and available as a separate unit for improving other color signal sources, the Du Mont Color Masking Amplifier adds new realism to color signals. It permits compensation for dye and filter deficiencies and adds new qualities to any color setup.

Get details on the complete line of Du Mont color transmitting accessories. As always . . . in color or monochrome . . . it's Du Mont to be first with the finest!



SECRET FILE U.S.A.

SCENE: The capital cities of the world.

SUBJECT: Incredible exploits of American Intelligence in the continuing fight for freedom.

METHOD: Semi-documentary. Based on true accounts of espionage and intrigue.

Dedicated to the men and women of America who win the key battles in the never-ending war against oppression!

All the world loves a spy story.

"The Lady Vanishes", "The 39 Steps", "The Third Man", "Five Fingers", "The House on 92nd St."—all were whopping successes at the Box Office. And now SECRET FILE U.S.A., filmed in the great tradition of these classic espionage tales, is ready to make television history!

Shot abroad with painstaking realism, produced by a master of suspense, each ½ hour complete story is taut, tense and thrilling. Here is an unusual opportunity for regional and local sponsors to build high ratings *fast*—at amazingly low costs.

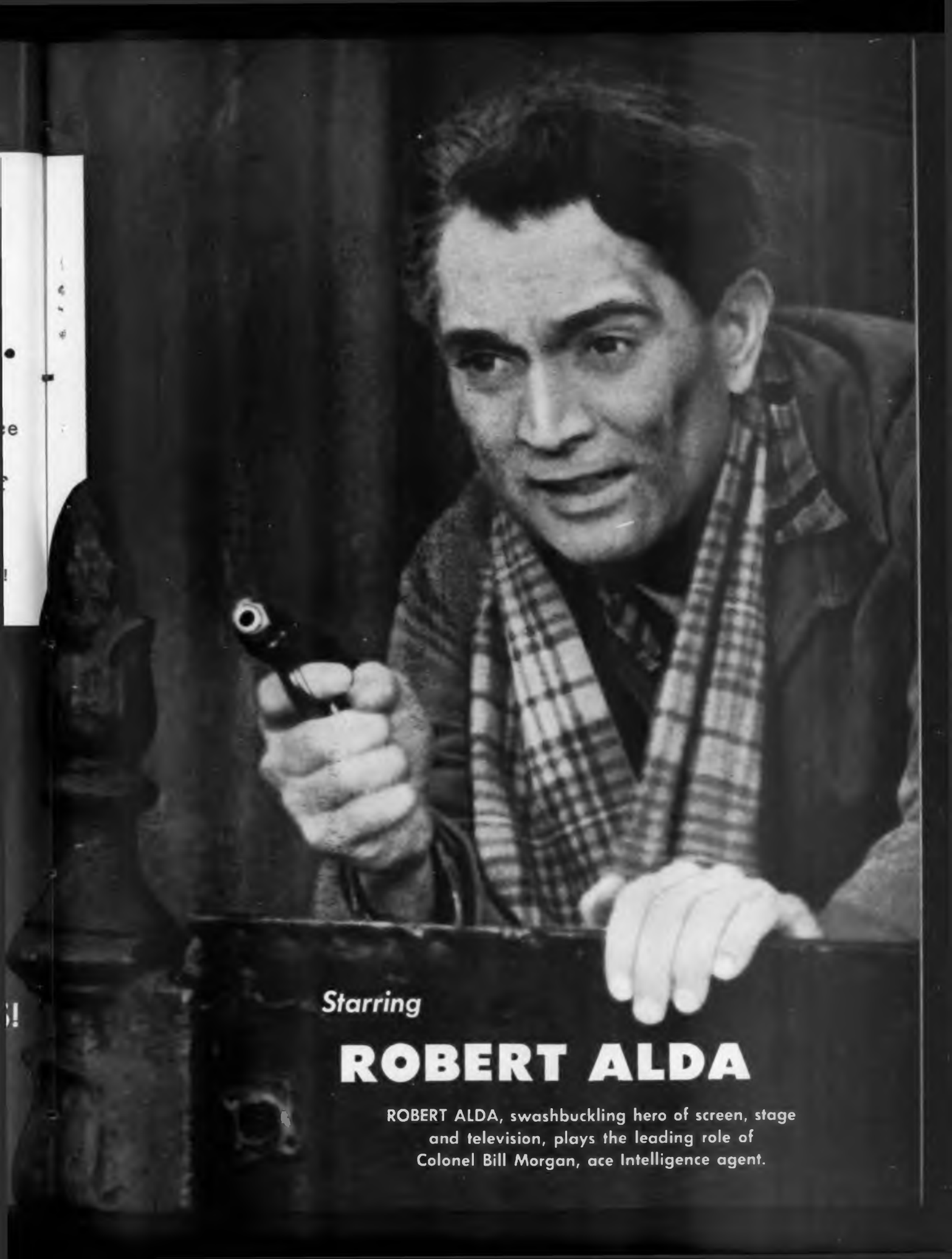
And what a natural for potent merchandising! We've got an armful of hard hitting, *practical* plans that will make your selling area sit up and buy! Call PLaza 7-0100 now and get an audition print on your desk tomorrow.

JUST RELEASED FOR FIRST RUN SPONSORSHIP IN ALL TV MARKETS!

AMERICA'S LEADING DISTRIBUTOR OF QUALITY TV FILMS

**OFFICIAL
FILMS INC.**

25 W. 45 ST., NEW YORK 36 • PL 7-0100



Starring

ROBERT ALDA

ROBERT ALDA, swashbuckling hero of screen, stage and television, plays the leading role of Colonel Bill Morgan, ace Intelligence agent.



the **A-K** family
of TV stations...

Bakersfield	KERO-TV
Duluth-Superior	KDAL-TV
Erie	WSEE
Kalamazoo- Grand Rapids	WKZO-TV
Knoxville	WROL-TV
Lincoln, Nebraska	KOLN-TV
Lubbock	KDUB-TV
Macon, Georgia	WMAZ-TV
New York	WABD
Oklahoma City	KWTV
Phoenix	KTYL-TV
Pine Bluff-Little Rock	KATV
Portland, Maine	WGAN-TV
Portland, Oregon	KOIN-TV
Pueblo	KCSJ-TV
Quincy, Illinois	WGEM-TV
Raleigh-Durham	WNAO-TV
Roanoke	WSLS-TV
Rock Island-Davenport	WHBF-TV
Steubenville-Wheeling	WSTV-TV
Wilkes-Barre-Scranton	WILK-TV

“this Television
is a
complicated
business...”

Now, there's the understatement of the year!
Putting a TV station on the air these days
requires everything from an MIT graduate to
an Arabian fortuneteller!

But, above all, it requires a station
representative fully aware of the complexities
of engineering, programming and *selling*
a TV station.

Avery-Knodel has been representing
TV stations from the beginning of commercial
television. This representation has extended
far beyond the usual limits into counsel
on studio construction, purchase of equipment,
selection of station personnel and
establishment of commercial policy . . . and,
above all, day-in and day-out selling.

These are important reasons why some of
America's most alert TV station
operators have joined hands with . . .

AVERY-KNODEL

I N C O R P O R A T E D

NEW YORK • CHICAGO • ATLANTA
SAN FRANCISCO • LOS ANGELES • DALLAS

... on to Chicago

*As it holds its 32nd convention,
the NARTB plays a key role
in industry affairs*

All roads will lead to Chicago this month. At the Palmer House, May 23-27, more than 2,000 telecasters and broadcasters will meet at the 32nd annual convention of the NARTB. It will not only be the largest gathering of the association, but it also promises to be the most interesting and important.

The delegates will undoubtedly find time for some "extra-curricular activity"—a visit to the Pump Room, the Pit, Ivanhoe or even the 606 Club, some shopping at Marshall Field's or a stroll along Michigan Boulevard. But, it is safe to say, the bulk of their time will be devoted strictly to business. They will take in more than 80 equipment and film exhibits (with the emphasis on the latest color tv developments), hear talks and panel discussions on a score or more of industry problems ranging from sports coverage and broadcasting standards to government

and labor relations. The usual banquet and election of officers will top off the five-day program.

There will also be time for reminiscences of past conventions and a long, gratifying look backward at the organization's accomplishments and gains during the past three eventful decades. Industry pioneers (see "Then and Now," page 52) will recall that it was also in Chicago that the National Association of Broadcasters got its start more than a generation ago.

It was back in 1922. The infant, struggling radio industry came up against ASCAP for the first time (it was to be far from the last time) and the demands of that composer's group. The society insisted that stations take out licenses to broadcast its songs and agree to a schedule of performance fees or face copyright infringement suits. The pioneer radio men, beset with a myriad of other problems, decided it would be

prudent to join forces and seek common solutions. A series of organizational meetings were held at the Drake hotel in Chicago, and the NAB was established with E. F. McDonald, Jr. of the Zenith Radio Corp. named as president. First convention of the new association was held in the Fall of 1923 in New York.

In those early years the chief preoccupation of the broadcasters was to bring order out of chaos—to get frequencies assigned, rules and regulations written into legislation. Financial, programming and copyright problems also appeared regularly on the annual convention agenda. Working closely with Congressional committees, both the young NAB and individual operators played a major part in drafting the basic Federal Radio Law of 1927; revised in 1934, it is the present Communications Act under which all communications in this country are regulated.

Rough Going

Like many another trade group, the NAB had its full share of setbacks and difficulties—internal disputes, lack of members' support, behind-the-scenes "politicking." The first important turning point came in the early 1930's. At that time the association was at a low ebb, with only about 80 active members. The need for tighter organization and better direction was urgent. Accordingly, Philip G. Loucks, now a Washington attorney, was hired as full-time Managing Director, and the headquarters were moved from New York to Washington.

By 1938 another "crisis" was at hand. The occasion was a dispute—again, not the last such one, by any



Harold Fellows

means—with James C. Petrillo, aggressive head of the American Federation of Musicians. The AFL union wanted broadcasters to employ a minimum number of "live" musicians regardless of the actual need. The NAB directors, with a bitter fight on their hands, decided to appoint a paid president who could devote his full energies to this and other pressing problems. Mark Ethridge, publisher of the *Louisville Courier-Journal*, agreed to serve as interim president for a few months while the right man could be found.

He turned out to be Neville Miller, mayor of Louisville, who had distinguished himself in directing relief operations during the famous flood of '38. Neville Miller served as president for more than five years until a factional fight broke out within the NAB during the latter part of 1943 and Miller resigned in March, 1944. He was succeeded as president by J. Harold Ryan, treasurer of the Fort Industry Co. and managing director of WSPD Toledo. Mr. Ryan filled an in-

terim term of some 17 months and was followed in the presidency by Justin Miller, associate judge on the U. S. Court of Appeals in Washington. Mr. Miller (no relation to Neville) became chairman of the NARTB board in 1951, a position from which he retired just last month. Harold Fellows, who was elected president in June, 1951, then assumed the chairman's title also.

During this period, as noted, the association's course was often stormy. Groups with competing interests complained that other members had been favored by such-and-such a policy. Some of the larger stations, for instance, balked at paying a bigger share of the operating costs while, they said, most of the NAB's time and efforts had been devoted to the problems of the smaller operators. The "little fellows," on the other hand, claimed that the larger operators wielded too much influence within the organization. And every now and then the independent stations protested that policies were designed chiefly to benefit network affiliates.

A Split?

In the early 1940's an open breach loomed. A group of regional station operators headed by Eugene Pulliam (WIRE Indianapolis) and Ed Craney (KXLF Butte) threatened to form a new association because of their opposition to the "clear channel" group within the NAB. From time to time, both during and between conventions criticism of policies was bluntly outspoken.

But the noteworthy feature of the NAB-NARTB history is that it has not split apart or been weakened by the conflicting pressures. Quite the oppo-

The NARTB staff: They supply members with engineering and legal information,



Robert K. Richards



Ralph F. Hardy



C. E. Arney



Thad Brown, Jr.



Edward Bronson



Vincent Wasilewski

site. Over the years a working fusion has been achieved among all the diverse interests—radio, television, small stations, large stations, networks—within the association. The recent meetings and conventions have been more orderly and cut-and-dried. This reflects, of course, the fact that the tv-radio business has become less of a personal business, more of a tightly organized industry. It is possible to wax nostalgic over the activities of past conventions. The pioneers may yearn for “the good old days” but they are gone beyond recall. The NARTB’s “new look” is here to stay.

Milestones

Meanwhile, hardly a year has passed in which the association has not made broadcasting and, incidentally, national news. In 1928 television was on the agenda for the first time. In 1939, members adopted a radio code of practices (revised in 1948), the first formal attempt at self-regulation to be made by any medium. In 1940, the NAB joined in setting up Broadcast Music, Inc. (BMI), new song writers’ society which successfully combatted the “tuneout” of all ASCAP melodies. In 1941, at the annual convention Mark Ethridge made a memorable speech scoring FCC attempts to “regulate the industry to death.” (James Fly, FCC chairman, promptly likened the NAB to “a dead mackerel stinking in the moonlight.”) In 1946, the association took the field once again to ward off the long reach of bureaucracy; this time the target was the FCC’s “Blue Book” proposing stringent advertising curbs. In 1951, the NAB became the NARTB in recognition of the emerging importance of the new medium. In

1952, the tv code was adopted.

Throughout these decades of growth and progress, the structure of the NARTB itself was constantly modified to meet new conditions. When the first full-time president was chosen in 1938, for instance, seventeen geographical districts were set up throughout the country, with a director to be elected by the members within each district. In addition, provision was made for six directors-at-large, two each from small, medium and large stations. These 23, with the president as chairman, constituted the Board of Directors. The 1938 reorganization plan also called for creation of administrative departments at the Washington headquarters: Public Relations and Education; Labor Relations; Engineering; Research; and Law. Each department was headed by a staff director appointed by the president.

In 1942, the networks were admitted to the association, with each entitled to a seat on the Board of Directors. In 1947, the bylaws were amended to allow for election of a Secretary-Treasurer by the Board and for the position of Executive Vice President appointed by the president. In 1949 came still another revamping: the executive vice president was eliminated, functions of the Program Department were transferred to newly-created Audio and Video Divisions.

Latest Overhaul

The most recent reorganization occurred in 1951 when the NARTB designation officially replaced the NAB. The Broadcast Advertising Bureau became an autonomous outfit, moving to New York with its own staff and budget. A Television Board of Directors was

created, and it, together with the Radio Board, formed the overall NARTB Board of Directors.

Today, the NARTB bears little resemblance to the small, informal group of the '20s that blazed the trail for industry cooperation and recognition. There are, by latest count, 1827 members (a membership drive is currently underway)—1130 am stations, 329 fm, 250 television, two radio networks, four tv networks and 111 associates. (Associate members are defined as “any individual, partnership, firm or corporation engaged in a business . . . or profession connected with radio or television broadcasting . . .” Equipment firms, research outfits and news services are among the associates.) The active members pay these dues: tv stations, each month an amount equal to the highest five-minute rate or one-half the highest quarter-hour rate, whichever is the lower; radio stations, a sliding scale from \$10.50 to \$420 a month based on yearly revenue ranging from \$25,000 to over \$3 million. At the NARTB headquarters in Washington a permanent staff of 60 administers an annual budget of more than \$700,000. This is the present organizational setup of the NARTB:

Board of Directors. This is the actual governing body of the association, setting policy in conjunction with the president and chairman. The number of directors is held to a maximum of 49, with 30 radio representatives and 18 television (at present there are 41 directors). They meet three times a year.

President and chairman of the board. Harold Fellows, 16th president of the NARTB, is generally recognized
(Continued on page 88)

ation, keep them posted on legislative activity, represent the industry in countless hearings



ilewski



A. Prose Walker



Charles Tower



Richard Allerton



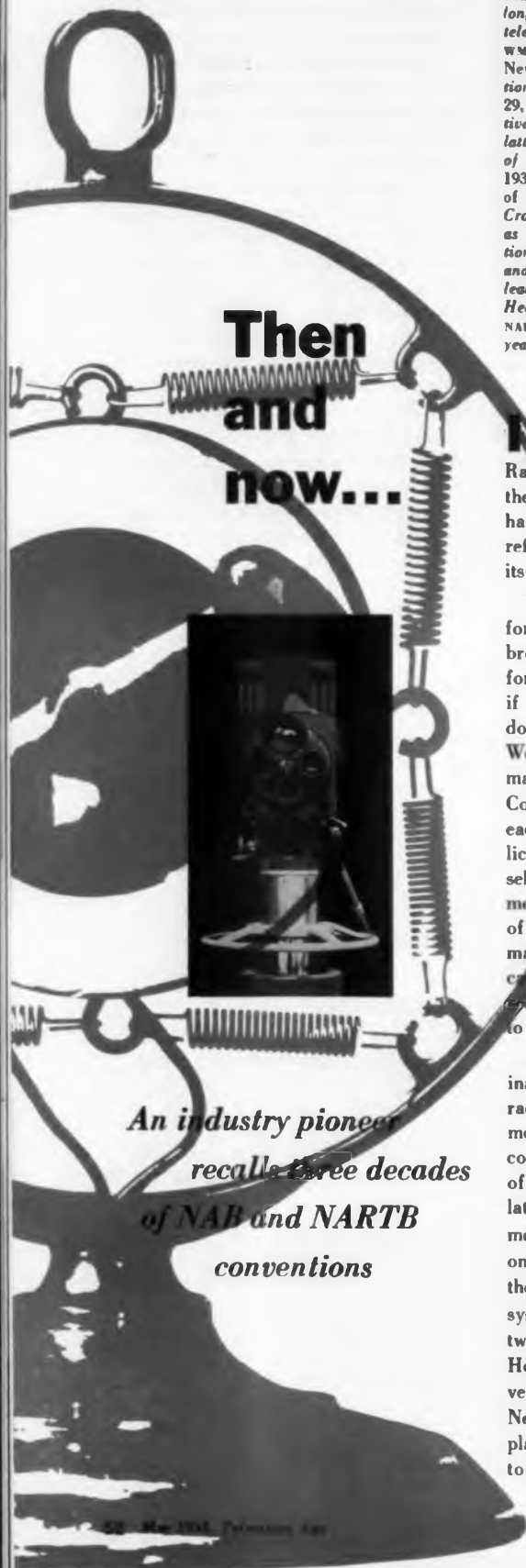
William Treynor



John H. Smith, Jr.



Fran Riley



**Then
and
now...**

**An industry pioneer
recalls three decades
of NAB and NARTB
conventions**

William S. Hedges, NBC vice president in charge of integrated services, has had a long and distinguished career in radio and television. Back in 1922 he helped establish WMAQ, radio station of the Chicago Daily News. He served as president of the National Association of Broadcasters in 1928-29, as chairman of the organization's Executive Committee from 1930 until 1933. The latter year Mr. Hedges was made manager of NBC's owned-and-operated stations. In 1936 he left the network to become manager of WLW and WSAI and vice president of the Crosley Radio Corp. He returned to NBC as vice president in charge of Station Relations and Traffic, later headed the Planning and Development Department. An industry leader for more than a generation, Mr. Hedges presents a first-hand history of the NAB and NARTB conventions through the years.

BY WILLIAM S. HEDGES

In the 31 years since the formation of the National Association of Radio and Television Broadcasters, the conventions of the Association have held up a mirror to the industry reflecting its hopes, its aspirations and its problems.

When the organization was first formed, those of us who had entered broadcasting saw in it an opportunity for a public service. I doubt, however, if anyone of us realized the tremendous potentials of radio and television. We were brought together by the demands of the American Society of Composers, Artists and Publishers that each of us take out licenses to "publicly perform for profit the comprising selections in the catalogue of ASCAP members." It seemed to us the height of irony that we should be accused of making a profit from broadcasting, because by 1923 broadcasting had already become a burdensome expense to its owners.

Among our other problems were the inadequacy of the laws pertaining to radio which up to that time had been merely regulations for ship-to-shore communication and related problems of life at sea. We felt the need of regulatory authority to administer assignment of power, frequencies, and time on the air. It was likewise obvious to these early pioneers that a nation-wide system could not be built up with only two channels—360 and 400 meters. However, by the time of our first convention, held in the Fall of 1923 in New York City, the 10kc separation plan and assignment of 550 to 1500kc to broadcasting had been made, going

into effect on May 15, 1923.

Beginning with the first convention and up to the 1926 convention, the chief concern of the broadcasters was securing legislation which would give stability to the broadcasting industry; the perennial question of the equities involved in existing copyright law; programming; and an occasional note of pessimism about the financial outlook.

By 1926, commercialism had gotten under way. It was in the Fall of 1926 that the National Broadcasting Company was established, taking over the embryo network first started by the Bell System and launching plans for expansion of that network. The year 1926 will long be remembered also for a period of chaos following the complete break-down of governmental authority in July when the Attorney General advised Secretary of Commerce Herbert Hoover that he had no jurisdiction over the assignment of frequencies and power to broadcasting stations. Between that time and February, 1927, the broadcasters labored long and hard with committees of the House and Senate in an effort to secure legislation which would reestablish the Government as the arbiter of radio. This was a matter of concern in both the 1926 and 1927 conventions—one in anticipation and the other in retrospect so far as the Federal Radio Law of 1927 was concerned. Technical problems were uppermost in everyone's mind at the 1927 Convention. We heard Dr. Alfred N. Goldsmith calmly predict that "by 1930 the 500 to 1,000 kilowatt station will be regarded as normal"—a prediction fulfilled in 1934 by WLW but prevented from complete fulfillment by Senator B. K. Wheeler's Senate Resolution limiting clear channel stations to 50kw.

Growing Up

Meanwhile, the Association had been enjoying a gradual growth undertaking more and more of the responsibilities of a trade organization. By the time the 1928 convention was held in Washington, D. C., in October of that year, the Association was ready to come to grips with the responsibilities and obligations of being an advertising medium. Up to that time there had been no effective liaison between advertising

agencies and broadcasters. In fact agencies were viewed with a degree of skepticism as being suspicious of and unfriendly to the new advertising medium—radio broadcasting. Many broadcasters in those days took the view that agencies were wedded to the older media and were uninterested in learning about the new art of broadcasting. However, the network salesmen, then out pounding the pavements for NBC's two networks and for the Columbia Broadcasting System Network, which was established in the Fall of 1927, were excellent emissaries for all types of radio sales and did much to stimulate the interest of the principal agencies in radio spot as well as national advertising.

The 1928 convention is one which I remember best because in the absence of the president, Earle C. Anthony, who found it impossible to get away from Los Angeles due to the pressure of business, I was chosen the acting chairman and found myself President of the Association at the conclusion of the meeting. Having spent most of my business life in the newspaper field, it seemed natural that the ways and means which had proved successful in selling newspaper lineage could be employed in selling radio time. First of all we needed a firmer understanding between the agencies and the broadcasters. Together with John Benson, who was then President of the American Association of Advertising Agencies, I appointed the first joint committee of broadcasters and agency men to work out a plan of closer cooperation. This led to the standardization of contracts and rate cards and the establishment of business practices which were more in conformity with the business practices of older media than our heterogeneous methods had been before.

The results of this first year of intensification on the commercial front were reported on at the 1929 convention in West Baden, Indiana. It was there that the first steps were taken toward the establishment of a Code of Ethics and Standards of Practice. Much work was done on the Code during the following year.

When the 1930 convention was held in Cleveland, the program starred two headliners, John Benson, President of

the 4A's and E. Claude Mills who in 1930 was serving as President of Radio Music Company, a subsidiary of the National Broadcasting Company.

Biggest Attendance

Notable as these talks were, there were several other significant aspects of the convention. It was by all means the largest gathering of broadcasters which had even been held. This was brought about because it was the desire of the Board of Directors that the convention should be open to all broadcasters regardless of their membership in the Association, and for the first time a registration fee was charged. This was done to enable the non-members to share in the costs of setting up and running the convention. It was a wise move because it marked a sharp upturn in the membership of the Association and a broader understanding of its objectives.

The 1930 convention was the first to be carried on under the direction of Phil Loucks, who continued as managing director of the Association for six years.

In 1931, the convention held in Detroit really hit the big-time. President Hoover addressed the Convention by remote control, but there were plenty of dignitaries present including General Charles McK. Saltzman, Chairman of the Federal Radio Commission; Senator Wallace A. White, the father of radio legislation; and John Benson, President of the 4A's who spoke on "A Year of Progress."

The educators had begun to supply broadcasters with plenty of irritants, consequently education on the air became a very important subject on the program of the Detroit convention. Further evidence of the broadcasters

(Continued on page 94)

The fifteen past presidents of the NAB-NARTB



Eugene McDonald Frank W. Elliott Earle C. Anthony William S. Hedges Walter J. Damm



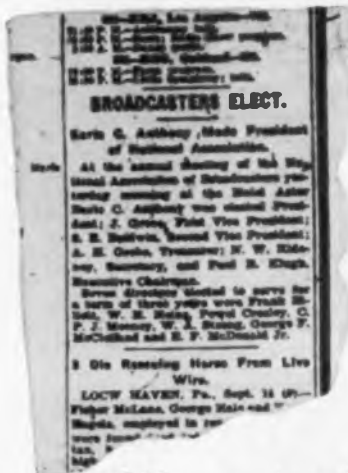
Harry Shaw Alfred J. McCosker Truman Ward Leo J. Fitzpatrick Charles W. Myers



John Elmer Mark Ethridge Neville Miller J. Harold Ryan Justin Miller

An NAB-NARTB Album:

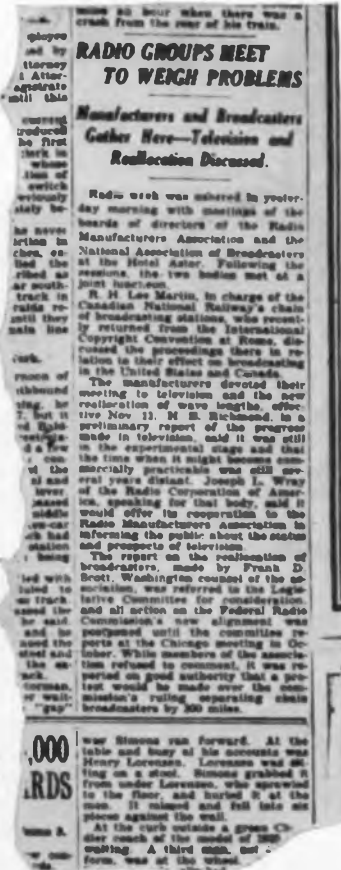
Convention highlights during
thirty-two years of industry growth,
challenge and progress



1933:
The first convention of the NAB
is held in New York. Left to right:
Raymond Walker, C. H. Anderson,
Frank W. Elliott, E. F. McDonald,
Paul Klugh, W. S. Hedges, J. E. Jenkins,
A. B. Cooper, John Shepard and
Powell Crossley, Jr.

1946:
Earle Anthony is
named NAB president

1948:
Television is
on the agenda





1929:
The NAB meets in West Baden,
Indiana, left to right - E. Ross Plummer,
O. D. Fisher, W. S. Hedges, Stanley Hubbard

1939:
At Atlantic City,
the NAB adopts
a broadcasting code

1939:
The Board
of Directors
and staff
sit for a
portrait on the
boardwalk



BOARD OF DIRECTORS
AND STAFF
NATIONAL ASSOCIATION OF BROADCASTERS
ATLANTIC CITY, N. J., JULY 31, 1939

THREE Mrs. Squarsons were both
before a little before 3 P. M. and
two other squarsons of heavy
Continued on Page Two

BROADCASTING CODE CUTS CONTROVERSY

Time Will Not Be Sold for Debatable Issues, National Association Decides

The test of the broadcast-
ing code ethics, Page 1.

ATLANTIC CITY, July 31.—The
National Association of Broadcast-
ers, at its 40th annual convention
here, adopted today a code of ethics
to which its 40 member broadcast-
ing stations are pledged to adhere.

The board of directors of the as-
sociation was directed to set up
machinery for administering the
code and to decide upon the date
when the new regulations are to
become effective. The association
members adopted the measure
"recognizing the importance of
radio broadcasting in the national
life and believing that broadcasters
have had sufficient experience with
the social side of the industry to
formulate basic standards for the
guidance of all."

The code sets up rules for chil-
dren's programs, broadcasts on con-
troversial issues, religious pro-
grams, dramatic broadcasting,
news broadcasts and commercial
programs. A set of regulations
governing "accepted standards of
good taste" in radio broadcasting
were stated as the final matter for
action at the afternoon ses-
sion on the code itself.

It was proclaimed that the
code was not intended for
immediate enforcement but
rather for consideration
over a period of time.

President Walter Stewart
in announcing that the
presentation of both the
code and public issues to
the broadcasters and about
without pay. Selling of
the presentation of con-
troversial programs. This
was made because there
was controlling parties
to see sure time than
other stations can afford
to meet.

Some of the officials at
would be quoted as have
and radio would adhere
Chairman E. C. Hughes and
Stewart radio speakers,
and was that such persons
be automatically barred
for as they do not always
controversial matters. It
advised guests that the
code is by a speaker
the it necessary for him
his copy before going on
air.

The most point was not
it was said to have been
by about 5 to 1. Radio op-
erators that such stations
in the own judgment in the
medium, committing them-
selves would have any de-
velopment. They felt that
means to code was neces-
sary.

Calling for their cooperation in
the success and control of sta-
tioned, disseminating and plan for
children's programs, the only station
that they "should be based upon
Continued on Page Seven



1940:
The annual convention
is held in San Francisco



1941:
FCC Chairman Fly
counterattacks,
calls the NAB
"a dead mackerel
in the moonlight"

44 L
**FLY SAYS N.A.B. AIMS
AT CORNER ON 'PULL'**

**FCC Chairman Asserts 'Radio
Monopoly' Turns On 'Steam'
as It Decries Influence**

REPLIES OUTSIDE MEETING

**Association Called 'Two-Man
Show'—Attack by Ethridge
Praised by Delegates**

By JACK GOULD
Special to The New York Times.

ST. LOUIS, May 16—James Lawrence Fly, chairman of the Federal Communications Commission, today characterized the National Association of Broadcasters as "a dead mackerel in the moonlight."

In a press interview at the hotel where the N. A. B. convention ended tonight, Mr. Fly said the broadcasters' organization spoke only for the Columbia Broadcasting System and the National Broadcasting Company and implied that it did not want any one but itself to attempt use of "political pull" in seeking favorable decisions for radio from the government.

Mr. Fly stood by his original decision of yesterday not to answer before the convention the Wednesday speech of Mark Ethridge in which the FCC was assailed. He reiterated his contention that Mr. Ethridge and Neville Miller, president of the N. A. B., both of Louisville, Ky., had deliberately prevented him from replying immediately to the address.

"Unsupportable Scandal"

"I could not but admire the facility with which the Louisville pair functioned yesterday in that great forum of debate—the so-called Association of Broadcasters," Mr. Fly said. "One man let loose all the unsupported and unsupportable scandal that suspicion and a given state of mind could conjure up."

"As the nation's free press started to roll, the other gentleman from the Blue Grass country made a clever move with the gavel. The 'debate' was over. That is democracy in force, carrying, however, a some-too-fragrant odor."

Mr. Miller reiterated today that he had repeatedly asked Mr. Fly to speak before the convention and did not see how he could do any more. He insisted that it was purely an oversight that he had not called upon Mr. Fly immediately after Mr. Ethridge had finished

**2 Planes
A Day**

By SAN DIEGO

The pilots and a transport expert marine, will be the first to leave the island. The N. planes to reach U. pilots and form an maintain the train free. On west side. The N. planes to reach U. pilots and form an maintain the train free. On west side. The N. planes to reach U. pilots and form an maintain the train free. On west side.

many like these individuals may have not, radio commission. "I cannot type of man and his men clever, too delph of I minds me the moonlight stinks. "I want fly: the report is in its Freedom American e "Again the committee may be at that home tion and tion while their. The ind cept as nations A. mer service contin work. tions s its she, and the "I can say own industry flourish. The ways in these basis industry will tunity to w procedure whole people he solved common gov

against Foreign told He said no conde with all this

with the corporation and union of Social President Roosevelt was under Continued on Page Nineteen

Other "non-interventionists" pointed out that the survey issue could be raised in connection with Continued on Page Eight

**Ethridge Attacks FCC on Monopoly Issue;
Fly Walks Out of St. Louis Session in Rage**

By JACK GOULD
Special to The New York Times.

ST. LOUIS, May 16—Mark Ethridge, speaking with the endorsement of the majority of the nation's broadcasters, said today that the radio industry had come to "a tragic light" with the Roosevelt Administration on the issue of monopoly.

Addressing nearly 1,500 delegates to the convention here of the National Association of Broadcasters, he excoriated the Federal Communications Commission as attempting to reorganize the industry on the basis of "bad temper, impatience and vindictiveness."

Mr. Ethridge charged that the commission allowed its decisions to be influenced by "political pull" and that its report ordering drastic revision of radio's internal relations was an example of "the fast boys coveting in and seizing power to defeat the people in the exercise of the rights."

When he was not called upon to reply to Mr. Ethridge's address im-

mediately, James Lawrence Fly, chairman of the commission, stalked from the convention room. His flats clanked, he paced the streets outside the hotel.

After ten minutes he returned and picked up some notes which he made on Mr. Ethridge's speech. Newspaper reporters asked if he intended to make a reply.

"Leave me alone, leave me alone," he said.

Neville Miller, N. A. B. president, who presided this morning, attempted to explain to Mr. Fly that it was merely an oversight that he had not received an opportunity to answer and that he might speak at any time.

"Don't make a speech to me," Mr. Fly retorted.

Later the Commissioner said that he felt Mr. Miller had deliberately forestalled any reply and recalled that the N. A. B. head had publicly

1941:
In St. Louis 1,500 delegates
hear a scathing attack on the FCC



1943:
The NAB convention meets
in Chicago under the shadows
of war



1944:
NAB Committee
members get together. Seated,
left to right: Ed Yocum, J. Harold Ryan,
Donald Elias, Robert Bartley,
Frank M. Russell, Standing: Richard Shafte,
Clair McCullough, Nathan Ford,
Hrnce Lobues, Joseph Reau

1946:
The first post war convention
at the Palmer House, Chicago



1943:
Brig. Gen. Sarnoff
addresses the
convention; NARTB
president Hal Fellows
listens

EXCLUSIVE:

Rosel Hyde speaks out...



ROSEL H. HYDE was born in Downey, Idaho, in 1900. After attending local schools, he entered the Utah Agricultural College. In 1925, he enrolled in the law school of George Washington University, was admitted to the District of Columbia bar in 1929. Then began a long career of steady rise in government service. Mr. Hyde started as a clerk in the Civil Service Commission, served as an accountant in the Office of Public Buildings and Parks, joined the old Federal Radio Commission as docket clerk. He became successively a hearing examiner, assistant general counsel and general counsel. In 1945 President Truman named Mr. Hyde an FCC commissioner, reappointed him in 1952 to a regular seven-year term. Last year President Eisenhower appointed him chairman of the Commission. He is the first Republican to head the agency since its creation in 1934 and the first career man to move up to the top spot.

In the following interview the highly-regarded chairman of the FCC gives TELEVISION AGE his views on key industry problems. The timetable for color, subscription and theatre tv, multiple ownership, license fees, the uhf outlook, the handling of controversial subjects: Mr. Hyde states his position on these and other important matters. The interview begins:

Chairman Hyde, how many television stations do you think will be on the air by the end of 1954 and by the end of 1955?

I think anyone who undertakes to state what will happen in the future is taking a great risk. And anyone considering my answers should take into consideration the difficulty of a man answering the question.

There are now 368 stations on the air.

The number in grants now outstanding is 575.

I would expect that by the end of 1954 there would be at least 450 in operation.

You have asked me how many stations would be in operation at the end of the year 1955.

This takes us farther into the future and makes the question more difficult.

My estimate would be 600 in round figures.

Does the fact that several stations have surrendered their construction permits in recent months, or have decided to go off the air, indicate in your opinion that some television markets are becoming saturated?

No, I do not think the cessation of operation in certain instances could be regarded as an indication that the markets were saturated.

I think an investigation would show conditions local to the situation as controlling.

I note that there have been no stations to cease operation in the markets where we have the largest number of stations. No stations have discontinued operation in the markets where we have seven stations.

What is your personal opinion as to when color tv will come of age; in other words, how long do you think it will be before a broadcaster will have to transmit a substantial portion of his program in color in order to hold his audience and to compete satisfactorily?

For a considerable period of time the Federal Communications Commission was being asked when will we have color, as if the Federal Communications

Commission could determine that matter. The Commission rendered its decision—its most recent one—approving standard signal specifications for broadcasting of color on December 17, 1953.

At that time it was explained by the Commission that this action simply established the standards which would permit the manufacturers to make the equipment, including the sets, and to distribute them.

It was necessary to have standards before color broadcasting could be established as a service; but rule-making establishing those standards, certainly, could not provide the service.

There have been very successful demonstrations of apparatus, but the volume distribution of sets which will give color reception in our homes is still an objective to be reached by the manufacturers and distributors.

The broadcaster will be obliged to supply programs to satisfy set owners. Consumers will want to purchase sets as programs become available to them. Obviously, this points up the necessity of bringing set production and program production along as nearly parallel as possible.

I expect this process will be rather slow at first and that as the distribution of sets increases and the production of programs increases, the movement into color will accelerate.

The consensus of opinion appears to be that there will not be too much expansion of color this year, but in the next two or three years it seems to me there could be a very rapid expansion.

Is the tv station owner justified in going ahead with his plans for broadcasting color under the assumption that the Federal rules of the game, so to speak, are now established for a good long time in the future?

I am satisfied, in the light of the attention color standards have had, the thoroughness of the examination and re-examination, and the general acceptance of the Commission's decision of last December, that the color standards now established in the rules of the Commission are stable and that a broadcaster may expect them to stand indefinitely.

Will color, in your opinion, be a help to uhf stations, or will it be merely another problem that may retard their development?

I doubt if the advent of color will have much bearing on ultra-high operation.

The ultra-high problem is an immediate one, because this is the transition period during which ultra-high

stations must obtain circulation in terms of conversions and new sets.

I do not believe that the manufacture of color sets is going to have much bearing on this.

Some folks have thought that the purchasers or the consumers would purchase new sets in order to obtain color, and since they are getting new sets they may as well obtain reception on ultra-high channels. There may be some help in that. I think it is not too significant.

One concrete proposal to aid uhf stations is changing the multiple-ownership rule.

Is there anything else that the Federal Communications Commission can do to make life easier for uhf owners?

The Commission is continuing to examine every suggestion and idea that has come to its attention as to matters which the Federal Communications Commission might do to facilitate the development of television on ultra-high channels. We certainly have not limited our interest in this subject to this one effort. However, I am not in a position at the moment to give you anything more specific.

Does subscription tv look like a possible answer to uhf problems?

I do not think that subscription tv can be regarded as an answer to ultra-high problems.

There are a number of policy determinations which will have to be made before subscription tv could be authorized. Some of the problems you will find upon examination are quite complex.

The ultra-high problem is an immediate one. I do not believe that there is any possibility that subscription tv offers an immediate solution.

I think there is another question as to its usefulness as a solution to ultra-high. If subscription tv would be helpful to ultra-high, would it not also be attractive to vhf, and would we not have the same problem of competition in the new area if subscription tv were authorized?

Apparently one thing that the uhf people are thinking of is asking for a moratorium on uhf construction permit grants.

Do you think there is any chance that such a thing might happen?

The hearing which you refer to is to be held before the Subcommittee on Communications. It may be relevant to mention now that it has been Congressional

(Continued on page 80)

Economic forecast: end of the recession?

Here's the latest outlook for the television industry and business in general

"The recession is over!" That is the flat statement of a leading American economist—a statement that is being echoed these bright Spring days by many other expert observers. What's more, business barometers tend to confirm their optimism.

The picture, to be sure, is not unclouded. There are "minus" as well as "plus" signs. Industrial production, steel and auto output, retail sales: All continue to lag behind last year's fast pace. But there are strong indications that a levelling-off has either been reached or is in early sight. An improvement in some lines is definitely underway. Even more significant: Important economic factors (if past experience is any criterion) make an early upturn virtually inevitable.

The television industry, of course, as an integral part of the U. S. economy cannot help being affected by general business conditions. But the rapid growth of the young giant has so far been surprisingly little affected. Right through the 1953-54 decline the tv boom has rolled on. There was the usual seasonal dip in stations' local and spot revenues but the anticipated recovery is now showing up (see chart). With gross billings this year expected to soar above \$530 million, telecasters might well ask: "What recession?"

TELEVISION AGE's own *Business Barometer*, the first authoritative index for the industry comparable to those long existing in other fields, tells the story. Last November stations' local billings were up 3.3 per cent; they fell 0.7 and 10.1 per cent respectively in December and January. Spot increased 4.4 per cent in November, then declined 4.4 and 7.4 per cent in the next two months. Network take, in contrast, showed a steady month-by-month increase: 6.6 per cent in November, 4.6 in December and 1.9 in January. By February, the season dip

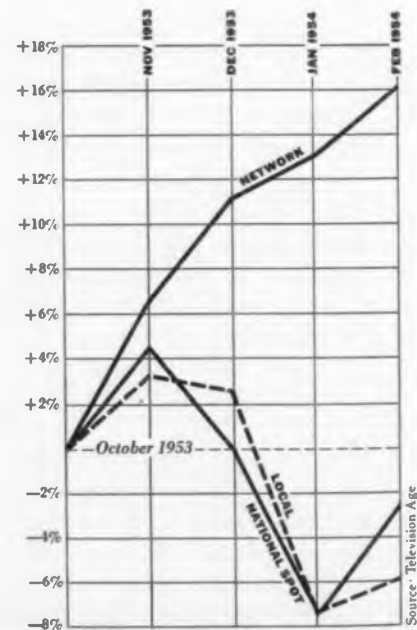
was over: Local business rose 1.6 per cent; spot, 4.8; and network by 3 per cent.

Meanwhile, a few remarkable statistics tell the story of tv's meteoric transformation into Big Business. In 1953, advertisers spent \$688 million for television time and talent or 8.8 per cent of the nation's total ad budget. The industry sold 6.4 million sets worth \$1.2 billion, gave employment to one million Americans. Figuring the average capital investment per station as \$500,000, right now television can be called a \$5 billion industry.

But this very size itself gives tv a vital stake in the general economic health. If the much-advertised and debated recession should continue indefinitely or worsen, not even the healthiest industry could escape the impact. That's why telecasters, no less than other businessmen, are closely watching business trends and currents.

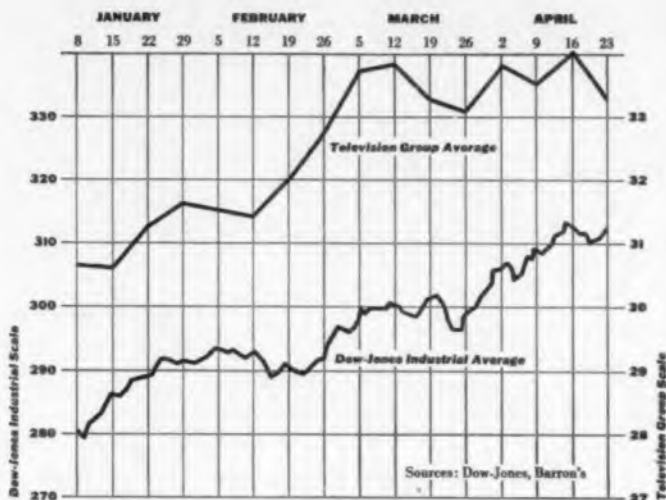
Swollen Supplies

What they have been seeing the past few months, in the opinion of most economists, is an "inventory recession" or "adjustment." In 1953, the great postwar boom reached its height—far outstripping the proverbially lush 1920's—with production and spending at an all-time high. But in late Fall consumer demand finally began to taper off in



Television Station Revenues

Source: Television Age



The Wall Street Story

such important lines as cars and appliances; at the same time, following the Korean armistice, defense spending began to level off. The result was swollen pipelines, overstocked inventories at both the manufacturing and retail level.

Since then inventory cutting has been prevalent. During the first quarter of this year, businesses have been unloading stocks at the rate of \$375 million a month; last year, they were adding to supplies at the rate of \$525 million monthly. In the past six months total inventories have been reduced by \$2 billion. It has been estimated that still another \$4 billion worth will be liquidated by the end of 1954.

Bad News

This adjustment, then, lies behind much of the Winter-Spring business decline. It has shown up in lower production, lower employment, lower sales. This was the *minus* side of the business scene as this issue of TELEVISION AGE went to press:

Industrial production. The Federal Reserve Board's index (the official measurement) stood at 123, down from last year's 135. The total volume of goods produced and services rendered—the Gross National Product—had declined to an annual rate of \$359 billion compared with a 1953 high of \$371.4 billion. The rate of decline, however, had eased off.

Unemployment. It hovered around 3.7 million against 1.6 at the like time a year ago. Factory employment ac-

counted for the biggest drop, off 1.2 million.

Inventories. These were still \$1.5 billion above the 1953 level. Obviously, a considerable bulge remained to be absorbed.

Retail sales. These had been below expectations until Easter business provided a noticeable shot in the arm. They were running 3 to 5 per cent behind the 1953 rate.

Carloadings. A key business barometer, they were averaging 612,000 a week compared with 751,000 a year ago.

Steel. Output in this bellwether industry had fallen sharply, from 99.5 per cent of capacity to 68.5 per cent, or a drop from 10.1 million to 7.2 million tons a week. However, beginning in late April a modest pickup in steel buying was noted, and some industry men predicted a gradual climb back up to as much as 80 per cent of capacity before the end of the year.

Autos. Production was behind

1953—1.7 million units against 1.8 million over the corresponding period of 1953—but the lag was less than had been expected. Even so, dealers' stocks were at the highest level in 14 years, with more than 600,000 new cars on hand. Sales were definitely sluggish.

Defense output. This had declined at an annual rate of \$2 billion during the first quarter, was expected to drop some \$6 billion in 1954.

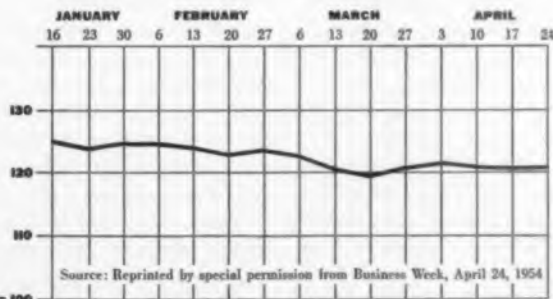
These were the depressent elements in the economy. On the other hand, there were equally potent factors at work on the *plus* side; they had asserted themselves strongly enough in recent weeks to bring about a definite levelling-off of the general business decline. Among them:

Consumer spending. It was running at the rate of \$230 billion a year, only \$1 billion off from last year's peak. The noteworthy feature here, however, was a marked shift in the *type* of spending. Buying of "hard goods"—autos, appliances and other durable products—was down \$2.5 billion under the 1953 rate. Spending for "soft goods"—apparel, house furnishings and the like—was off by \$1.7 billions. But people were shelling out more than ever for "services." These included such items as rent, electricity, medical bills, travel, education, laundry and so on.

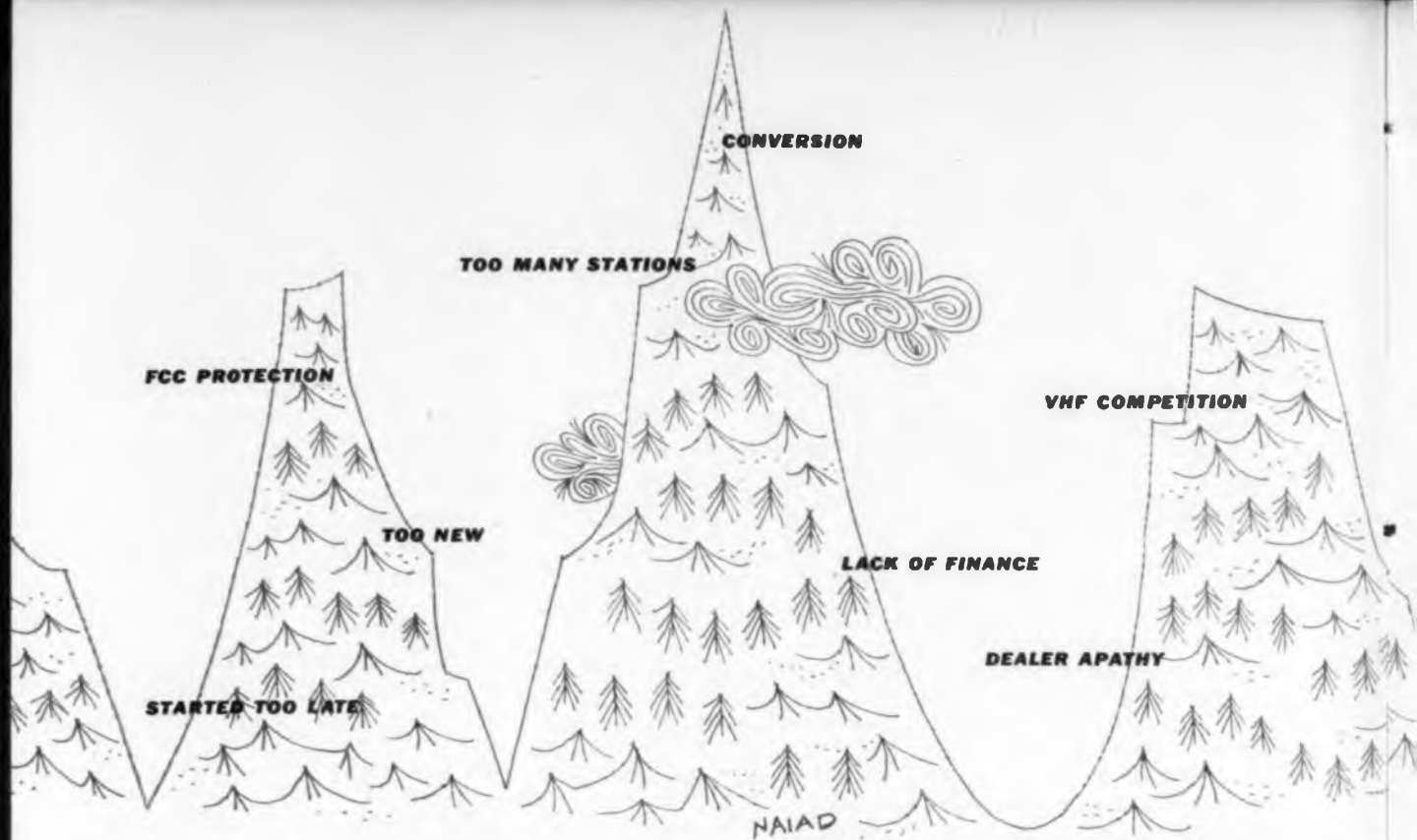
Personal income. This was actually running ahead of 1953, at an annual rate of \$249.1 billion *after taxes* compared with \$245.4 last year.

Savings. These were also up, amounting to 7.7 per cent of disposable income in the first quarter of 1954 against 7.2 per cent in 1953. At the same time, Americans were reducing their debts, repaying at the annual

(Continued on page 87)



The American Economy



Ultra high frequency, which started with a mountain of problems, still has peaks to climb. But they are different obstacles now, indicating that uhf has graduated from its early phase, is no longer a greenhorn in scaling the Matterhorn of success. And although it is difficult to make generalizations about uhf (because stations differ by management and by market), at least one point emerges: The uhfers are beginning to stake out a strong competitive claim.

That is the consensus of timebuyers, network officials and station-owners, polled in a special TELEVISION AGE survey of current uhf progress.

An earlier study by this magazine ("Uhf—The big push," October, 1953) indicated that conversion was then the primary uhf worry. Since then, uhf has come a long way. Now, some 131 uhfers are on the air, representing an estimated \$65-million investment. The first obstacles of getting grants, ordering and installing equipment, inaugurating and training staffs, organizing and producing programs and signing initial advertisers have been passed. Current replies from uhf stations indicate that conversion is "no

problem," now averages 66 per cent, while many outlets report it in excess of 90 per cent.

Instead, "getting network programming or the cooperation needed to build audiences" has become the No. 1 concern. Many stations feel they don't get an even break from national agencies and their timebuyers.

Lesser Worries

The second greatest uhf problem, according to the survey, is that "competing stations are mostly vhf"; in other words, the uhfer feels he is "fighting it out alone." Of considerably less concern are these problems, listed in order: insufficient FCC protection of fledgling stations; lack of interest among advertisers and other local businessmen; too many television stations in the same area.

Of still less importance: lack of finance, considering the problems to be met; lack of uhf enthusiasm among tv dealers. (Many stations explain, however, they could not have made the grade without the fine dealer support they did receive.)

The slightest worries of uhf managers are conversion; the fact that

their stations are too new; the problems of getting a late start in the face of other local competition.

But getting network programs has started an argument so loud that it can be heard—with emphasis—throughout the industry. Uhf managers cry that their operations have been proved to everyone except many New York timebuyers. Some timebuyers, in turn, say that networks should sell uhf more aggressively. The networks explain that they can only sign affiliates and that, after "must buy" stations, advertisers pick their own lists. The violence of the dispute seems to prove that uhfers are correct in one claim: People tune to programs, not frequencies.

But to examine the station complaints: Summing up the feeling that uhf has been pre-judged, one manager says, "We're okay. All we need is the approval of Madison Avenue." Another says "bad and undesirable publicity nationally for the entire uhf picture." A third manager explains, "The only problem we have is with some agency timebuyers who feel uhf is no good and refuse to consider each market on its own merits."

As a result, uhf stations, themselves,

UHF: a progress report



*Many obstacles
still loom,
but the newcomers
are on their
way up the
competitive mountain*

are divided into two groups—those who want to band together for a common defense and those who, feeling their individual records speak for themselves, prefer to go it alone. (At least two organizations have been founded to represent stations collectively, the Uhf Industry Coordinating Committee which includes a basic membership of 25 outlets and expects many more, and the Uhf Television Association, headquartered in Washington and headed by Lou Poller of WCAN-TV Milwaukee.)

FCC Fault?

Many industry observers feel that the FCC "fouled up" its original grants, that uhfers are now paying for the error. Opinion-at-large among advertisers, agencies, networks and station representatives is that the Commission should have limited each market to either vhf or uhf only (although that would have cut into the number of potential stations drastically). It is further felt the FCC should have held back on additional vhf grants, once it had given the go-signal to uhf. Finally, a large part of the business—now as always—feels the Commission should

offer a solution. (Federal action, if any, may result from the Senate hearings which begin this month.)

But the industry frankly states there is no longer any reason to take a stand simply on uhf versus vhf. (Even those who are prejudiced do not dare admit it.) If obvious, at least it is agreed to consider each television station in relation to its own market. The reason, of course, is that many uhfers have already proved themselves.

- WKBN-TV Youngstown is doing "very well." A CBS Television affiliate, it has 45 hours of network programming weekly. Indication of its future: the station is housed in a recently expanded \$2-million plant which houses its radio as well as tv property.

- WFMJ-TV Youngstown, an NBC affiliate, also has a strong list of network shows which are reflected in its climbing financial record.

- KFSA-TV Ft. Smith, Ark., (a single-station market), reports 96 per cent conversion, has been in the black since its first 60 days and finds its net increasing. Reporting progress "normal for market size," manager H. W. Stamps says, "All we need to progress faster and farther is to be in the top

100 markets instead of the 212th."

- WCAN-TV Milwaukee is in the black, making an increased net, listing a 70 per cent conversion. This station not only made its own way against established vhf competition, but cleared the path for another uhfer.

- WAFB-TV Baton Rouge says it was in the black within 30 days, used radio spots, dealer material and programming to build to its reported 100 per cent conversion. Biggest problem now is clearing time for new business: It has 74 program sponsors, 101 spot advertisers.

- WBRE-TV Wilkes-Barre attributes "tremendous programming strength" to its NBC affiliation and has been in the black since January, 1953. Reported conversion: 90-100 per cent.

- WFIE Evansville, Ind., has been making a profit since its second month, considers conversion 100 per cent.

- WCOS-TV Columbia, S. C., says its operation has been in the black, before depreciation, since its first month.

- WTCS Springfield, Ill., first station on the air there, has 96 per cent conversion, is in the black and has "not

(Continued on page 84)

Television in Los Angeles gets more different every day— —and the difference is KTTV

*Until you read this you won't believe what an independent
television station can do in a 7-station market.*

1. KTTV not only leads in
quarter-hour firsts—but has *more than*
the next two stations combined!

KTTV	146
Station A	68
Station B	57
Station C	35
Station D	20
Station E	16
Station F	4

2. Of all programs seen in Los Angeles
five times a week—network or local, live or film
—all of the top five are on KTTV.

Sheriff John	13.5
News—George Putnam	11.7
Ramar of the Jungle	11.2
Time for Beany	9.6
Thunderbolt	9.4

3. KTTV leads all Los Angeles
stations in national spot accounts.

KTTV	484
Station A	458
Station B	446
Station C	382
Station D	339
Station E	310
Station F	301

KTTV gets ratings like these:

	ARB	HOOPER
BADGE 714	35.1	28
LIFE OF RILEY	25.6	22
WATERFRONT	24.3	19
ANNIE OAKLEY	21.8	18

Add to audience facts such as these, the

merchandising and promotion leadership you'd
expect from the Los Angeles Times station, and
you get a partial picture of KTTV's amazing
position. Knowing the whole story is worth your
while—and Blair-TV, like anyone with real news
to tell, is bursting with information. Make a date
now with the Blair-TV man.

KTTV Channel Eleven
Los Angeles Times Television
5746 Sunset Blvd., Hollywood 28, Calif.

Represented by **BLAIR-TV**

Sources: 1. ARB, March '54. Hooper shows KTTV first, too. 2. ARB, March '54. Hooper shows KTTV first, too. 3. Rorabaugh Reports, 1953 total listings.

Slot machine tv

*A station manager
takes a look at subscription "schemes"
and sounds a warning*

BY HENRY W. SLAVICK

Henry Slavick has been in tv and radio for 33 years. He is now general manager of WMCT, WMC and WMC-FM, stations owned by the Memphis Publishing Co. He has served on committees of the NABTB and its forerunner for two decades. Recently, he completed a tour of duty on the NABTB's subscription tv committee, now dissolved. It is out of this experience that he writes about a development which he believes threatens the very existence of the television industry as it is now constituted.

The American public is in danger of being flimflammed by a raid on its pocketbook which will make the federal deficit seem like penny ante.

The slot machine operators who want to push through what is sometimes known as "subscription tv" are working and scheming.

A better name than "subscription tv" is PAYS—for "Pay As You See." And if these schemers have their way, it will be the public who PAYS and PAYS and PAYS on an unbelievable scale. If they succeed, the loot will run into hundreds of millions and eventually billions of dollars.

I have no desire to set myself up as a Paul Revere shouting "To Arms." but so far nobody in the telecasting industry has taken a firm stand toward PAYS. It's time someone did.

A Trust

The channels belong to the people. They are a natural resource of incalculable value. We, as holders of licenses to operate on these channels, are in a sense trustees for the people.

I speak out of personal conviction. I am not a spokesman for the industry. But I have spoken to these slot ma-

chine operators, and I know what they have in mind. Unless the industry wakens to this threat and through its association—and independently—informs the public properly, we may wake up one of these days to find our industry seriously jeopardized, with a PAYS system approved by the FCC by default.

These slot machine operators will come in the back door, without any appreciable investment, without having taken the risks which those who have pioneered the tv industry have taken, and have us and the public at their mercy.

They will take away the audiences which we have built through imagination and foresight and risk and hard work, and will make those audiences pay for much of the same entertain-



ment which we have developed and made possible for viewers to enjoy free.

Let it be understood:

1. I stand for free enterprise.
2. I know that PAYS is mechanically a simple problem.
3. While I do not speak for the industry as a whole, it is my personal belief that the interests behind PAYS have every right to establish a business such as they propose, with coin machines or other gimmicks.

But not at the expense of the public! Not over the limited number of channels which belong to the public.

If the slot machine operators want

to develop their business for personal profit and without regard to the public interest, let them do it on their own private communications system.

Let them do it on their own private system by connecting their subscribers by coaxial cable to each individual unit—not by blacking out one of the channels which, according to our whole basic concept of broadcasting in this country and according to law, belongs to all the citizens.

The Issue

John Q. Public is about to be taken to the cleaners. He is about to be deprived of his right, his freedom of choice, to select from any one of all the channels which belong to him and which are operated for him free, as a public service.

Millions of dollars are being spent today for costly hearings by applicants throughout the country seeking these precious channels. The prime consideration in grant-

ing of these channels is the public interest, to give the public a freedom of choice on the limited number of channels available. The tv broadcaster likewise has the responsibility of providing his viewers with a well-balanced schedule, not a blackout or scrambled picture through which he can squeeze an exorbitant fee from them.

The uhf channels not now being sought will some day be needed to supplement the small vhf group.

No one, I'm sure, has any quarrel with any enterprising business man who wants to feed movies or a spectacular event to the home COB, but

(Continued on page 115)

In the March issue TELEVISION AGE published the first of a two-part series on the rate picture. The article, based on a nationwide survey, showed that the upward rate spiral was beginning to taper off, that increases this year would be fewer and more moderate. The following feature analyzes the much-criticized rate card itself, the complaints most frequently made and the many suggestions for its improvement.

"If uniformity can be developed to the point where everybody knows where to look for a particular piece of rate information, without searching, telephoning, writing letters, or wasting time in other unprofitable ways, we will have taken a long step forward."

Those words—many a timebuyer calls them "famous last words"—were written four years ago by a subcommittee of the Broadcast Advertising

Bureau, then a division of the NAB, as a preface to the BAB's recommendations for standardized television rate cards. A small group of station, network, representative and agency men worked long and hard on the report; it was submitted to sellers and buyers of tv time across the country; comments were favorable—and the only persons today who even remember the group's existence, let alone its recommendations, are those of its members who are still dealing in air time.

For the fact is that rate cards are as heterogeneous and unstandardized as ever. "If only," say buyers in something close to despair, "stations would present their rate information with some consistency, uniformity and completeness." A typical comment by the media head of a major agency: "I've been talking to station men about this

problem until I'm blue in the face, but it's no use—they do what they please anyway." And another: "I've been plugging standardization ever since the early radio days—to say nothing of the tv period—and absolutely nothing's happened."

A recent TELEVISION AGE check of stations' rate cards confirms this lack of both consistency and full information.

Of 365 stations then on the air, for instance, only seven listed separate film and live rates with a breakdown of each. Twenty-four gave the same rates for filmed and live programs; 23 had the same rates with rehearsal charges for live shows listed separately; 84 had different rates, with a partial breakdown of studio and rehearsal charges given separately; 26 did not even tell whether the rates quoted were for live or film. The largest group (201) said they would provide live rates "on request." The placement of this type of information also varied: On some cards it was printed at the beginning; on others, it was buried in a long paragraph, midway or toward the end.

The inconsistencies are almost endless. Only 75 stations, for instance, showed film handling charges, though some referred to shipping costs which might or might not mean the same thing. A scattering told whether they had ASCAP, BMI or SESAC licenses; still others—in the minority—stated whether they would accept local cut-in announcements and what the rates would be. A number of stations showed ID specifications, but most did not.


And this is exactly the type of information that timebuyers insist they must have. Reports one: "Finally, in desperation, I end up by picking up the phone and calling each station long-distance. Co-workers say my phone bill will be bigger than the cost of the campaign—but it's no joke."

Again and again, many in the industry point out that a rate card is, in effect, a station's calling card. It should, accordingly, present the station's best face to the buying public. It should be 1) correct (they're not always), 2) complete and 3) easy to read (they're practically never). The information presented should be logically placed in relation to other data.

The ghostly voice of the BAB group



What's wrong with rate cards?



*Plenty,
say time-buyers,
and tell how they can
be improved*

emphasizes this last point. "Twenty points of general information have been provided for in these recommendations . . . Whether or not to make use of all . . . is a decision which each station should make . . . What is important, however, is that the order of the items be maintained." Discounts, for instance, should be the last item immediately preceding the rate tables. Another recommendation: "Net costs (after subtracting all applicable discounts) should be shown wherever possible."

Discounts, in particular, are a sore point with buyers. A prominent one declares: "The stations should show the final figure instead of just noting the percentage. Let them do the arithmetic. They only have to do it once." Chimes in a fellow toiler: "What is the 52-time rate, for instance? The station should tell us instead of making us work it out." The reverse of this is also urged. A major station rep, for instance, recommends adding the rates together. Rather than list \$50 for time and \$8 for talent, he suggests simply printing \$58 for the package.

Keeping Posted

The constant changes in rates are another source of irritation. Buyers often have trouble keeping up with them. Some cards announce a rate protection period but fail to say when it starts. Comment: "It's like a railroad timetable and should be constantly updated as such. Once the rate has changed, the old card is worthless."

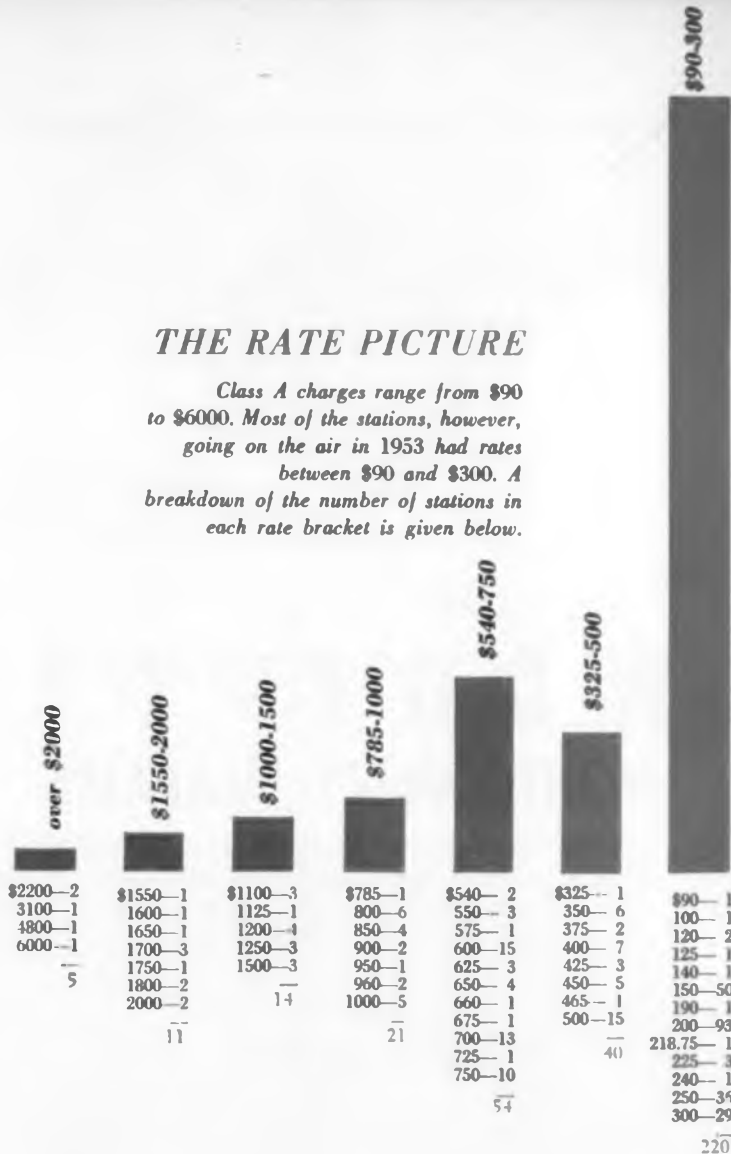
Other buyer recommendations: include coverage maps; enclose a mimeographed sheet listing such pertinent information as the number of tv homes in the market, the sales in product classifications and so on.

But take the other side of the fence. Among stations and their representatives there is sharp disagreement on the real purpose of rate cards. Some believe that a good one should anticipate every question an advertiser might have on commercial policies, contract requirements, facilities and the like. Others say just as positively that a card is *not* a contract; if a station follows the NARTB code and the 4A contract, there is no need to duplicate that information in a rate schedule. A variation on that viewpoint:

(Continued on next page)

THE RATE PICTURE

Class A charges range from \$90 to \$6000. Most of the stations, however, going on the air in 1953 had rates between \$90 and \$300. A breakdown of the number of stations in each rate bracket is given below.



Spot hourly rates vs. network hourly rates

Stations showing <u>same</u> rate for network and spot	131
Stations with <u>higher</u> network rates	110
Stations with <u>lower</u> network rates	59
New stations with network affiliation but not yet listed on network rate card . . . also independents	65
Total	365

FROM THE CAPITAL OF ALABAMA



WCOV-TV

MONTGOMERY, ALABAMA

NEW POWER
199,500

WATTS

August 1, 1954

With All Four Networks Plus Top Local and
Film Shows Our Availabilities Are "Tops"

Ask Raymer for Details



Montgomery, Alabama

Channel 20

Nationally Represented by **PAUL H. RAYMER CO., INC.**

ABC - CBS - NBC - DuMont

Rates (Continued)

publish the simplest possible tables and let salesmen answer questions as they arise.

The BAB model actually anticipated all of these points. It was evident then—and now—that stations whose business was mainly local preferred the short, simplified form. On the other hand, national advertisers and their agencies were perfectly willing to cope with the intricacies of a detailed card. Accordingly, the committee suggested two cards—a comprehensive one for out-of-town buyers, a simple reproduction of rate charges for local use.

Big Range

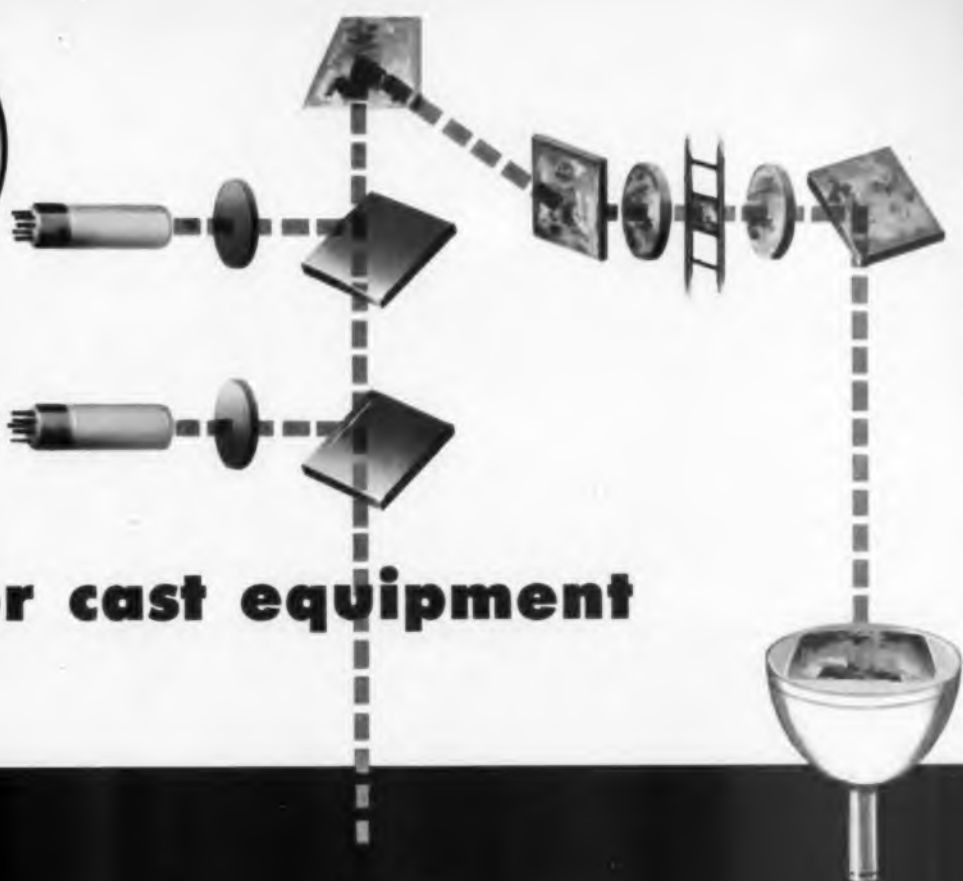
There has also been some agitation in favor of standardizing rates themselves. Certainly, there is wide variation from station to station (see charts on page 67).

Class A hourly charges, for instance, range all the way from \$90 to \$6,000 (though the largest number of stations fall in the lowest or \$90-\$300 bracket). Spot rates, based on a percentage of the hourly fees, are equally varied, just as there are often differences between national spot and network charges. The basis for setting rates—despite some cynical claims that it is a "mystery"—is multifold: the competitive situation, set coverage, power, what the local traffic will bear. Obviously, the setup differs from market to market.

Buyers say they can appreciate that. But they do not see the need for the discrepancies in the form and content of the cards. "Please," sighs one, "tell the stations to give us a break. Incidentally, by introducing some kind of standardization, they'll be giving themselves a break, too. Many an operator has lost business because he did not spell out clearly his operating specifications."

Anyone listening?





Color cast equipment





THE compatible color television system approved by the FCC last December—which will soon bring color TV to *your* market area—represents an investment of more than a million man-hours and nearly ten million dollars by the *entire* television industry.

G.E.'s role in this development is exemplified by Dr. W. R. G. Baker, General Electric Vice President and General Manager of the Electronics Division. Dr.

Baker was chairman of the National Television System Committee which formulated the system as it was finally approved.

Nearly four years ago, Dr. Baker and his staff of color engineers (above) established a network of color signals at Electronics Park for research and equipment development. Their main consideration throughout these years has been *your future in color TV*.

NOW'S THE TIME!

Plan your color TV future with



Hundreds of G-E engineers cooperated in discovering new theories... new ways to provide a truly compatible system. One of the many General Electric color laboratories—in constant operation during the past four years—is shown above.

Major networks have already converted many top-flight programs to color. The strongest call for color has started—as was predicted—to come from local advertisers. Your needs, therefore, may be temporarily limited to film and slide facilities. General Electric is prepared to help you! For details, see a local G-E representative, or write today.

Chromacoder color equipment will soon be in production at General Electric's Electronics Park. Featuring a compact camera with only one I.O. tube, you will note there is little obvious difference between it and a standard black and white television camera. Size, simplicity of design, weight, maneuverability, ruggedness, economy and flexibility are important operating points.



GENERAL ELECTRIC

Using the Chromacoder Camera Channel, a single picture signal (containing all color intelligence in sequence) is selected for transmission. This signal is then fed into the Chromacoder and translated to simultaneous red, green and blue images. Subsequently, a Multiplexer forms a color signal for transmission under the compatible standards approved by the FCC. Only one Chromacoder is needed at each station to translate the signals of all its cameras.



The unique designed-in flexibility of General Electric's projection room equipment for color slides and film allows you a choice of the equipment you want...when you want it!

2" x 2" color slide scanner with color scanner pickup—the basic equipment you'll want first for color commercials...

Just add the high quality continuous motion film scanner to the slide scanner to provide color film programs...



Carry this block-building technique one step further...and add a second continuous motion film scanner. This entire combination occupies only 32½ square feet of floor space!

General Electric COLOR for your station!

1 **Modify Existing G-E Equipment To Broadcast Network Color Programs For Black and White and Color Reception!** General Electric is providing its present customers, on a no-charge basis, all necessary *internal* transmitter parts, thus permitting stations with G-E transmitters to broadcast color. Engineering supervision for the installation of this equipment is on this *same no-charge basis* if it is done at the same time external color equipment is

installed. *External* parts (Gamma Amplifier, Stabilizing Amplifier, Color Monitor, and other miscellaneous items) required for performance within FCC color specifications are being supplied at a moderate cost of approximately \$7300 to \$8800 (VHF-UHF). Optional test equipment is available as required. It is important to note that any of the above changes can be accomplished *without loss of air time*.

2 **Locally Originate Color Slides and Film With G-E Equipment!** General Electric provides the ideal solution to the demands of local advertisers for color commercials. Its top-quality film and slide facilities are designed for amazingly versatile effects. Slide

Scanner equipment cost is in the order of \$32,500; additional for Film Scanner equipment, approximately \$36,000. To this must be added the cost for achieving best possible color transmission service as outlined in Plan 1.

3 **Put Live Local Color Programs On-The-Air With G-E Equipment!** This final step of your color objective incorporates a live camera channel, Chromacoder and allied equipment, Calibration Monitor Console, Monitor Switching Unit and

miscellaneous accessories. With these G-E facilities broadcasters are assured of obtaining the ultimate in programming and performance... at what we believe to be the most economical cost figure you'll see in the industry!

Extra! G.E. is making rapid progress with an economy plan to factory-convert your existing G-E black and white cameras for live color program

origination. This conversion will similarly apply to non-G-E cameras that are interchangeable. Moderate conversion cost will result in outstanding savings.

Plan your color *future* with General Electric—NOW!

Our local G-E broadcast representative has all the facts. Call him today or write:
General Electric Company, Electronics Park, Syracuse, New York.

You can put your confidence in—

GENERAL  ELECTRIC

FIRST in the United States
with **316,000** watts
and **1,000'** A.A.T. tower

WOOD-TV, Grand Rapids, Michigan, on April 17, was the first TV station, anywhere in the United States, to deliver 316,000 watts from a tower 1,000' above average terrain.

For the best in technical equipment, plus top local and network programming, select Grand Rapids' only TV station, WOOD-TV.



WOOD-TV

GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY

NBC. BASIC; ABC, CBS, DuMONT, SUPPLEMENTARY. ASSOCIATED WITH WFBM-AM AND TV, INDIANAPOLIS, IND., WFDF, FLINT, MICH., WEOA, EVANSVILLE, IND. • WOOD-AM, WOOD-TV, REPRESENTED BY KATZ AGENCY



Hundred-and-forty-three percent

■ Individual as a gold inlay, E. Gilbert Forbes is news editor of WFBM and the number one newscaster in Indiana. He spends 80% of his time preparing broadcasts and telecasts, 5% of his time on radio (20 quarter-hours a week), 3% of his time on tv (16 fifteen-minute or ten-minute newscasts), 25% of his time in outside activities, and 30% with home and family. If the total is 143%, it's about right. This is a busy fellow.

Now in his seventeenth year as a news editor hereabouts, E. G. F. was college trained in journalism, entered radio in St. Louis, moved to WFBM in 1937, and spent 1944 as a correspondent in Europe interpreting the ETO for our listeners.

His technique is simple: He studies world affairs and delivers the news. Much in demand for personal appearances, and practically unable to say no, Gilbert Forbes once discovered that he was expected to address three different groups at practically the same time. His resolution of this difficulty was a masterpiece of tact and timing.

Forbes is seen seven days a week on TV; heard seven days a week on radio; viewed with fellow-members of the Indianapolis Literary Club, the Press Club, the Artists' Society and the Meridian Heights Presbyterian Church, a few of the organizations in which he is active.

When a Hoosier host wants to hit an arguing guest over the head with a piece of inflexible logic, all he has to say is "Gil Forbes said so." If Forbes said it, it's true, correlated, analyzed, evaluated, put in proper perspective and well expressed.

Year after year, Hoosiers listen to Gilbert Forbes and the news. There may be a better framework for commercials selling items with general appeal, but not in these parts. Check Katz for availabilities

WFBM

WFBM-TV

INDIANAPOLIS • CBS

Represented by the Katz Agency

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

IDEAS IDEAS IDEAS

hundreds of new
ideas for less than
a dime a week!

You'll find them all in
Television Age, the one mag-
azine that serves television
business completely.
Ideas to help you make long-
range plans . . . and on-the-spot
decisions.
Ideas to boost the effective-
ness of your current campaign
. . . and the size of your future
paychecks.
Yes, *Television Age* brings you
ideas on everything you need
to get ahead—and stay ahead
of your competition in TV.
And it's all yours to harness
for less than a dime a week,
when you accept this out-
standing offer.

one full year
Television Age
ONLY \$4.75
(regular price . . . \$6.00)

use this order form today

Television Age

444 Madison Ave., New York 22, N. Y.

Yes, please send me the next full
year of *Television Age* at special
rate of \$4.75 (regularly \$6.00)

() BILL ME () BILL COMPANY

Name

Title

Company

Address

City Zone ... State

Network Program Chart (Continued from page 74)

Economics Labs., Th., Kellogg.
"Linkletter's House Party" (2:30-3
p.m.): 2:30-45—M., W. & F., Lever Bros.;
Tu. & Th., Kellogg; 2:45-3—M., Th., Pills-
bury; Fri., Bauer & Black.
"Bob Crosby Show" (M., F., 3:30-4
p.m.): 3:30-45—Tu., Calgon; Th., TBA;
Fri., Englander; 3:45-4—Tu. & Th., Am.
Dairy; W. & F., Gen. Mills.
NBC—"Kate Smith Hour" (Mon.-Fri.,
3-4 p.m.): Alternate Mondays, 3:45-6—
Corn Products Refining; Tu., 3:45-6—Dow
Chemical; Wed., 7½ min. bet. 3:15-3:30
—American Hair & Felt Co.; Wed., 7½
min. bet. 3:13-3:30—Parker Bros.; Wed.,
3:30-45—Borden Co.; Wed., 3:45-6—Gerber
Products; Thu., 7½ min. bet. 3:15-3:30—
Ludens, Inc.; Thu., 3:30-45—Desskin
Products; Thu., 3:45-4—Simonix Co.; Alt.
Fri., 7½ min. bet. 3:15-3:30—S.O.S. Co.
"Hawkins Falls" (M.-F., 12:15-20 p.m.):
Alt. Mon., S.O.S. Co.; W. & F., Wesson
Oil.
"Howdy Doody" (Mon.-Fri., 5:30-6
p.m.): Mon., 5:30-6—Standard Brands;
Tu., 5:30-45—Kellogg; Tu., 5:45-6—Col-
gate-Palmolive; Wed., 5:30-6—Continental
Baking; Thu., 5:30-45—Kellogg; Thu.,
5:45-6—Standard Brands; Fri., 5:30-45—
Ludens; Alt. Fri., 5:45-6—International
Shoe Co. & Welch Grape Juice Co.
"Your Show of Shows" and "Martha
Raye Show" (Sat., 9-10:30 p.m.): Alt.
Sat., 9-9:30—Armour & Co. & RCA; 10
min. part. between 9:30-10—Adolph's Ltd.,
S.O.S., Bearus Watch Co., Griffin Mfg.;
Alt. Sat., 10 min. part. between 10-10:30
—Cat's Paw Rubber, International Silver,
Lewis-Howe, Whitehall Pharnacal; Var.
Sat., 10 min. part. between 10-10:30—
Johnson & Johnson.

Affiliated with
NBC — DUMONT
Full Time
Network Facilities
PROGRAMS OF OTHER NETWORKS
ACCEPTED ON THE BASIS OF AVAILABILITY

* **ARB** March-April UHF-VHF Penetration Re-
port states that Tulsa is the first dual
market in any ARB study to have a con-
version as high as 17.7% before going
on the air. Also the first market to have
a conversion as high as 25% after less
than one month's operation.

★ Tulsa's **most powerful station**

KCEB channel 23

GET
ROLLING
CALL

Represented By
THE BOLLING COMPANY
New York — Chicago — Boston — Los Angeles — San Francisco

*Of all the trade papers
one and only one - **Television Age**
verified, certified audited*

*The audit of circulation
Business Publications
Television Age now recommended
agencies and advertisers
of the publications in*

ers in the tv-radio field,
elevision Age - has a
dit of circulation.

ulation released by
s Audit reveals that
r reaches more
s ers than any
n the field.



policy to provide for early action on applications. The Commission's efforts during the past year have simply been to respond to the mandate of Congress to provide for the expansion of the television service to a public which has demanded this service. The Commission has felt that it was its duty to act upon all applications as expeditiously as due consideration of them would permit.

As a matter of philosophy, do you think the Government should be more active in promoting uhf than it has been, or should it tend to keep its hands off?

I think it is not our business to promote any particular service. It is our business to facilitate the expansion of a service by private industry, and I think it is appropriate for us to consider all of the possibilities of making expansion of television in ultra-high feasible, but the business judgments and the risks will have to be handled by the operators.

Generally speaking, Mr. Chairman, are you optimistic or pessimistic about the future of ultra-high frequency tv?

I am optimistic about the future of ultra-high, although, of course, concerned about its immediate problems under conditions which now exist.

I think the number of television stations which could be accommodated on the 12 vhf channels is simply not enough for the needs of our large and resourceful country. We will need substantially more than 500 television stations. And I am confident that we will find a means for providing the larger service needed for our country.

What is the chance that the Federal Communications Commission will look into the whole subject of subscription tv this year? Is rule-making on this subject in sight?

There are a number of petitions before the Commission relating to subscription tv. Petitioners in some instances have made changes in their approaches.

There is still, according to information that comes to my attention, a lot of investigating being done by proponents of subscription tv.

The Commission has thought that its first duty was to lift the television freeze in terms of acting upon applications which had accumulated in the Commission.

This program is well advanced. In fact, a statistical examination will show that it is 80 per cent accomplished, but there is still a substantial work load of hearing cases involving applications from some of our most important markets to be determined by the Commission.

We will, of course, give appropriate attention to the various petitions before the Commission as soon as we can, consistent with our other duties.

What is the future of closed circuit or theatre tv? Do you anticipate the setting aside of certain channels for such telecasts?

There was, as you know, a petition asking for the dedication of particular channels for distribution of closed circuit or theatre television, but this proceeding has been concluded. The Commission's decision was not to allocate particular channels but to point out that transmission service for distribution of picture material could be obtained through common carrier facilities.

As you know, there are occasions when picture material is distributed to theatres through the transmission facilities of the intercity carriers.

Can the industry now forget about license fees for a while—is it likely, in your opinion, that the subject will be revived?

I cannot answer that question.

The Commission has a directive from the Bureau of the Budget, which is a part of the Executive Office of the President, directing us to inaugurate rule-making to implement the authority granted by Congress incident to the Appropriations Act of 1952. Since this announcement of our rule-making proceeding, the Senate Committee on Interstate Commerce has undertaken an examination of this subject and has certain legislation under consideration. The Committee has asked us to suspend action on our rule-making proceeding until 1955.

We have not had any further advice on the matter from the Bureau of the Budget, but obviously there will have to be some coordination of interests.

In view of recurrent complaints that tv advertising is over-commercialized, is the Federal Communications Commission planning to put out anything comparable to the so-called Radio Blue Book of several years back?

The Commission does not have a project such as the report you mentioned under consideration.

One of the very important reasons for opening up

additional channels for television was to provide for a competitive service on a nation-wide basis.

The multiple-ownership rule is another expression of the Commission's policy to maintain a diversified and competitive system. We hope by such means to provide an opportunity of choice for the public that will stimulate and encourage . . .

In controversial matters what role should tv play? In other words, are individual commentators justified in taking editorial stands and interpreting the news as they see fit?

I think the answer to that question must be found in the Commission's opinion on editorialization by broadcast licensees. I would not want to distinguish a commentator from his employer, the licensee.

I believe that it is proper for a broadcaster like anyone else to have a viewpoint and to have the same opportunity to express views on matters of public concern to the same extent that anyone else has.

The Commission's opinion on this subject has indicated that broadcasters who exercise their opportunity to editorialize should indicate when they are editorializing and that fair opportunity should be

given for the presentation of contrary viewpoints.

It has been about two years now since educational channels were set aside.

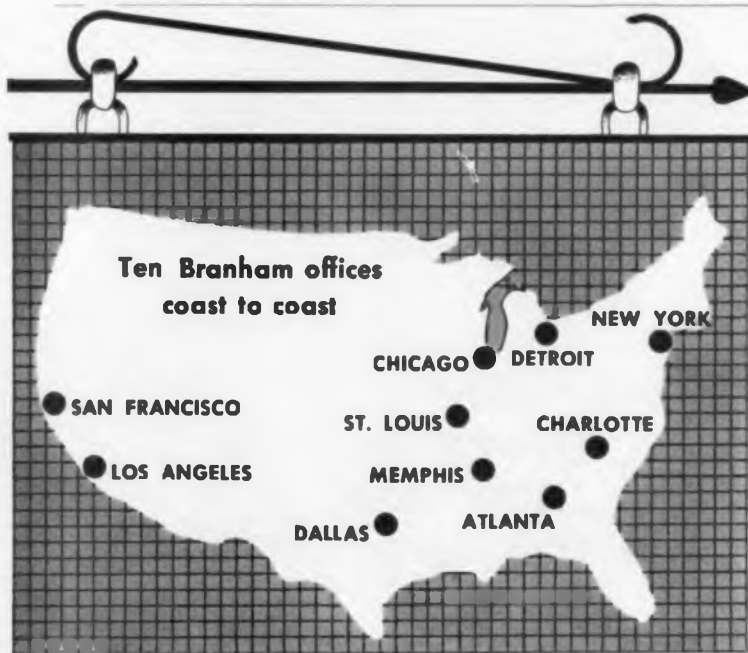
I think at one time you said that there might be occasions for the Commission to review the situation after a period of time had gone by. What now is the future of educational tv?

As I stated to the National Association of Educational Broadcasters, I believe that they have made very significant accomplishments since the lifting of the television freeze.

I am told that there were six non-commercial, educational television stations on the air by the end of April, and that there will be at least double this number by the end of the year.

These stations could reach more than 20 million people. It seems to me these are very significant figures.

I believe that the only review that the Commission contemplated was the continuing review, which is the Commission's duty to make, of all rules and regulations. They are all subject to change in the light of needs and interests of the public at any given time.



Ten Branham offices
coast to coast

National Advertising Representatives

- KJEO-TV Fresno, Calif.
- WNEX-TV Macon, Ga.
- WHYN-TV Springfield-Holyoke, Mass.
- KOB-TV Albuquerque, N. M.
- WCPO-TV Cincinnati, Ohio
- WEWS Cleveland, Ohio
- WDEF-TV Chattanooga, Tenn.
- WMCT Memphis, Tenn.
- KFDA-TV Amarillo, Texas
- KRLD-TV Dallas, Texas
- KROD-TV El Paso, Texas
- KMO-TV Tacoma, Wash.
- WCHS-TV Charleston, W. Va.

Offices in key advertising centers throughout the nation

THE BRANHAM COMPANY

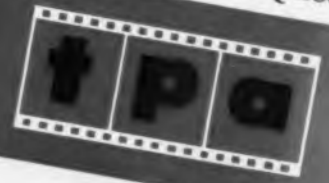
**Adapted from the outstanding best-seller of '...*

**Eagerly awaited by millions of fans...*

THE ADVENTURES



starring **HUGH MARLOWE** with Florenz Ames as Inspector Queen



MI

54

Y

S
D

eller of our times...

ans.

OF ELLERY QUEEN

Here's a new TV show that's as reassuring as money in the bank... a first-run series that's backed by a 25-year habit of success.

A SUCCESS IN EVERY MASS MEDIUM

In print... on the screen... on the air—"Ellery Queen" has consistently spelled "box-office". On TV live—on a handful of DuMont-cleared stations—"Ellery Queen" demonstrated an amazing ability to dominate its period, without any "inheritance"... against any competition. Now, specially filmed for TV... starring the man who created the radio role, "Ellery Queen" is marked for new highs.

A TREMENDOUS READY-MADE AUDIENCE

The readers who made "Ellery Queen" a 30,000,000-copy best-seller... the movie goers... the former listeners and viewers—these are the people who give this new series a ready made, multi-million audience. Marlowe fans who have enjoyed his work on stage and screen ("Voice of the Turtle"... "Twelve O'Clock High" and many others) will swell the figure. And top production—all down the line—will win and hold new viewers for this series.

A SHOW THAT CAN'T MISS

To the proved commercial impact of mystery shows, "The Adventures of Ellery Queen" adds the power of a great name... the prestige of fine dramatic programming. Call, write or wire for the full story, and for franchises in areas where you need a show that can't miss.

television **p**rograms of **a**merica, inc.

477 MADISON AVENUE, NEW YORK 22, N. Y. • 1041 N. FORMOSA AVENUE, HOLLYWOOD 46, CALIF.

UHF (Continued from page 63)

experienced serious difficulty." To get a "firmer hold on national business," its management "wishes" it had been on air six months earlier, however.

- WDAK-TV Columbus, Ga., operating only since October, has achieved an 87.6 per cent conversion (American Research Bureau) by offering NBC, ABC and Du Mont programs. Good movie features also helped this outlet go into the black, increase its net.

- WCOV-TV Montgomery, Ala., has

also been in the black since its first 60 days and now boasts 98 per cent conversion. Vhf competition, expected this fall, will face a conversion problem since two-thirds of Montgomery homes have bow tie antennae.

- WHYN-TV Holyoke, Mass., has 70 per cent conversion and stressed local programming to climb from red ink into the profit margin.

- KCEB Tulsa, a newcomer, achieved a 17.7 per cent conversion by its first day and upped that to 25.4 per cent two and a half weeks later, both new

records for a dual market, according to the ARB study. KCEB's two-edged explanation: an intensive educational campaign backed with top network and local programming.

- WFTV Duluth, Minn., first in its area, has outdistanced two vhf competitors and been in the black since its third month. But the station now urges that "legislation should be passed whereby network consideration of uhf be based on factual data rather than distinguishing between uhf and vhf."

- WWLP Springfield, Mass., faced tough problems at its start. Its coverage area was half saturated with vhf sets tuned to a distant station. On top of that, the early WWLP signal was weak. "Many of the people who spent the money to convert became 'knockers' instead of 'boosters,'" vice president Alan Tindal reports. "Our networks—NBC and ABC—were very helpful in giving us top-notch programs, but I feel it was our local emphasis which really turned the tide."

- WKNB-TV New Britain, Conn., with 48.6 saturation, expects a "tremendous" increase in service when it goes from 20,000 to 200,000 watts in July. With over 50 network and national spot segments weekly and 65 national and regional spot accounts, it "usually" has no availabilities between 6-11 p.m. The station has been "in the black" since October.

- WSBT-TV South Bend has also found television requires a new plant, estimated to cost about \$1.5 million before it will be ready for occupancy next year. On the air since December, 1952, WSBT-TV's market, terrain and promotion have made it a uhf leader.

- WKOW-TV Madison, Wis., has "no conversion problem" with the nearest vhf competition some 75 miles away. A CBS Television affiliate, its greatest concern is "the very normal one of competition with the other local station." General manager Michael Henry considers the FCC's biggest mistake was "to put television into two categories—uhf and vhf. It is all television, and we are very happy with our signal, freedom from interference and range of viewing." Station is making an increased profit.

- WLBC-TV Muncie (only a few television miles from Indianapolis) is firmly established and reports continued

(Continued on page 127)

BMI For Service in TV

Service continues to be one of the basic theme songs at BMI. Not only are its facilities offered to its TV licensees, but to producers, advertising agencies and their clients, TV film distributors, music conductors, directors, and everyone in TV concerned with music and programming.

This service is apparent in the day to day activities of BMI and is provided in many forms, such as:

- Assistance in the selection or creation of music for theme, background, bridge, cue or incidental mood music
- Aid in music clearance
- Help in protecting music ownership rights
- Answers to questions concerning copy-rights, music right for future residual usage and help in solving all other problems concerning the use of music in TV

*Let BMI give you the
TV Music Story today*

Call or write BMI TV SERVICE Department

BROADCAST MUSIC, INC.

NEW YORK . CHICAGO . HOLLYWOOD . TORONTO . MONTREAL

Washington Memo

BOWING OUT. In a reflective mood the other day, Senator Ed Johnson (D. Colo.) leaned back in his chair, took a long look at television and pronounced it good.

Big Ed is going to retire at the end of this session after 18 years as a Senator. With his departure, the tv industry will lose a stout friend in Congress as well as a sturdy critic. TELEVISION AGE went to his office not long ago and asked him for some "words of wisdom" about tv.

Well, he wasn't so sure about the wisdom, he said, but he didn't mind giving his honest opinions.

We began by asking about tv commercials and the complaints that seem to be on the industry's mind. "I don't think I'd worry too much about it," he said in his slow way. Maybe there are too many commercials sometimes, especially on the morning shows, he added. "Some people say they're getting pretty bad. But I suppose you have to have it in order to carry the programs."

Night-time tv pleases him more because there don't seem to be so many commercials then. But he does wish that commercials could be made "more attractive." There's still too much in tv advertising that's cheap and tasteless, he believes.

Preferred: American Style

"But I wouldn't trade our kind of tv for what Britain has," he said firmly. "I'll take advertising any time" over the ad-less subsidized fare the BBC has produced for so many years, he said.

Then the Senator would say he wasn't perturbed about the way television is progressing? On the contrary, the industry is doing a "terrific job," he decided. What's more, "I think it can and will improve as it goes along."

He turned to the impact of tv in matters political and controversial. "Terrific," he murmured again. "The most unbelievable show I've ever seen in politics," he said, was the famous "Checkers" speech by Candidate Richard Nixon in the 1952 presidential campaign. "That turned a real liability

into a tremendous asset," he declared. "Without television I think Eisenhower would have had to make him get off the ticket."

So he doesn't think tv ought to stay out of controversial subjects? "No reason for it that I can see," he answered. But he warned that he'll be "forever against" extending coverage so far as to take in courtroom trials. His view is that no matter how diligently telecasters try to present both sides of a trial, they can't compel the public to watch the whole case. Distortion in the public mind is almost inevitable, he believes.

Open Sessions?

How about Congressional hearings? The Senator thinks it depends on the subject. If the topic is a legislative argument over taxes, or foreign policy, or health insurance, then tv can be a big help in spurring public understanding, he thinks. But if a hearing involves charges against people—such as the housing scandals or the matter of McCarthy-Cohn-Schine and the Army, then cameras shouldn't be present, the senator thinks, unless each witness involved and particularly the person publicly charged specifically agrees to appear on the air.

As we thanked the Senator, we remarked that the Senate and the tv industry, too, was going to miss him after all these years. He turned back to the piles of papers on his desk. "Nobody regrets my leaving as much as I do," he said.

ENCORE. A couple of days after the above interview, Sen. Johnson made one of his typical assaults on an important phase of the industry—the ownership of tv stations by newspapers.

Big Ed casually tossed into the Senate hopper a bill that would force newspapers to give up almost all the interests they now have in tv outlets. The bill is a simple affair. It states that no license shall be granted to any person who publishes a newspaper in any city of over 100,000 population or who "has a substantial interest in or



now


**316,000
WATTS**

on channel 7 to better
serve the rich
WHEELING* market...

On March 25 we increased our signal strength to a maximum 316,000 watts full power, offering better-than-ever television coverage to advertisers and viewers in the big, buying upper Ohio Valley market area surrounding Wheeling.

phone Wheeling 1177

*Wheeling — Steubenville — Weirton — Bellaire — Martins Ferry — and towns in 26 counties in West Virginia, Ohio and Pennsylvania — all in WTRF-TV's primary market area — over 250,000 television families who look to WTRF-TV for their television entertainment.



in the
WHEELING MARKET
it's **WTRF TV**
channel **7**

NBC ABC
represented by
Hollingbery

Radio Affiliates WTRF · WTRF-FM Robt. W. Ferguson, VP & GM

Washington (Continued)

exercises control over" such a paper. For the purposes of the bill, anyone who owns a 10 per cent or greater interest in a paper, or who controls 10 per cent of the voting stock, is one of those forbidden to receive a license.

All new station applications would be affected by the Johnson bill and all present stations would be hit as soon as they had to come back to FCC for license renewals. This is now set at every three years.

The Senator says that the fact that many tv stations are partially or completely owned by papers "just makes the problem all the more aggravated." More and more newspapers are getting into fewer and fewer hands, he declares, "and that is not a good thing." (Best recent example of this trend was the purchase by the *Washington Post of the Times-Herald*. The *Post* owns 55 per cent of WTOP-TV, while the other major paper, the *Star*, owns all of WMAL-TV.)

Anything Can Happen

Mr. Johnson wouldn't comment on what he thought the chances were for action on his bill at this session. It's safe to say, however, that nothing will come of it this year.

We asked the Senator whether he had any more shockers like this up his sleeve. "I may," he said, "I won't rule out anything."

Meanwhile, another newspaper-tv situation, the one in Clarksburg, W. Va., hasn't stirred up much excitement in Congress. This is the case in which the FCC has postponed the grant of a CP to the Ohio Valley Broadcasting Co. so that the Clarksburg Publishing Co., which puts out the town's only two papers, can intervene.

The publisher, Cecil B. Highland, Sr., claims he would be injured by operation of the proposed station. A majority of the Commission, over sharp dissent by three members, agreed to hear his case.

The dissenters claim the majority is stretching the law too far, because Mr. Highland isn't in the tv business and apparently doesn't intend to get into it. His only argument is that the proposed station, WBLK-TV, will cut into his circulation and his advertising revenue.

Economy (Continued from page 61)

rate of \$27.7 billion or \$1.5 billion higher than a year ago. New borrowing, meanwhile, was off sharply, by \$5 billion a year.

The stock market. For what it was worth—and here, as usual, was one field where no one was sure he had the answer—quotations had hit or were hovering at a 24-year high. The bull market, including television issues, had persisted right through the entire period of business decline. The only rational explanation (“Since when does Wall Street make sense?” asked some cynical observers) was that investors, both big and small, had “written off” the recession, were confident the U.S. economy would remain strong and ebullient.

Construction. This was one other barometer that failed to reflect recession weather. Home-building was actually running well ahead of last year, with some 1.2 million new dwellings likely to be started in 1954 compared with 1.1 million in 1953. Non-residential construction was 21 per cent above the year-ago level.

Business expansion. Indications were that the outlay this year for new plant and equipment would total a very impressive \$27.2 billion for a decline of only four per cent below the record \$28.3 billion of 1953. Led by General Motors’ dramatic announcement that it planned to spend \$1 billion in expansion (“General Motors Opens the Throttle,” TELEVISION AGE, February, 1954), other companies revealed confident plans. General Electric, for instance, said it would spend \$160 million in 1954; Standard Oil of

California, \$275 million; the Bell System, \$1.4 billion; and electric utilities, \$3 billion.

New orders. In April, reported the National Association of Purchasing Agents, more companies recorded gains in bookings—for everything from cameras to tires to furnaces—than did those noting declines. Some 43 per cent of the firms surveyed had an increase in new business while only 17 per cent said orders were still falling. It was noteworthy that television sets were leading the upturn in appliances. After a slow start, sales had jumped sharply and promised to equal the 6.4 million registered last year; meanwhile, manufacturers’ and dealers’ inventories had shrunk by 800,000 receivers or more.

In the month of May these factors will almost certainly continue to prevail. And that is why the nation’s economists, with few exceptions, are now willing to go out on a pretty strong limb: The downtrend in the economy is about over, the upturn is at hand. They do not see how the potent combination of record income, record savings and near-record business expansion can miss fire.

But a challenge remains. The public has more money to spend than ever—but how to loosen the purse strings for goods and products? The answer: Business has a selling job, a “hard selling” job. And that is where television is certain to play a key role. Clearly, advertisers will turn in the months ahead to the most potent of all sales media. Television will reap the harvest and, at the same time, help mightily to spur a gradual economic recovery.

**IF YOU
MUST HAVE
QUALITY**

**IN COMMERCIALS
INDUSTRIAL
EDUCATIONAL
FILMS**

**FAST!
SENSITIVE!
MADE FOR ACTION!**

Weston tungsten rating—275
ASA tungsten rating—300



**ORIGINALLY
DESIGNED
FOR TV**

New faster processing
8 and 16MM and sound

GOLD SEAL SPECIAL



KIN-O-LUX Inc.
105 WEST 40TH ST., NEW YORK, N. Y.

FOR **VOLUME** SPOT SALES...

CONTACT:

Joseph Hershey McGillura Inc.

RADIO AND TELEVISION REPRESENTATIVES
SINCE 1933

366 MADISON AVENUE • NEW YORK 17 • PHONE: MU 2-8755
NEW YORK • CHICAGO • BEVERLY HILLS • SAN FRANCISCO

At the Convention

The following companies will be represented, in most cases with special exhibits, at the NARTB's 32d annual convention meeting in the Palmer House, Chicago, May 23-27:

NETWORKS

American Broadcasting Co.
Columbia Broadcasting System
Du Mont Television Network
National Broadcasting Co.

EQUIPMENT MANUFACTURERS

Adler Communications Laboratories
Allied Radio Corp.
Altec Lansing Corp.
Ampex Corp.
Andrew Corp.
Blaw-Knox Co.
Equipment Division
Caterpillar Tractor Co.
Century Lighting, Inc.
Collins Radio Co.
Continental Electronics Manufacturing Co.
Dage Electronics Corp.
Allen B. DuMont Laboratories, Inc.
Television Transmitter Division
Electro-Voice, Inc.
Federal Telecommunication Laboratories
Division of International Telephone & Telegraph
Federal Telephone & Radio Co.
The Gabriel Co.
Electronics Division
Gates Radio Co.
General Communications
General Electric Co.
General Precision Laboratory, Inc.
Gray Research & Development Co., Inc.
Graybar Electric Co., Inc.
The Houston Fearless Corp.
Hughey & Phillips, Inc.
Tower Lighting Division
Dresser-Stacey Co.
IDECO Division
International Business Machines Corp.
Kay-Lab
Kliegl Brothers Universal Electric
Stage Lighting Co.
Machlett Labs., Inc.
Musicolor, Inc.
Telcolor Services Division
Phelps Dodge Copper Products Corp.
Philco Corp.
Government and Industrial Division
Prudelin, Inc.
Radio Corp. of America
Engineering Products Department

Raytheon Manufacturing Co.
Rust Industrial Co., Inc.
Paul Schafer Custom Engineering
Standard Electronics Corp.
TelePrompter Corp.
Television Specialty Co., Inc.
Tel-Instrument Co., Inc.
Tower Construction Co.

FILM & PROGRAM SERVICES

ABC Film Syndication, Inc.
Associated Program Service
A-V Tape Libraries, Inc.
CBS Television Film Sales
Cheryl TV Corp.
General Telradio, Inc.
Film Division
Harry S. Goodman Productions
Guild Films Co., Inc.
Harriscopes, Inc.
C. P. MacGregor Co.
The March of Time
Minot TV, Inc.
Motion Pictures for Television
NBC Film Division
Official Films, Inc.
Radio Corp. of America
RCA Victor Division
Screen Gems, Inc.
SESAC Inc.
Snader Releases, Inc.
Standard Television
Sterling Television Co., Inc.
Tele-Pictures, Inc.
Television Programs of America
United Television Programs, Inc.
Unity Television Corp.
Ziv Television Programs, Inc.

RESEARCH ORGANIZATIONS

A. C. Nielsen Co.

NEWS SERVICES

The Associated Press
International News Service
Television Department
United Press

TELEPHONE & TELEGRAPH COMPANIES

American Telephone & Telegraph Co.
Long Lines Department

SERVICE ORGANIZATIONS

Keystone Broadcasting System, Inc.

NARTB (Continued from page 51)

as the hardest working—and certainly “travelingest”—of all association heads. He attends all the 17 annual regional meetings and many state gatherings, makes 100 or more speeches a year. And, drawing from his youthful experience as a song-and-dance man in vaudeville, Mr. Fellows occasionally offers a bit of off-beat entertainment to boot.

Before assuming the presidency of the NARTB, Hal Fellows was manager of New England operations for CBS and, concurrently, general manager of radio station WEEI Boston. Prior to that, he was the first radio director of an advertising agency in Boston and, later, operated his own agency in partnership.

A Definition

Often called in the industry a “broadcaster’s broadcaster,” Mr. Fellows disagrees. “Mr. Broadcaster,” he says, is actually a composite of the men who pay his salary—some big and some small, some network and some unaffiliated, some in tv and some in radio.

Administrative vice president. Robert K. Richards, who holds this important post, has a thorough background in broadcasting, publishing and advertising. Back in the '30s he was a director for WAIU (now WHKC) Cincinnati. For three years he was on the editorial staff of the *Cincinnati Post*, put in another three-year span as production director of WSPD Toledo. Mr. Richards' advertising experience was gained in the Detroit office of Campbell-Ewald. He left *Broadcasting Magazine* in 1946, where he was editorial director, to join the NARTB.

Vice President. Ralph W. Hardy joined the association in 1949 as director of the Radio Division, was later named director of Government Relations. A Bishop and missionary in the Mormon Church, Mr. Hardy was general manager of KSL Salt Lake City. As former chairman of the NARTB's Educational Standards Committee, he has inspected broadcast training facilities at colleges and universities all over the country.

Secretary-Treasurer. C. E. (“Bee”) Arney has a broadcasting and financial

(Continued on page 113)

The Nation's Greatest Area Buy!...the

WENDY BARRIE SHOW



This is "Wendy Land" each weekday from 4 to 5.



What a Combination!

The personal endorsement and sales pitch of one of America's greatest salesladies telling *your* story in the thriving markets surrounding Columbus, Dayton and Cincinnati. Here's an hour-long variety show just loaded with music, outstanding personalities and surprises, on the leading stations in each market.

The "Wendy Barrie Show"—a package many of America's leading advertisers are buying—with a few choice participations remaining.

For availabilities, rates, market facts, get in touch with: The Katz Agency, 488 Madison Avenue, New York • George F. Hollingbery Company, 500 Fifth Ave., New York • Don Chapin, Director of Sales, The Tri-State Network, Cincinnati, Ohio.

THE TRI-STATE NETWORK

WTVN
CHANNEL 6
Columbus

WHIO-TV
CHANNEL 7
Dayton

WKRC-TV
CHANNEL 12
Cincinnati

TELEVISION AGE

Report by Markets, May, 1954 Set Count:

(The figures listed below are secured from the stations and their national representatives. They are presented as a service by TELEVISION AGE. For further information regarding the figures and their sources contact the stations or their representatives. Where one figure is given for a multiple-station market, it represents all in that market. Italics indicate stations not yet on air, channel numbers and target dates.)

City	Station	vhf	uhf
ABILENE, TEX.	KRBC-TV	30,316	
ADA, OKLA.	KTEN		
ADAMS, MASS.	WMGT	134,110	
AKRON	WKRR-TV	102,000	
ALBANY, GA.	WALB-TV		
ALBANY-SCHENECTADY-TROY	WROW-TV WTRI	77,482 71,188	
ALBUQUERQUE	KGGM-TV KOAT-TV KOB-TV	31,800 39,830	
ALEXANDRIA, LA.	KALB-TV-5		Sept. '54
ALLETOWN, PA.	WFMZ-TV-67		Summer '54
ALTOONA, PA.	WFBG-TV	418,798	
AMARILLO	KFDA-TV KGNC-TV	47,781	
AMES, IA.	WOI-TV	240,000	
ANDERSON, S. C.	WAIM-TV	46,500	
ANN ARBOR	WPAQ-TV	18,900	
ASBURY PARK, N. J.	WRTV	6,200	
ASHEVILLE	WISE-TV WLOS-TV-13	19,400 39,830	Aug. '54
ASHTABULA, O.	WICA-TV	18,000	
ATLANTA	WAGA-TV WLW-A WSB-TV WQXI-TV-36	336,463	Summer '54
ATLANTIC CITY	WPPG-TV	16,785	
AUGUSTA, GA.	WJBF-TV WRDW-TV	76,400 65,000	
AUSTIN, MINN.	KMMT	78,925	
AUSTIN, TEX.	KTBC-TV	68,945	
BAKERSFIELD	KBAK-TV KERO-TV	109,692	65,000
BALTIMORE	WAAM WBAL-TV WMAR-TV WTLF-18	543,927	Summer '54
BANGOR	WABI-TV	54,625	
BATON ROUGE	WAFB-TV WBRZ-2	48,000	Sept. '54
BATTLE CREEK	WBKZ-TV WBCK-TV-58	55,938	Summer '54
BAY CITY, MICH.	WNEM-TV	205,160	
BEAUMONT, TEX.	KBMT		
BELLEVEILLE, ILL. (see St. Louis)	WTVI		
BELLINGHAM, WASH.	KVOS-TV	60,806	
BETHLEHEM	WLEV-TV	67,516	
BILLINGS, MONT.	ROOK-TV	9,000	
BINGHAMTON	WMBF-TV	269,880	
BIRMINGHAM	WABT WBRC-TV	225,000	
BISMARCK, N. D.	KFYR-TV	6,795	
BLOOMINGDALE, N. Y.	WBLD-3		Summer '54
BLOOMINGTON, ILL.	WBLN-TV	113,242	
BLOOMINGTON, IND.	WTTV	524,003	
BOISE	KBOI-TV KIDO-TV KTVI-9	31,360	Oct. '54

City	Station	vhf	uhf
BOSTON	WBZ-TV WNAC-TV WTAO-TV	1,171,111	110,800
BRIDGEPORT	WICC-TV	59,127	
BROCKTON, MASS.	WHEF-TV-62		Fall '54
BUFFALO	WBBN-TV WBUF-TV	394,533	128,000
BUTTE	KOPR-TV KXLF-TV	4,500	
CADILLAC, MICH.	WWTW	42,772	
CAPE GIRARDEAU, MO.	KFVS-TV-12		May '54
CEDAR RAPIDS	KCRI-TV WMT-TV	116,444	
CHAMBERSBURG, PA.	WCHA-TV	15,500	
CHAMPAIGN, ILL.	WCIA	250,000	
CHARLESTON, S. C.	WCSC-TV	71,423	
CHARLESTON, W. VA.	WKNA-TV WCHS-TV-8	38,100	July '54
CHARLOTTE	WATS-TV WBT-TV	384,432	39,952
CHATTANOOGA, W. VA.	WDEF-TV	70,000	
CHEYENNE, WYO.	KFBC-TV		
CHICAGO	WBBM-TV WBKB WGN-TV WNBQ	1,981,000	
CHICO, CAL.	KHSL-TV	34,275	
CINCINNATI	WCPO-TV WKRC-TV WLW-TV WQXH-TV-54	450,000	Oct. '54
CLARKSBURG, W. VA.	WBKN-TV-12		Sept. '54
CLEVELAND	WEWS WBNS WBXL-TV WRE-TV-45	1,022,140	Sept. '54
COLORADO SPRINGS	KRTV KRDO-TV	42,175 35,600	
COLUMBIA, MO.	KOMU-TV	43,559	
COLUMBIA, S. C.	WCOS-TV WQDR-TV WIS-TV	41,982 46,000	
COLUMBUS, GA.	WDAK-TV WRBL-TV	61,471	51,684
COLUMBUS, O.	WBNS-TV WLW-C WTVN	336,737 307,000 339,450	
CORPUS CHRISTI	KVDO-22		June 15
CUMBERLAND, MD.	WYBO-TV-17		Summer '54
DALLAS-FORT WORTH	KRLD-TV WBAP-TV WFAA-TV KLFZ-TV-29	368,500 372,500 336,500	Aug. '54
DANVILLE, ILL.	WDAN-TV	30,000	
DANVILLE, VA.	WBTM-TV	18,114	
DAVENPORT	WOC-TV	264,811	
DAYTON	WHIO-TV WLW-D	637,330 300,000	
DECATUR, ALA.	WMSL-TV-23		May '54
DECATUR, ILL.	WTVF	129,500	
DENVER	KBTV KFEL-TV KLZ-TV KOA-TV	209,306	
DES MOINES	KGTV WHO-TV		66,000
DETROIT	WJBK-TV WWJ-TV WXYZ-TV	1,420,500 1,277,991 1,140,000	
DULUTH-SUPERIOR	KDAL-TV WDSM-TV WFTV	45,000	40,500
EASTON	WGLV		66,000
EAU CLAIRE, WIS.	WEAU-TV	56,271	
ELKHART, IND.	WSJV	118,000	
ELMIRA, N. Y.	WECT-TV WTVE	28,462 30,000	

City	Station	vhf	uhf
EL PASO	KROD-TV RTSM-TV KELP-TV-13	50,171 38,978	Sept. '54
ELYRIA, O.	WEOL-TV-37		Fall '54
ERIE	WICU WSEE	208,500	
EUGENE, ORE.	KVAL-TV	10,000	
EUREKA, CAL.	KIEM-TV	7,800	
EVANSVILLE	WFIE-TV	40,000	
FAIRMONT, W. VA.	WJPB-TV	33,101	
FARGO	WDAY-TV	42,260	
FLORENCE, S. C.	WPDV-4		Sept. '54
FT. DODGE, IA.	KQTV	42,100	
FT. LAUDERDALE	WFTL-TV	108,000	
FT. MYERS, FLA.	WINK		
FT. SMITH, ARK.	KFSA-TV	21,000	
FT. WAYNE, IND.	WKJG-TV	78,937	
FRESNO	KBID-TV KJEO-TV KMN-TV	92,032 94,000 85,841	
GALVESTON (see Houston)	KGUL-TV		
GRAND JUNCTION, COLO.	KFXJ-TV-5		May '54
GRAND RAPIDS	WOOD-TV	416,580	
GREAT FALLS, MONT.	KFBB-TV	3,500	
GREEN BAY	WBAV-TV	191,253	
GREENSBORO	WFMY-TV	220,000	
GREENVILLE, N. C.	WNCT	45,000	
GREENVILLE, S. C.	WFBC-TV WGVL-TV	287,264	50,300
HAMPTON, VA. (see Norfolk)	WVEC-TV		
HANNIBAL, MO. (see Quincy)	KHQA-TV		
HARLINGEN, TEX.	KGST-TV	31,800	
HARRISBURG, ILL.	WSIL-TV	30,000	
HARRISBURG, PA.	WHP-TV WTPA WCMB-TV-27	118,150	May '54
HARRISONBURG, VA.	W3VA-TV	60,182	
HENDERSON-EVANSVILLE	WEHT	36,500	
HOLYOKE, MASS. (see Springfield)	WHYN-TV		
HOUSTON	KGUL-TV KPRC-TV KNUZ-TV KXYZ-TV-29	276,000 303,500	68,144 Early '54
HUNTINGTON	WSAZ-TV	382,352	
HUTCHINSON (see Wichita)	KTVH-TV		
IDAHO FALLS	KID-TV KIFT-8	20,000	Early 1955
INDIANAPOLIS	WFBM-TV WISH-TV-8	470,000	July '54
ITHACA, N. Y.	WHCU-TV-20		Nov. '54
JACKSON, MISS.	WJTV WLBT WSLI-TV	85,607 85,000	30,224
JACKSON, TENN.	WDXI-TV-9		Summer '54
JACKSONVILLE	WJNP-TV WMBR-TV WOSB-TV-30	233,647	37,416 May '54
JAMESTOWN, N. Y.	WJTN-TV-58		Sept. '54
JOHNSON CITY, TENN.	WJHL-TV	54,078	
JOHNSTOWN, PA.	WARD-TV WJAC-TV	757,183	20,000
JOPLIN, MO.	KSWM-TV-12		Fall '54
KALAMAZOO	WKZO-TV	380,670	
KANSAS CITY	KCMO-TV KMBC-TV WDAF-TV WNB-TV	389,182	
KEARNEY, NEB.	KNOL-TV	23,800	
KINGSTON, N. Y.	WKNY-TV-66		May '54
KIRKSVILLE, MO.	KTYO-3		June '54
KNOXVILLE	WATE-TV WTSK-TV	63,620	60,500
LA CROSSE, WIS.	WKBT-8		July '54
LAFAYETTE, IND.	WFAM-TV	46,700	
LAFAYETTE, LA.	RLFY-TV-10 RVOL-TV-10		July '54 July '54
LAKE CHARLES, LA.	KTAG-TV KLPC-TV-7	15,000	Sept. '54
LANCASTER, PA.	WGAL-TV WWLA-21	293,097	Fall '54
LANSING	WILS-TV WJIM-TV	254,700	42,000
LAS VEGAS	KLAS-TV	13,401	
LAWTON, OKLA.	KSWO-TV	46,400	

City	Station	vhf	uhf
LEBANON, PA.	WLBR-TV		146,575
LEWISTON, ME.	WLAM-TV		18,554
LIMA, O.	WLOK-TV WIMA-TV-35		54,069 Spring '54
LINCOLN	KOLN-TV	89,122	
LITTLE ROCK	KARK-TV		
LONGVIEW, TEX.	KTVE-TV		19,306
LOS ANGELES	KABC-TV KCPK KNJ-TV KNBH KNXT KTLA KTTV KBIC-TV-22	1,817,177	Spring '54
LOUISVILLE	WAVE-TV WHAS-TV WQXL-TV-41	369,634	Summer '54
LUBBOCK	KCBD-TV KDBU-TV	53,804	
LUFKIN, TEX.	KTRE-TV-9		Fall '54
LYNCHBURG	WLVA-TV	102,281	
MACON	WMAZ-TV WNEK-TV	75,593	34,642
MADISON	WKOW-TV WMTV		41,300
MANCHESTER, N. H.	WMUR-TV	150,000	
MARINETTE, WIS.	WMBV-TV-11		Aug. '54
MASON CITY, IA.	KGLO-TV-3		May '54
MASSILLON, O.	WMACTV-23		Spring '54
MEDFORD, ORE.	KBES-TV		
MEMPHIS	WHBQ-TV WMCT	267,341	
MERIDIAN, MISS.	WCOC-TV WTKR-TV	44,300	
MESA, ARIZ. (see Phoenix)	KTYL-TV		
MIAMI	WTVJ WMAE-TV-27	241,500	Sept. '54
MIDLAND, TEX.	KMID-TV	31,500	
MILWAUKEE	WCAN-TV WOKY-TV WTMJ-TV	295,000 295,000	
MINNEAPOLIS-ST. PAUL	KSTP-TV WCCO-TV WMIN-TV WTCN-TV	447,208	
MINOT, N. D.	KCJB-TV	17,500	
MISSOULA, MONT.	KGVO-TV-13		July '54
MOBILE	WALA-TV WKAB-TV	52,500	60,900
MONROE, LA.	KFAZ-TV KNOE-TV	109,870	23,500
MONTEREY	KMBY-TV	55,000	
MONTGOMERY	WCOV-TV WSFA-TV-12	26,200	Oct. '54
MUNCIE, IND.	WLBC-TV	67,300	
NASHVILLE	WSIX-TV WSM-TV WLAC-TV-5	186,176	June 1
NEENAH, WIS.	WNAM-TV	19,080	
NEWARK (see New York)	WATV		
NEW BEDFORD, MASS.	WTEV-TV-28		Summer '54
NEW BRITAIN	WKNB-TV	167,922	
NEW CASTLE, PA.	WKST-TV	139,578	
NEW HAVEN	WHHC-TV WELI-TV-59	702,032	Summer '54
NEW ORLEANS	WDSU-TV WJMR-TV WCKG-TV WCNO-TV-32	244,792	65,691 Late '54 Summer '54
NEW YORK	WABC-TV WABD WCBS-TV WNBT WOR-TV WPIX WATV	4,186,397	
NORFOLK	WTAR-TV WTOV-TV WVEC-TV	213,889	94,300
OKLAHOMA CITY	KMPT KTVO KWTV WKY-TV	101,000 106,344	
OMAHA	KMTV WOW-TV	241,052	
ORLANDO, FLA.	WDBO-TV-6		May 15
PANAMA CITY, FLA.	WJDM	86,100	
PARKERSBURG, W. VA.	WTAP		24,850
PENSACOLA	WEAR-TV	52,500	

City	Station	vhf	uhf
PEORIA	WEEK-TV WTVM-TV		142,997 124,000
PHILADELPHIA	WCAU-TV WFIL-TV WPTZ WTYQ-47	1,609,667 1,793,362 1,767,042	Early '54
PHOENIX	KOOL-TV KOY-TV KPNO-TV KTYL-TV	92,000	
PINE BLUFF, ARK.	KATV	64,231	
PITTSBURG, KAN.	KOAM-TV	50,000	
PITTSBURGH, PA.	WDTV WENS WKJF-TV	943,388	236,452 210,300
PITTSFIELD, MASS.	WBEC-TV-64		May '54
POCATELLO, IDA.	K151-6 KWIK-TV-10		Nov. '54 Nov. '54
POLAND, ME.	WMTW-8		July '54
PORTLAND, ME.	WCSE-TV WPAI-TV WGAN-TV-13	89,875	40,300 May 16
PORTLAND, ORE.	KOIN-TV KPTV	147,183	167,172
PRINCETON, IND.	WRAY-TV		40,350
PROVIDENCE	WJAR-TV WNET	1,090,189	
PUEBLO, COLO.	KCSJ-TV KDZA-TV	40,500	
QUINCY, ILL.	KHQA-TV WGM-TV	107,110	
RALEIGH	WNAO-TV	52,190	
READING	WEEU-TV WHUM-TV	55,000	107,350
RENO	KZTV	13,623	
RICHMOND	WTVR	441,079	
ROANOKE	WLSL-TV	241,158	
ROCHESTER, MINN.	KROC-TV	60,000	
ROCHESTER, N. Y.	WHAM-TV WHEC-TV WVET-TV WCBF-TV-15	210,000	Fall '54
ROCKFORD, ILL.	WREX-TV WTVQ	183,002	82,000
ROCK ISLAND, ILL.	WHBF-TV	264,811	
ROME, GA.	WROM-TV	94,380	
ROSWELL, N. M.	KSWV-TV	20,439	
SACRAMENTO	KCCC-TV KBIE-TV-46		60,265 Spring '54
SAGINAW	WKBN-TV WSBM-TV-51	85,000	Summer '54
ST. JOSEPH	KFEQ-TV	96,706	
ST. LOUIS	KSD-TV KSTL-TV WTVI	621,426	215,000 210,000
ST. PAUL (see Minneapolis)			
ST. PETERSBURG	WSUN-TV	71,200	
SALINAS, CAL.	KSBW-TV	55,000	
SALISBURY, MD.	WBOC-TV-16		May '54
SALT LAKE CITY	KDYL-TV FSL-TV KUTV-2	157,000	Aug. '54
SAN ANGELO	KTXL-TV	28,035	
SAN ANTONIO	KGBS-TV WOAI-TV	188,181	
SAN DIEGO	KFMB-TV KFSD-TV	206,382	
SAN FRANCISCO	KGO-TV KPIX KRON-TV KSNB-TV	851,250	41,000
SAN JOSE, CAL.	KVIE-TV-48		Oct. '54
SAN LUIS OBISPO	KVEC-TV	64,441	
SANTA BARBARA	KEY-TV	90,620	
SAVANNAH, GA.	WTOC-TV	33,000	
SCHENECTADY-ALBANY-TROY	WRGB	306,208	
SCRANTON	WARM-TV WGBI-TV WTVU		155,000
SEATTLE	KING-TV KOMO-TV	345,300	
SEDALIA, MO.	KDRO-TV-6		May '54
SHREVEPORT	KSLA	36,900	
SIoux CITY, IA.	KVTY KTIV-TV-4		Aug. '54
SIoux FALLS, S. D.	KELO-TV	56,119	
SOUTH BEND	WSBT-TV	103,477	
SPARTANBURG, S. C.	WSPA-TV-7		Aug. '54
SPOKANE	KHO-TV KXLY-TV	54,539 66,607	
SPRINGFIELD, ILL.	WICS		67,000

City	Station	vhf	uhf
SPRINGFIELD, MASS.	WHYN-TV WWLP		132,000
SPRINGFIELD, MO.	KTTS-TV KTVT	39,806	
STUEBENVILLE, O.	WSTV-TV	850,000	
STOCKTON, CAL.	KTVU KNOF-TV-13		55,000 June 1
SWEETWATER, TEX.	KPAR-TV-12		Late '54
SYRACUSE	WHEN WSYR-TV	340,000	339,855
TACOMA	KMO-TV KTNT-TV	345,300	
TAMPA, FLA.	WFLA-TV-8		June '54
TEMPLE, TEX.	KCEN-TV	71,815	
TERRE HAUTE, IND.	WTHI-TV-10		July '54
TEXARKANA, TEX.-ARK.	KCMC-TV	66,223	
TOLEDO	WSPD-TV	279,029	
TOPEKA	WIBW-TV	49,808	
TROY (see Albany-Schenectady)			
TUCSON	KOPD-TV KVOA-TV	23,000	
TULARE, CAL.	KVVG-TV	123,000	
TULSA	KCEB KOTV	220,000	
TWIN FALLS, IDA.	KLIX-TV-11		May '54
UTICA, N. Y.	WKTV	139,800	
VALDOSTA, GA.	WGOV-TV-37		May 15
VALLEY CITY, N. D.	KXJB-TV-4		July '54
VANCOUVER	KVAN-TV-21		Summer '54
WACO	KANG-TV	32,160	
WASHINGTON	WMAL-TV WNBW WTOP-TV WTTG	595,600	
WATERBURY, CONN.	WATR-TV	110,600	
WATERLOO, IA.	KWWL-TV	101,448	
WATERLOO, IND.	WINT-TV-15		June '54
WAUSAU, WIS.	WOSA-TV-16		July '54
WESLACO, TEX.	KRGV		
WEST PALM BEACH	WIRK-TV WJMO-TV-5		Aug. '54
WHEELING, W. VA.	WTRF-TV	267,701	
WICHITA	KEDD KTVH-TV KAKE-TV-10	71,457 99,043	July '54
WICHITA FALLS, TEX.	KFDX-TV KWFT-TV	59,800 85,300	
WILKES-BARRE	WBRE-TV WILK-TV	140,000	
WILLIAMSPORT, PA.	WRAK-TV-36		Spring '54
WILMINGTON, DEL.	WDEL-TV	189,762	
WILMINGTON, N. C.	WMFD-TV WTNT-TV-3		May 15
WINSTON-SALEM	WSJS-TV WTOB-TV	187,907	49,500
WORCESTER, MASS.	WWOR-TV WAAB-TV-20	45,000	Aug. '54
YAKIMA, WASH.	KIMA-TV	20,270	
YORK, PA.	WNOV-TV WDBA-TV	72,000 76,100	
YOUNGSTOWN, O.	WFMJ-TV WKBN-TV	115,000 117,777	
YUMA, ARIZ.	KIVA-TV	18,003	
ZANESVILLE, O.	WHIZ-TV	29,351	
Territories & Possessions			
ANCHORAGE	KFIA KTYA	4,000	
FAIRBANKS	KPIF-TV-2		Spring '54
HONOLULU	KGMB-TV KONA KULA-TV	53,000	
SAN JUAN	WAPA-TV WRAQ-TV	10,000	
Markets: 237 Stations on air: 377 Total estimated set count: 29,368,000			

4 ways to



The PHILCO 16mm CineScanner provides the finest film reproduction in either color or monochrome. 35mm model also available.

Broadcasters . . . here is the finest equipment available for color and monochrome film reproduction. Continuous film motion and flying-spot scanning techniques produce high-definition pictures with superb light values. Whether you plan to use slide and film in monochrome; or a versatile combination of film and slides in both color and monochrome, the Philco CineScanner gives longer film life and utmost dependability . . . *it's the only practical method for color!* For complete information, write to Dept. TA, today:

Check These PHILCO Features

- Quiet, continuous film motion . . . no complicated intermittent mechanism to cause film wear and breakage.
- Cold light source . . . no film burning.
- Instantaneous run-up time with provisions for quick starts and stops . . . remote control available.
- Highest quality production in monochrome and color.

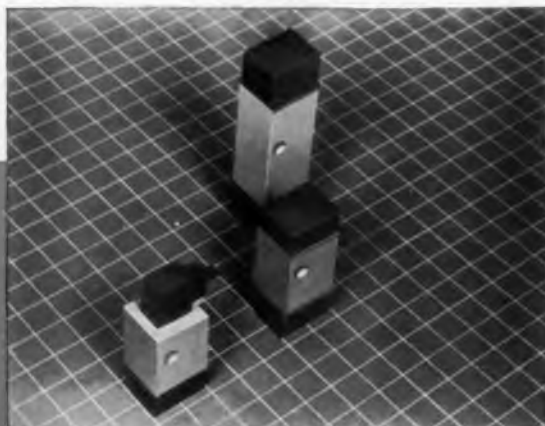


PHILCO CORPORATION

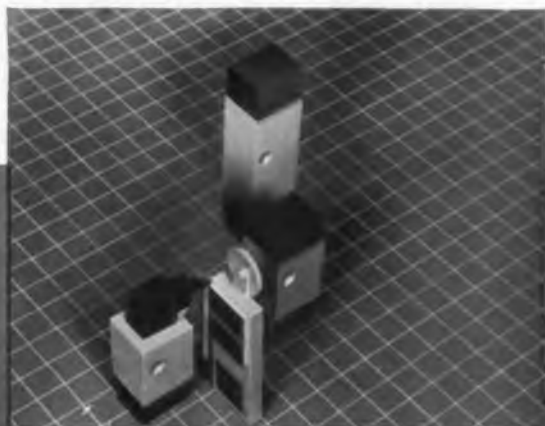
better TV film reproduction!

with the new **PHILCO**

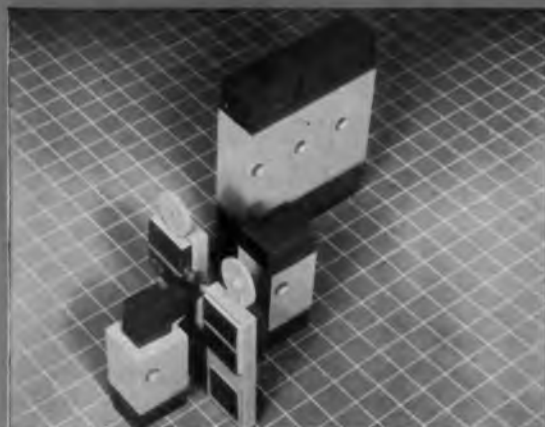
Cine Scanner



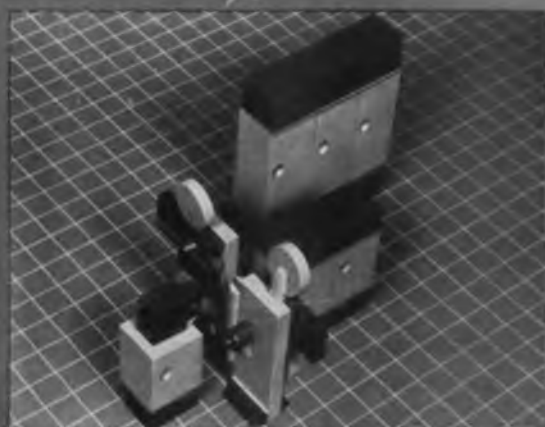
Dual slide changer facing 54" light source unit; 84" equipment rack in background. This setup will handle monochrome (positive or negative) slides with rack space to spare.



Slide changer and single 16mm film combination for monochrome projection. The multiplexing mirror facilitates the use of only one light source for both of the film units.



A slide changer, dual 16mm film units, light source and three equipment racks complete the facilities for monochrome, and both positive and negative film . . . leaving extra rack space.

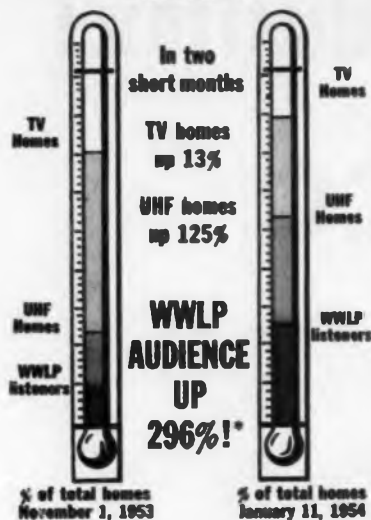


Dual 35mm and slide changer combination with three racks provides color and monochrome (positive and negative) film programs and either color or monochrome slide presentations.

See PHILCO'S Exhibit at NARTS!

GOVERNMENT & INDUSTRIAL DIVISION • PHILADELPHIA 44, PA.

Hey, Mr. Time-Buyer —
This is **HOT** news!



A trend—? Man, it's a runaway! And these figures prove what we've said all along:

You can't cover this rich Springfield-Hartford market (see map below) without WWLP Channel 61 — the only NBC-ABC TV station in the combined market.

• Ask our representatives to show you our January Telepulse. Or write us direct.



W W L P
CHANNEL 61

SPRINGFIELD, MASS.
130 kw EFFECTIVE RADIATED POWER
SPRINGFIELD TELEVISION BROADCASTING CORP.
61 Chestnut Street • Phone Spfld. 2-4181
SALES REPRESENTATIVES

National: Geo. F. Hollingsby Co. Boston: Bertha Benson

Hedges (Cont'd from page 53)

emerging from their swaddling clothes came in the 1933 convention at White Sulphur Springs when a revised constitution was adopted by the NAB.

The following year at Cincinnati, the broadcasters were given an illuminating address entitled "Coordinating American Amusement Industries" by Sol A. Rosenblatt, Division Administrator of the NRA. The very thought of it sends chills down one's spine. It was better to dwell upon "Radio and Human Liberties" by William Hard, the noted American author, correspondent and traveler, who was a featured speaker at the same convention.

Enter Television

For the first time in the history of the Association, television appeared on a convention agenda for the 13th Annual session at Colorado Springs in July, 1935. Andrew W. Cruse, Chief of the Electronics Division of the United States Department of Commerce, gave a speech on television in America and Europe in which he quoted French scientists as doubting the practicability of television because it would take as much electricity to run a television receiver as is required to operate the electric chair at Sing Sing. Since sets would therefore be for mass audiences, they believed a moving belt would be necessary to keep the audience from stagnating in front of the tv receiver.

Although the word "survey" had come up in the 1930 convention in Cleveland, the first real down-to-earth discussion of research as it applied to radio was presented at the 14th Annual convention in Chicago in 1936. Arthur B. Church of Kansas City outlined plans for a "Cooperative Bureau of Radio Research," and C. H. Sandage, Chief of the Division of Communications of the Bureau of the Census, discussed, "What the Radio Business Census Means to the Broadcasting Industry."

The 15th convention held in Chicago in 1937 virtually brought to an end a most pleasant convention pastime called "politicking." It was really fun getting up slates of chosen candidates and campaigning for their election. At the 1937 convention, John Elmer of Baltimore was the Nominating Committee's choice for President.

Elmer won by a margin of four to one.

In March of 1938 at the convention held in Washington, the Association decided that because of the increasing burdens of administering the affairs of the organization that it should have a paid President. Mark Ethridge, the noted Louisville publisher, was selected to serve for the interim until a permanent salaried President could be found. In June of 1938, Neville Miller, former Mayor of Louisville, was selected for what proved to be a six-year term.

The 1939 convention in Atlantic City produced the usual type of program with the Chairman of the Federal Communications Commission speaking; a discourse on advertising; a careful analysis of education and public responsibilities, and similar subjects.

The thing I remember most about the 1940 convention was that it was held in San Francisco.

In 1941 at St. Louis, a famous quotation about the mackerel "shining and stinking in the moonlight" remains the most vivid impression. John Randolph, of Virginia, little realized that his remarks in Congress in 1806 would be applied by a Chairman of the FCC to the networks of America.

Measuring Rod

The conventions since that date are of such recent memory that there is little need to give a historical account — besides my space is running out.

In retrospect, the conventions have provided an index of the industry's growth and prosperity. Beginning with a handful of men who met in the Federal Building in Chicago in the Winter of 1922, when the NAB was first founded, until the present time when the conventions have grown to such huge proportions that housing becomes a major problem, one can trace the evolution and development of broadcasting. We were quite proud in 1927 that there were 6.5 million radio sets in America servicing better than one-quarter of the homes, but we can be even prouder today of the 117 million radio sets and the 29.1 million television receivers in American homes. The very existence of so many sets is ample evidence of the good job done by the broadcasters throughout the years.

1954	May						1954
S	M	T	W	T	F	S	
						1	
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
30	31						

On the Agenda

- May 10-12:** Advertising Trade Inst., first sales aid show, Biltmore Hotel, New York
- May 13:** Radio and Television Executives Society of New York, annual meeting, Hotel Roosevelt, New York
- May 14:** International Advertising Assn. (formerly Export Advertising Assn.), annual convention, Hotel Plaza, New York
- May 18-21:** Annual National Tv News Seminar, Orrington Hotel, Evanston, Ill.
- May 23-27:** NARTB Convention, Palmer House, Chicago
- June 1:** National Assn. of Tv & Radio Farm Directors, national sales clinic, Sheraton Hotel, Chicago
- June 2-4:** National Sales Executives Assn., convention and sales equipment fair, Conrad Hilton Hotel, Chicago
- June 2-6:** Associated Business Publications, 29th annual spring conference, The Homestead, Hot Springs, Va.
- June 6-11:** National Assn. of Electrical Distributors, 46th annual convention, Atlantic City
- June 13-16:** American Marketing Assn., annual conference, Ambassador Hotel, Atlantic City
- June 14-16:** National Community Television Assn., Hotel Park Sheraton, New York
- June 14-17:** National Industrial Advertisers' Assn., 32nd annual convention, Hotel Sheraton-Mt. Royal, Montreal

SERVICE DIRECTORY

ART

ART by VIDEART

TITLES — ANIMATION — ID'S
TELOPS — FLIP CARDS
COLOR or B & W — 16 or 35MM

343 LEXINGTON AVE.
NEW YORK 16, N.Y.
LExington 2-7378-9



COMMERCIAL PRODUCERS

FREE MOVING PUPPETS

Write or phone for details.

GLOBAL TELEFILMS INC.

35 West 53rd Street
New York, N. Y.
Circle 5-7991

CONSULTANTS

William J. Scripps Assoc. Telecommunication Consultants

1005 Kales Building
Detroit 26, Michigan
WUdward 3-1750

FILM SUPPLIERS

BUY S.O.S. and SAVE!

Here, under one roof, an entire building, are all your needs for producing, processing, recording and editing motion picture films—*at worthwhile savings.* Visit our showrooms or send list of your needed equipment and we will submit full descriptions with illustrations and prices.



Our catalog is the "Bible" of the Film Industry. Send for this "ST-10".

S.O.S. CINEMA
SUPPLY CORP.
Dept. TA
602 W. 52nd ST. N.Y.C.
Cable: SOSOUND

SALES — SERVICE — RENTALS

Complete line of 16-35 Camera equipment, Editing and Lighting equipment, Dollies, Lenses, TV Camera accessories. Write for catalogue or call:

CAMERA EQUIPMENT CO.
1600 Broadway, New York City
JUdson 6-1420

LIGHTING

for your LIGHTING needs, call

Century Lighting Inc.,

521 West 43rd Street
New York 36, N.Y.
CHickering 4-7050

MUSIC



MOOD & BRIDGE MUSIC

on a "per use" or "unlimited use" basis
AUDIO-MASTER CORP. 17 E. 45 St.
New York 17

MUSICAL COMMERCIALS

phil davis
musical enterprises

"distinctive musical
commercials"

1650 BROADWAY • N. Y. 19, N.Y.
Columbus 5-8148

Brochure on request

Television Age

444 Madison Ave., N. Y. 22

SERVICE DIRECTORY ORDER FORM

Please insert my advertising message in your "Service Directory Section" as indicated below:

Classification

- Film Distributor
- Commercials Producer
- Equipment
- Music
- Film Treatment
-

Frequency & Rates

- 1 time\$25
- 7 times 20
- 13 times 15

Name

Title

Address

City Zone State

WATCH IT ROLL OUT THE NEWSPICTURES!

You've been reading and hearing about United Press facsimile. Now you can see it at work. In U.P.'s headquarters suite at the NARTB convention in Chicago there'll be a machine in operation. Come up and watch it roll out the newspictures — as a teletype rolls out copy.

You'll see the sharpest, fastest facsimiles in the world today emerging before you only seven minutes after they were sent—pictures coming in from over a hundred points in the United States and from overseas—pictures flashed in right over the Telephoto network, without relay or recopying — pictures completely finished, ready to telecast—pictures coming from a machine that runs as automatically as an electric clock.

At the right is a list of TV clients United Press facsimile has gained in the six short months since it started. When you see it at the convention, you'll see why.



TV CLIENTS

ALBUQUERQUE, KOAT-TV
ALBUQUERQUE, KOB-TV
ASHEVILLE, N. C., WLOS-TV
BEAUMONT, TEXAS, KBMT
BELLEVILLE, ILL., WTVI
BLOOMINGTON, IND., WTTV
COLORADO SPRINGS, KRDO-TV
DENVER, KBT
DENVER, KLT-TV
EAU CLAIRE, WIS., WEAU-TV
ENID, OKLA., KQEO-TV
HAMILTON, ONT., CHCH-TV
INDIANAPOLIS, WISH-TV
JACKSONVILLE, WMBR-TV
KNOXVILLE, TENN., WROL-TV
LANSING, MICH., WILS-TV
LEBANON, PA., WLBR-TV
LINCOLN, NEBR., KOLN-TV
LONGVIEW, TEXAS, KYE
MADISON, WIS., WKOW-TV
MEMPHIS, WHBQ-TV
MILWAUKEE, WTAJ-TV
MINNEAPOLIS, WCCO-TV
NEWARK, N. J., WATV
ODESSA, TEXAS, KECK-TV
OKLAHOMA CITY, KMP
OKLAHOMA CITY, KWTV
OKLAHOMA CITY, WKY-TV
OMAHA, KMTV
PEORIA, ILL., WMBD-TV
PEORIA, ILL., WEEK-TV
PINE BLUFF, ARK., KATV
PITTSBURGH, WDTV
PORTLAND, ME., WCSH-TV
PROVIDENCE, WNPT
ROCHESTER, MINN., KRCC-TV
ROCK ISLAND, ILL., WHBF-TV
ROCKFORD, ILL., WREX-TV
SAGINAW, MICH., WKNX-TV
SALT LAKE CITY, KSL-TV
SAN DIEGO, XETV
TULSA, OIL CAPITAL TV CORP.
WATERBURY, CONN., WATR-TV
WHEELING, W. VA., WTRF-TV
WINDSOR, ONT., CKLW-TV

UNITED PRESS FACSIMILE

United Press

TODAY'S PICTURES WITH TODAY'S NEWS TODAY

TELEVISION AGE *Station Directory*

(Following is a list of the executive personnel of all commercial television stations in the U. S. and possessions which were operating at the time this issue went to press.)

- KRBC-TV (9) Abilene, Tex.**
Gen. Mgr. Howard Barrett
Sta. Mgr. John Higgins
Prog. Dir. John Renshaw
Ch. Engr. W. E. Kessel
Rep.: Pearson
- WMGT (74) Adams, Mass.**
Gen. Mgr. John T. Parsons
Sta. Mgr. William Geary
Coml. Mgr. John Joyce
Prom. Mgr. Larry Vaber
Prog. Dir. Ed Pearson
Ch. Engr. Leonard Lavendol
Rep.: Walker
- WAKR-TV (49) Akron**
Pres. & Gen. Mgr. S. Bernard Berk
V. Pres. Roger G. Berk
Sta. Dir. Roger G. Berk
Sls. Mgr. Roger G. Berk
Coml. Mgr. Roger G. Berk
Prom. Mgr. A. R. Cooper
Prog. Dir. Bryce M. Wright
Ch. Engr. Irwin L. Knopp
Rep.: Weed
- WALR-TV (10) Albany, Ga.**
Pres. James H. Gray
Gen. Mgr. Tom Stillwagon
Rep.: none
- WROW-TV (41) Albany, N. Y.**
Gen. Mgr. Harry L. Goldman
Sls. & Coml. Mgr. Leo Rosen
Prom. Mgr. Hilda Naumen
Prog. Dir. Jay Russel
Ch. Engr. Charles Heisler
Rep.: Bolling
- WTRI (35) Albany-Schenectady-Troy**
Pres. Col. Harry C. Wilder
Gen. Mgr. Richard E. Wheeler
Asst. Gen. Mgr. Paul L. Jacobson
Sta. Mgr. Raymond Brown, Jr.
Prom. Mgr. Steve Davis
Prog. Dir. Fred D. Shavor
Ch. Engr. A. H. Chismark
Rep.: Headley-Reed
- KCCM-TV (13) Albuquerque**
Gen. Mgr. A. R. Hebenstreit
Sls. & Coml. Mgr. Ivan R. Head
Prom. Mgr. Tom Smith
Prog. Dir. Robert Van Driel
Ch. Engr. Leonard F. Dodds
Rep.: Weed
- KOAT-TV (7) Albuquerque**
Gen. Mgr. Phil Hoffman
Prog. Mgr. Ted L. Snider
Ch. Engr. William H. Carman
Rep.: Hollingbery
- KOB-TV (4) Albuquerque**
Pres. & Gen. Mgr. Wayne Coy
Sta. Mgr. J. I. Meyerson
Sls. Mgr. R. S. Nielsen
Prom. Mgr. Dallas Wyatt
Prog. Dir. Dorothy Smith
Ch. Engr. George Johnson
Rep.: Branham
- WFBG-TV (10) Altoona, Pa.**
Mng. Dir. Jack Snyder
Sta. Mgr. Ruel Burkhardt
Coml. Mgr. Jack Snyder
Ch. Engr. George Burgoon
Rep.: H-R
- KFDA-TV (10) Amarillo**
Gen. Mgr. Stan Wilson
Sls. & Coml. Mgr. Ed Moore
Prog. & Prod. Dir. Buck Long
Prom. & Publ. Dir. Laurel Knorpp
Publ. Rel. Dir. Kin Raley
Ch. Engr. Bill Spiller
Rep.: Branham
- KGNC-TV (4) Amarillo**
Gen. Mgr. Wesley Izzard
Sta. Mgr. Bud Thompson
Asst. & Coml. Mgr. Aubrey Jackson
Prom. Mgr. Marianne Johnson
Prog. Dir. Bob Vaughn
Ch. Engr. William H. Torrey
Rep.: Katz
- WOIT-TV (5) Ames, Ia.**
Gen. Mgr. Richard B. Hull
Asst. to Gen. Mgr. Merritt C. Ludwig
Coml. Mgr. Robert C. Mulhall
Prom. Mgr. Marguerite Theobald
Prog. Dir. Chris Donaldson
Ch. Engr. Keith Ketchum
Rep.: Weed
- WAIM-TV (40) Anderson, S. C.**
Gen. Mgr. Glenn P. Warnock
Sls. & Coml. Mgr. Robert Griffin
Prom. Mgr. Virginia Barath
Prog. Dir. Marshall Gilliard
Ch. Engr. Jon Willis
Rep.: Burn-Smith
- WPAG-TV (20) Ann Arbor**
Gen. Mgr. Edward F. Baughn
Sta. Mgr. Ken MacDonald
Prog. Dir. R. W. Kirkpatrick
Ch. Engr. Donald N. Bowditch
Rep.: Everett-McKinney
- WRTV (58) Asbury Park, N. J.**
Gen. Mgr. Harold Burke
Sta. Mgr. Allen Preville
Prom. Mgr. Richard Behrman
Prod. Mgr. Harvey Jerome
Ch. Engr. LeRoy Reckling
Rep.: none
- WISE-TV (62) Asheville**
Pres. Harold H. Thoms
Gen. Mgr. Gordon Williamson
Prom. Mgr. Jane Page Steele
Prog. Dir. Paul Mills
Ch. Engr. John Randolph
Rep.: Bolling
- WICA-TV (15) Ashtabula, O.**
Gen. Mgr. John A. Colin
Sta. Mgr. Vern Webster
Coml. Mgr. Donald Fassett
Prom. Mgr. Lawrence Gerrety
Prog. Dir. John Strasser
Ch. Engr. Frank Bernato
Rep.: Gill-Perna
- WAGA-TV (5) Atlanta**
Pres. George B. Storer
Mng. Dir. Glenn C. Jackson
Sta. Mgr. John W. Collins, Jr.
Prom.-Publ. Dir. Charles E. Trainor
Mchds. Mgr. R. David Mayo
Prog. Dir. Don Naylor
Ch. Engr. Hugo Bondy
Rep.: Katz
- WLW-A (11) Atlanta**
Pres., Crosley Bcstg. Robert E. Dunville
Pres. & Gen. Mgr. William P. Robinson
Sta. Mgr. George P. Moore
Prog. Dir. John Sever
Prom. Dir. W. B. Colvin
Ch. Engr. Harvey J. Aderhold
Rep.: WLW Sales
- WSB-TV (2) Atlanta**
Pres. John M. Cox, Jr.
Mng. Dir. J. Leonard Reinach
Gen. Mgr. John M. Outler
Sta. & Coml. Mgr. Marcus Bartlett
Prom. Mgr. Walter Paschall
Prod. Dir. M. K. Tolson
Ch. Engr. R. H. Holbook
Rep.: Petry
- WFPC-TV (46) Atlantic City**
Gen. Mgr. Fred Weber
Sta. Mgr. E. Truex
Prom. Mgr. J. Morris
Prog. Dir. Ed Davis
Ch. Engr. Blair Thron
Rep.: Pearson
- WJBF-TV (6) Augusta, Ga.**
Gen. Mgr. D. M. Kelly, Jr.
Sta. Mgr. Law Epps
Prom. Mgr. John Bondeson
Prog. Dir. Thomas J. Hennessy
Ch. Engr. John P. Jopling
Rep.: Hollingbery
- WRDW-TV (12) Augusta, Ga.**
Gen. Mgr. W. Ray Ringson
Sta. Mgr. Roger J. La Reau
Prom. Mgr. Lou Stratton
Prog. Dir. William H. Mackenzie
Ch. Engr. Joseph P. Gill
Rep.: Headley-Reed
- KMMT (6) Austin, Minn.**
Gen. Mgr. L. L. McCurnin
Rep.: Pearson
- KTBC-TV (7) Austin, Tex.**
Gen. Mgr. J. C. Kellam
Sta. Mgr. J. C. Kellam
Coml. Mgr. J. C. Kellam
Prog. Dir. Cactus Pryor
Ch. Engr. Ben Hearn
Rep.: Raymer
- KBAK-TV (29) Bakersfield**
Gen. Mgr. A. H. Constant
Sta. Mgr. Frank C. Beazley
Ch. Engr. Don Anderson
Rep.: Forjoe
- KERO-TV (10) Bakersfield**
Gen. Mgr. Gene DeYoung
Sta. Mgr. Edward Urner
Prog. Dir. Kenneth Croes
Ch. Engr. Edwin Andreas
Rep.: Avery-Knodel
- WAAM (13) Baltimore**
Exec. V.P. Norman C. Kal
Gen. Mgr. Ken Carter
Local Sta. Mgr. Pel Schmidt
Asst. Gen. Mgr. Armand Grant
Prom. Mgr. Joel Chaseman
Prog. Dir. Herbert Canan
Ch. Engr. Ben Wolfe
Rep.: Harrington, Righter & Parsons
- WBAL-TV (11) Baltimore**
V.P. & Dir. D. L. Provost
V.P. & Gen. Mgr. Leslie H. Peard, Jr.
V.P. chg. Engr. John Wilner
Bus. Mgr. F. W. Cardall
Prog. Mgr. Victor F. Campbell
Sta. Mgr. Willis K. Frelert
Prom. Mgr. Tom White
Rep.: Petry
- WMAR-TV (2) Baltimore**
V.P. & Dir. E. K. Jett
Coml. Mgr. E. A. Lang

Directory (Continued)

- WBRC-TV (6) Birmingham**
 Pres. George B. Storer
 J. Robert Kerns
 V.P. & Mng. Dir. Olive Naylor
 Local Sls. Mgr. Sterling Madding
 Prom. Mgr. M. D. Smith
 Prog. Mgr. Bob Dupriest
 Ch. Engr. Rep.: Kats
- WBEN-TV (4) Buffalo**
 Pres. Edward H. Butler
 Secy. Alfred H. Kirchofer
 V.P. & Gen. Mgr. C. Robert Thompson
 Sta. Mgr. George R. Torge
 Sls. Mgr. N. J. Maiter
 Prog. Dir. Fred A. Keller
 Publ. Dir. Joseph Haeffner
 Tech. Dir. Ralph J. Kingsley
 Rep.: Harrington, Righter & Parsons
- WABI-TV (5) Bangor**
 Gen. Natl. Sls. Mgr. Leon P. Gorman, Jr.
 Local Sls. Mgr. Milton Chapman
 Mchds. & Prom. Mgr. Urdia Ulpts
 Prog. Dir. Richard E. Bronson
 Ch. Engr. & Oper. Mgr. Walter L. Dickson
 Prod. Mgr. Leon H. Nelson
 Rep.: Hollingbery
- WBUF-TV (17) Buffalo**
 Pres. & Prog. Dir. Sherwin Grossman
 Exec. V.P. & Prom. Mgr. Gary L. Cohen
 Sls. & Coml. Mgr. Pat Swift
 Ch. Engr. Ernest Retz
 Rep.: H-R
- WAFB-TV (28) Baton Rouge**
 V.P. & Gen. Mgr. Tom E. Gibbens
 Sls. Mgr. Ron C. Litteral
 Coml. Mgr. Mervyn E. Rhys
 Prom. Mgr. Bob Scarce
 Prog. Dir. Don Hallman
 Ch. Engr. Don Allan
 Rep.: Adam Young
- WBAZ-TV (64) Battle Creek**
 Pres. & Gen. Mgr. John L. Booth
 Sta. Mgr. Richard E. Nason
 Prom. Mgr. Maxine Elliott
 Prog. Dir. Richard C. Crowley
 Ch. Engr. Rex V. Cummings
 Rep.: Weed
- WNEM-TV (5) Bay City, Mich.**
 Gen. & Sls. Mgr. John H. Bone
 Asst. Gen. Mgr. Harry E. Travis
 Prom. Mgr. Claude Mendell
 Prog. Dir. Harry Travis
 Ch. Engr. Hugh M. Woolsey
 Rep.: Headley-Reed
- KBMT (31) Beaumont, Tex.**
 V.P. & Gen. Mgr. John Rossiter
 Coml. Mgr. Frank Bowne
 Ch. Engr. Frank Lelne
 Rep.: Headley-Reed
- KVOS-TV (12) Bellingham, Wash.**
 Pres. Rogan Jones
 Natl. Sls. Mgr. Fred Elsethagen
 Prog. Dir. Dave Mintz
 Ch. Engr. Ernest Harper
 Rep.: Forjoe
- WLEV-TV (51) Bethlehem**
 Sta. Exec. Clair R. McCollough
 Sta. Mgr. Thomas R. Nunan, Jr.
 Natl. Sls. Mgr. J. Robert Gulick
 Ch. Engr. J. E. Mathlot
 Rep.: Meeker
- KOOK-TV (2) Billings, Mont.**
 Gen. & Prom. Mgr. V. V. (Bud) Clark
 Sls. & Coml. Mgr. John Conner
 Prog. Dir. Ed Peiss
 Ch. Engr. Grant French
 Rep.: Headley-Reed
- WNBF-TV (12) Binghamton, N.Y.**
 Pres. John C. Clark
 V. Pres. John C. Clark, Jr.
 Gen. Mgr. Cecil D. Mastin
 Sls. Mgr. Stanley N. Heslop
 Sls. Prom. Mgr. John Turner, Jr.
 Prog. Dir. Edward M. Scals
 Ch. Engr. Louveer H. Stantz
 Treas. E. William Farnett
 Rep.: Bolling
- WABT (13) Birmingham**
 Pres. & Gen. Mgr. Henry P. Johnson
 Sls. & Prog. Mgr. C. P. Persons, Jr.
 Prom. Mgr. Jim Chenoweth
 Prod. Mgr. Johnny Johnson
 Ch. Engr. J. V. Sanderson
 Rep.: CBS Spot Sales
- KFYR-TV (5) Bismarck, N. D.**
 Gen. Mgr. F. E. Fitzsimonds
 Coml. & Sls. Mgr. A. L. Anderson
 Prom. Mgr. Jack Swenson
 Prog. Dir. Cal Culver
 Ch. Engr. Ivar Nelson
 Rep.: Blair
- WBLN-TV (15) Bloomington, Ill.**
 Gen. Mgr. Jerrell Henry
 Coml. & Sls. Mgr. John F. Spahr
 Prog. Dir. Fred Osborne
 Prod. Dir. Wayne Cox
 Ch. Engr. R. H. Coddington
 Rep.: McGillivra
- WTTV (4) Bloomington, Ind.**
 Pres. Sarkes Tarzian
 Gen. Mgr. Robert Lemon
 Sls. & Asst. Mgr. Norman Cissna
 Prom. Mgr. Keith Wilson
 Prog. Dir. Robert Petranoff
 Prod. Mgr. Dave Lewis
 Traff. & Continuity Dir. Susan Bartlett
 Ch. Engr. Carl Onken
 Rep.: Meeker
- KBOI (2) Boise**
 Gen. Mgr. Westerman Whillock
 Asst. Gen. Mgr. Earl Glade, Jr.
 Coml. Mgr. George Gans
 Prog. Dir. Vera Stenling
 Sls. Mgr. Bill Bratton
 Prom. Mgr. James A. Johnstz, Jr.
 Prod. Dir. Rep.: Free & Peters
- KHMO-TV (7) Boise**
 V.P. & Gen. Mgr. Walter E. Wagstaff
 Sls. Mgr. Barry Tucker
 Prog. Dir. Jack Link
 Ch. Engr. Harold Toedtmeier
 Rep.: Blair
- WBZ-TV (4) Boston**
 Sta. Mgr. W. C. Swartley
 Sls. Mgr. C. Herbert Masse
 Prom. Mgr. Richard E. Farnham
 Prog. Mgr. W. Gordon Swan
 Traff. Mgr. Robert Duffield
 Publ. Dir. J. P. Cullinane
 Ch. Engr. W. H. Hauser
 Rep.: Free & Peters
- WNAC-TV (7) Boston**
 Exec. V.P. & Gen. Mgr. Linus Travers
 V.P. Sales Mgr. George Steffy
 Sls. Serv. & Prom. Mgr. Tom Bateson
 Prog. Mgr. Tony Lang
 Ch. Engr. Harry Whittemore
 Rep.: H-R
- WTAO-TV (56) Boston-Cambridge**
 Gen. Mgr. Theodore B. Pitman, Jr.
 Sls. Mgr. Richard H. Gurley, Jr.
 Prom. Mgr. Alice Y. Conlon
 Prog. Dir. Walter F. Harrington
 Ch. Engr. Carmen Ferraro
 Rep.: Everett-McKinney
- WICC-TV (43) Bridgeport**
 Gen. Mgr. Phillip Merryman
 Sls. Mgr. Manning Slater
 Coml. Mgr. Wallace Slater
 Prom. Mgr. Wallace Dunlap
 Prog. Dir. Alvin Andrus
 Ch. Engr. Adam Young
 Rep.: Adam Young
- WWTW (13) Cadillac, Mich.**
 V.P. & Gen. Mgr. L. T. Matthews
 Sls. Mgr. John F. Cundiff
 Coml. Mgr. Fred Lamb
 Prog. Dir. Donald Cunningham
 Ch. Engr. A. W. Daubendick
 Rep.: Weed
- KCRI (9) Cedar Rapids**
 Gen. & Coml. Mgr. Wade S. Patterson
 Prom. Mgr. Edna A. Herbst
 Prog. Dir. Ralph D. Willey
 Ch. Engr. Carl Roilert
 Rep.: Venard, Rintoul & McConnell
- WMT-TV (2) Cedar Rapids**
 V.P. & Gen. Mgr. William B. Quarton
 Sls. Mgr. Lew Van Nostrand
 Bus. Mgr. Leo Cole
 Prom. Mgr. Don Badger
 Dir., Tv Oper. Douglas Grant
 Ch. Engr. George Hixenbaugh
 Rep.: Kats
- WAYS-TV (36) Charlotte**
 Coordinator Harold H. Thoms
 Pres. George W. Dowdy
 Gen. Mgr. James P. Poston
 Prom. Mgr. Sterling Smith
 Prog. Dir. Bob B. Davis
 Ch. Engr. B. C. Stewart
 Rep.: Bolling
- WBTV (3) Charlotte**
 Pres. J. M. Bryan
 Exec. V.P. & G. Mgr. Charles H. Crutchfield
 V.P. Sls. & Prom. Mgr. J. R. Covington
 V.P. Publ. Rel. K. I. Tredwell
 Gen. Sls. Mgr. Wallace J. Jorgenson
 Tv Sls. Mgr. Paul M. Marlon
 Dir. Engrg. Thomas Howard
 Prom. Dir. John P. Dillon
 Prod. Dir. Sam Zurich
 Prog. Dir. Lucy Sellars
 Publ. Dir. Ned Burgess
 Rep.: CBS Spot Sales
- WCHA-TV (46) Chambersburg, Pa.**
 V.P. & Gen. Mgr. John S. Booth
 Coml. & Sls. Mgr. Richard J. Koba
 Prom. Mgr. Phil Krieger
 Prog. Dir. Allen Saunders
 Ch. Engr. James A. McCurdy
 Rep.: Forjoe

WCIA (3) Champaign Ill.

Pres. August C. Meyer
 Gen. Mgr. Harry Y. Maynard
 Sls. Mgr. Guy Main
 Prod. Mgr. James F. Fielding
 Prog. Dir. John Ketterer
 Ch. Engr. Robert Myers
 Rep.: Hollingbery

WCSC-TV (5) Charleston, S. C.

Pres. & Gen. Mgr. John M. Rivers
 Asst. & Coml. Mgr. Roland Weeks
 Reg. Mgr. Ralph E. Thornley
 Prog. Mgr. Russell D. Long
 Prod. Mgr. Charles Hall
 Prom. Mgr. Alma Davis
 Ch. Engr. Wilbur R. Albee
 Rep.: Free & Peters

WKNA-TV (49) Charleston, W. Va.

Pres. & Gen. Mgr. Joe L. Smith, Jr.
 Sls. Mgr. George J. Gray
 Prom. Mgr. Benton B. Boggs
 Prog. Dir. Don O. Hays
 Ch. Engr. A. J. Ginkel
 Rep.: Weed

WDEF-TV (12) Chattanooga

Pres. & Gen. Mgr. Carter M. Parham
 Sta. Mgr. Harold E. Anderson
 Coml. Mgr. Otis H. Segler
 Prom. Mgr. Warren Herring
 Prog. Dir. Morris Quave
 Prod. Dir. David Andrews
 Ch. Engr. B. C. Baker
 Rep.: Branham

WBBM-TV (2) Chicago

V.P. & Gen. Mgr. H. Leslie Atlas
 Sls. Mgr. George Arkedis
 Prom. Mgr. C. W. Doebler
 Prog. Dir. William Ryan
 Ch. Engr. J. F. Novy
 Rep.: CBS Spot Sales

WBKB (7) Chicago

Gen. Mgr. Sterling C. Quinlan
 Sls. Mgr. James W. Beach
 Prom. Mgr. Elliott Henry
 Prog. Dir. Daniel Schuffman
 Ch. Engr. William P. Kusack
 Rep.: Blair

WGN-TV (9) Chicago

Gen. Mgr. Frank P. Schreiber
 Sls. Mgr. Ted Weber
 Sls. Prom. Mgr. Charles A. Wilson
 Prog. Dir. Jay Faraghan
 Pub. Dir. Jim Hanlon
 Ch. Engr. Carl J. Meyers
 Rep.: WGN Sales

WNBQ (5) Chicago

Gen. Mgr. Jules Herbuveaux
 Sls. Dir. Charles V. Dresser
 Sls. Mgr. Floyd Beaton
 Prom. Mgr. John M. Keys
 Prog. Dir. George Heinemann
 Press Dept. Chet Campbell
 Ch. Engr. Howard Lutgens
 Rep.: NBC Spot Sales

KHSL-TV (12) Chico, Calif.

Gen. Mgr. M. F. Woodling
 Sls. Mgr. Boyd Crawford
 Prom. Mgr. Ed Parker
 Prog. Dir. Martin Jacobsen
 Ch. Engr. Mel Milburn
 Rep.: W. S. Grant

WCPO-TV (9) Cincinnati

V.P. & Gen. Mgr. M. C. Watters
 Sta. Dir. Harry Le Brun
 Sls. Mgr. Glenn C. Miller
 Prom. Dir. Richard Zavon
 Prog. Mgr. Edward Weston
 Ch. Engr. Paul Adams
 Rep.: Branham

WKRC-TV (12) Cincinnati

Pres. Hulbert Taft, Jr.
 Gen. Mgr. U. A. Latham
 V.P., Natl. Sls. Mgr. Kenneth W. Church
 Local Sls. Mgr. Robert T. Schlinkert

Coml. Mgr. Barbara Hamrick
 Prom. Mgr. Fred Thomas
 Prog. Dir. Paul Shumate
 Coordg. Dir., CDC Don L. Chapin
 Tri-State Network George Wilson
 Dir. Engrg. Katz

WLW-TV (5) Cincinnati

V.P. & Gen. Mgr. Robert E. Dunville
 Sta. & Sls. Mgr. John T. Murphy
 Prom. Mgr. Robert H. Boulware
 Prog. Dir. James E. Allen
 Ch. Engr. Neal Van Ellis
 Ch. Engr. Howard Lepple
 Rep.: WLW Sales

WEWS (5) Cleveland

Gen. Mgr. James C. Hanrahan
 Sta. Dir. J. Harrison Hartley
 Gen. Exec. David M. Baylor
 Adv. Mgr. Floyd E. Weidman
 Ch. Engr. J. B. Epperson
 Rep.: Branham

WNBK (4) Cleveland

Gen. Mgr. Lloyd E. Yoder
 Sls. Dir. & Asst. Mgr. William N. Davidson
 Sls. Mgr. Theodore H. Walworth, Jr.
 Prom. Mgr. Clement G. Scerback
 Prog. Mgr. George W. Cyr
 Publ. Dir. Frank E. Derry, Jr.
 Ch. Engr. S. E. Leonard
 Rep.: NBC Spot Sales

WXEL (8) Cleveland

Sta. Mgr. Franklin Snyder
 Natl. Sls. Dir. R. C. Wright
 Dir. Prog. Oper. Ben Wickham
 Ch. Engr. Harold Brinkman
 Rep.: Katz

KKTU (11) Colorado Springs

Gen. Mgr. James D. Russell
 Sls. Mgr. Robert D. Ellis
 Prom. Mgr. Betty Demarest
 Prog. Dir. Cecil Seavey
 Prod. Mgr. Vince Hostetler
 Rep.: Hollingbery

KRDO-TV (13) Colorado Springs

Pres. & Gen. Mgr. Joseph H. Rohrer
 Sls. Mgr. Harry Hoth
 Coml. Mgr. Jean Gitz
 Prom. Mgr. Herbert Schubarth
 Prog. Dir. Herbert Schubarth
 Ch. Engr. McGilvra
 Rep.: McGilvra

KOMU-TV (8) Columbia, Mo.

Sta. Mgr. George J. Kapel
 Asst. to Pres. Dr. Edward C. Lambert
 chg. Tv Sls. Mgr. John O. Conwell
 Prom. Mgr. Milton E. Gross
 Prog. Dir. William A. Vaughn
 Ch. Engr. Duane M. Weise
 Rep.: H-R

WCOS-TV (25) Columbia, S. C.

Pres. & Gen. Mgr. Charles W. Pittman
 Coml. Mgr. Wayne Poucher
 Prom. Mgr. Stewart Spencer
 Prog. Dir. Blair McKenzie
 Ch. Engr. Robert Lambert
 Rep.: Headley-Reed

WIS-TV (10) Columbia, S. C.

Pres. G. Richard Shafto
 Mngng. Dir. Charles A. Batsan
 Sls. & Coml. Mgr. Thomas F. Daisley
 Prom. Mgr. James W. Jackson, Jr.
 Prog. Dir. Adrian Munzell
 Prod. Supvsr. Wixon Lovvorn
 Tech. Supvsr. Barnett Goldberg
 Ch. Engr. Herbert Eldson
 Rep.: Free & Peters

WNOK-TV (67) Columbia, S. C.

Gen. Mgr. H. Moody McElveen, Jr.
 Sls. Mgr. W. C. Bochman
 Prom. Mgr. David M. Campbell
 Ch. Engr. Donald E. Willoughby
 Rep.: Raymer

WDAK-TV (28) Columbus, Ga.

Pres. Allen M. Woodall
 Gen. Mgr. E. F. MacLeod
 Coml. Mgr. Edward J. Hennessy
 Prom. Mgr. John Hughes
 Prog. Dir. Jack Rabba
 Ch. Engr. Reeve Owen
 Rep.: Headley-Reed

WRBL-TV (4) Columbus, Ga.

Pres. & Gen. Mgr. J. W. Woodruff, Jr.
 Oper. Dir. George Gingell
 Coml. Mgr. B. Ed Johnson
 Prom. Mgr. George Jenkins
 Prog. Dir. Ridley Bell, Jr.
 Tech. Dir. Joe Gamble
 Ch. Engr. Frank Hardman
 Rep.: Hollingbery

WBNS-TV (10) Columbus, O.

Dir. of Tv Richard A. Borel
 Sls. Dir. Robert D. Thomas
 Prog. Dir. Jerome R. Reeves
 Mchds. Dir. Morton J. Sherman
 Ch. Engr. Lester H. Nafziger
 Rep.: Blair

WLW-C (4) Columbus, O.

V.P. & Gen. Mgr. Robert E. Dunville
 Dir. of Sls. James Leonard
 Prom. Mgr. James Burgess
 Prog. Dir. Donald H. Edgemon
 Ch. Engr. Walter Jacobs
 Traff. Mgr. Charles Sloan
 Roberta Nixon
 Rep.: WLW Sales

WTVN (6) Columbus, O.

Pres. Hulbert Taft, Jr.
 Exec. V.P. Kenneth W. Church
 Gen. Mgr. J. W. McGough
 Asst. Gen. Mgr. Robert C. Wiegand
 Sls. Mgr. Edwin G. Richter, Jr.
 Prom. Mgr. Bernice Calderon
 Prog. Dir. William T. Wagner
 CDC Coordg. Dir. Don L. Chapin
 Ch. Engr. William H. Hanscher
 Rep.: Katz

KRLD-TV (4) Dallas

Bd. Chmn. John W. Runyon
 Pres. Clyde W. Rembert
 Sta. Mgr. Roy M. Flynn
 Coml. & Sls. Mgr. William A. Roberts
 Prom. Mgr. A. J. Putman
 Prog. Dir. Ves Box
 Ch. Engr. William Honeycutt
 Rep.: Branham

WBAP-TV (5) Dallas-Fort Worth

Chmn. Amon Carter
 Pres. Amon Carter, Jr.
 Dir. Harold Hough
 Mgr. George Cranston
 Coml. Mgr. Roy Bacus
 Reg. Sls. Mgr. Jack Rogers
 Dir. Publ., Prom. & Mchds. Howard Fisher
 Prog. Dir. Robert Gould
 Oper. Supvsr. Phil Wyant
 Prod. Supvsr. Robert Grammer
 Dir. Engrg. R. C. Stinson
 Rep.: Free & Peters

WFAA-TV (8) Dallas

V. Pres. James M. Monroney
 Supvsr. for Tv Martin B. Campbell
 Sta. Mgr. Ralph W. Nimmons
 Sls. & Coml. Mgr. Terry H. Lee
 Prom. Mgr. Jack Saunders
 Prog. Dir. Jay Watson
 Tech. Supvsr. for Tv George Krutliak
 Ch. Engr. William Ellis
 Rep.: Petry

WDAN-TV (24) Danville, Ill.

Gen. Mgr. Robert J. Burow
 Sls. Mgr. John Eckert
 Prog. Dir. Honore Roman
 Prod. Mgr. Bill Dorn
 Ch. Engr. Orville Neely
 Rep.: Everett-McKinney

WBTM-TV (24) Danville, Va.

Pres. L. N. Dibrell
 V.P. & Gen. Mgr. Edward G. Gardner
 Coml. & Sls. Mgr. John Holland II
 Prom. & Prog. Dir. Milton N. Adams
 Prod. Dir. James N. Furness
 Ch. Engr. Lyle C. Motley
 Rep.: Hollingbery

Directory (Continued)

- WOC-TV (6) Davenport, Ia.**
 Pres. Col. B. J. Palmer
 V.P. & Treas. D. D. Palmer
 Exec. V.P. Ralph Evans
 V. Pres. Paul A. Loyet
 Res. Mgr. Ernest C. Saunders
 Sls. Mgr. Mark Wodlinger
 Prom. Mgr. Paul Ives
 Prog. Dir. Ray Guth
 Ch. Engr. Paul Arrivison
 Rep.: Free & Peters
- WHIO-TV (7) Dayton**
 Pres. James M. Cox, Jr.
 Mngng. Dir. J. Leonard Reinsch
 Gen. Mgr. Robert H. Moody
 Asst. Mgr. Harvey R. Young, Jr.
 Coml. Mgr. Walter E. Wolaver
 Prom. Mgr. Charles E. Gay
 Prog. Dir. Don R. Lyons
 CDC Coordg. Dir. Don L. Chapin
 Ch. Engr. Ernest L. Adams
 Rep.: Hollingbery
- WLW-D (2) Dayton**
 V.P. & Gen. Mgr. Robert E. Dunville
 Sls. Mgr. H. Peter Lasker
 Prom. Mgr. C. R. Dodsworth
 Prog. Dir. Dorothy A. Sanders
 Ch. Engr. Robert E. Head
 Repr.: WLW Sales
- WTVP (17) Decatur, Ill.**
 Pres. W. L. Shellabager
 Gen. Mgr. Stephen W. Pozgay
 Sls. Mgr. Saunders A. Devine
 Prog. Dir. Robert G. Wright
 Ch. Engr. Hubert F. Abfalter
 Rep.: G. W. Clark
- KBTv (9) Denver**
 Gen. Mgr. Joseph Herold
 Sls. & Coml. Mgr. Jerry Lee
 Prom. Mgr. Ted Hardy
 Prog. Dir. Sam Worsham
 Studio Supvsr. Russ Elias
 Transmtr. Supvsr. Carl Bliesner
 Rep.: Free & Peters
- KFEL-TV (2) Denver**
 Mgr. Gene O'Fallon
 Dir. Frank Bishop
 Coml. Mgr. Bob Hart
 Prom. Mgr. Gene O'Fallon, Jr.
 Prog. Dir. Duncan Ross
 Oper. Mgr. Brad Robinson
 Ch. Engr. Rhea Cunningham
 Rep.: Blair
- KLZ-TV (7) Denver**
 Pres. & Gen. Mgr. Hugh B. Terry
 Sls. Mgr. Jack Tipton
 Prom. Mgr. Lewis Thomas
 Prog. Dir. Clayton Brace
 Ch. Engr. Eugene Jenkins
 Rep.: Katz
- KOA-TV (4) Denver**
 V.P. & Gen. Mgr. Don Searle
 Sls. Mgr. William F. MacChrystall
 Prom. Mgr. Dick Harris
 Prog. Dir. Jud Woods
 Ch. Engr. J. A. Sussner
 Rep.: Petry
- KGTv (17) Des Moines**
 Pres. W. C. Bridges
 Gen. Mgr. S. H. McGovern
 Asst. Mgr. J. W. Bartikoski
 Prog. Dir. Thomas Kelly
 Ch. Engr. W. Mirven Greely
 Rep.: Hollingbery
- WHO-TV (13) Des Moines**
 Pres. Col. B. J. Palmer
 V.P. & Treas. D. D. Palmer
 Exec. V.P. Ralph Evans
 V.P. & Res. Mgr. Paul A. Loyet
 Asst. Mgr. W. W. Woods
 Sls. Mgr. Harold D. Fulton
 Reg. Sls. Mgr. Robert H. Harter
 Local Sls. Mgr. William A. Venell
 Sls. Prom. Mgr. John Schweiker
 Prog. Dir. John Kerrigan
- Prod. Dir. Ken Gfeller**
 Ch. Engr. Reed E. Snyder
 Rep.: Free & Peters
- WJBK-TV (2) Detroit**
 Pres. George B. Storer
 Exec. V.P. Lee B. Wallis
 V. Pres. William E. Rines
 V.P. & Mngng. Dir. Gaylo V. Grubb
 Asst. Mngng. Dir. Harry R. Lipson
 Tv Sls. Mgr. Maurice E. McMurray
 Prom. Mgr. Kenneth H. Boenmer
 Prog. Dir. Richard E. Fischer
 Mchds. Mgr. Peter Storer
 Publ. Dir. Elaine von Grimmstein
 Ch. Engr. Paul O. Frincke
 Rep.: Katz
- WWJ-TV (4) Detroit**
 Gen. Mgr. Edwin K. Wheeler
 Asst. Mgr. Don DeGroot
 Natl. Sls. Mgr. Wendell Parmelee
 Publ. & Mchds. Mgr. H. R. Kates
 Prom. Mgr. James Schiavone
 Gen. Engr. E. J. Love
 Ch. Studio Engr. R. P. Williams
 Rep.: Hollingbery
- WXYZ-TV (7) Detroit**
 Pres. & Gen. Mgr. James G. Riddell
 V. Pres. John F. Pival
 Sls. Mgr. Ralph Dawson
 Prom. Mgr. Robert Baldrice
 Studio & Prog. Dir. John Lee
 Ch. Engr. Charles Kocher
 Rep.: Blair
- KDAL-TV (3) Duluth-Superior**
 Gen. Mgr. Dalton LeMasurier
 Coml. Mgr. Odin S. Ramsland
 Sls. Mgr. John Grandy
 Rep.: Avery-Knodel
- WDSM-TV (6) Duluth-Superior**
 Pres. Robert B. Ridder
 Gen. Mgr. Rodney A. Quick
 Coml. Mgr. Martin Olson
 Prod. Dir. Edward Conrad
 Prom. Mgr. Jack McKenna
 Prog. Dir. Lewis Martin
 Ch. Engr. Gerald Baumann
 Rep.: Free & Peters
- WFTV (38) Duluth**
 Pres. Herbert G. Scheffelt
 Dir. Tv Oper. C. G. Alexander
 Coml. Mgr. Tony Marta
 Prog. Dir. Gerald Pearsen
 Ch. Engr. Douglas G. Cole
 Rep.: Adam Young
- WGLV (57) Easton, Pa.**
 Pres. & Gen. Mgr. J. L. Stackhouse
 Sta. Mgr. Nelson S. Rounslay
 Sls. Mgr. William Blackton
 Prog. Dir. A. O'Hare
 Ch. Engr. Charles R. Thon
 Rep.: Headley-Reed
- WEAU-TV (13) Eau Claire, Wis.**
 Pres. W. C. Bridges
 Gen. Mgr. Harry S. Hyett
 Sta. Mgr. & Prog. Dir. Richard Kepler
 Sls. Mgr. Robert Trump
 Ch. Engr. T. O. Jorgenson
 Rep.: Hollingbery
- WECT-TV (18) Elmira, N. Y.**
 Gen. Mgr. Walter A. Valerius
 Sls. & Coml. Mgr. Jack Prewitt
 Prom. Mgr. Matthew F. Carney, Jr.
 Prog. Dir. Kenneth Powell
 Ch. Engr. Allen N. Bell
 Rep.: Everett-McKinney
- WTVE (24) Elmira, N. Y.**
 Gen. Mgr. Thompson K. Cassel
 Sls. Mgr. Richard Rolfe
 Prom. Mgr. Larry Monroe
 Prog. Dir. James E. Pattison
 Ch. Engr. Robert Beurket
 Rep.: Forjoe
- KROD-TV (4) El Paso**
 V.P. & Gen. Mgr. Dorrance L. Roderick
 Sls. Mgr. Val Lawrence
 Prom. Mgr. Dick Watts
 Prog. Dir. Ken McClure
 Ch. Engr. Bernie Bracher
 Edward P. Talbott
 Rep.: Branham
- KTSM-TV (9) El Paso**
 Pres. & Gen. Mgr. Karl C. Wyler
 V.P., Sls. & Coml. Mgr. Roy T. Chapman
 Prom. Mgr. Karl O. Wyler, Jr.
 Prog. Dir. Jack E. Chapman
 Prod. Mgr. Jack Rye
 Ch. Engr. Kenneth J. Walton
 Rep.: Hollingbery
- WICU (12) Erie**
 Exec. Asst. to Pres. Edward Lamb
 Gen. Mgr. Frank Oswald
 Sls. & Coml. Mgr. Ben McLaughlin
 Prom. Mgr. Karl Nelson
 Prog. Dir. Jack Schumacher
 Ch. Engr. Bob Lamquist
 Michael Csop
 Rep.: Petry
- WSEE (35) Erie**
 V.P. & Gen. Mgr. George J. Mead
 Coml. Mgr. Charles Denny
 Prog. Dir. Donald Boyce
 Ch. Engr. Frank Falmer
 Ed Zellefrow
 Rep.: Avery-Knodel
- KVAL-TV (13) Eugene, Ore.**
 Gen. Mgr. S. W. McCready
 Ch. Engr. A. H. Barnard
 Rep.: Hollingbery
- KIEM-TV (3) Eureka, Calif.**
 V.P. & Gen. Mgr. Pres. W. B. Smullin
 Prom. Mgr. Donald H. Telford
 Ch. Engr. Jerry Poulos
 Don King
 Rep.: Blair
- WFIE (62) Evansville**
 Pres. Jesse D. Fine
 Gen. Mgr. Ted Nelson
 Sls. Mgr. Shaun Murphy
 Prom. Mgr. Jack Walker
 Prog. Dir. Charles Carey
 Ch. Engr. Harvey Shellito
 Rep.: Venard, Rintoul & McCornell
- WJPB-TV (35) Fairmont, W. Va.**
 Pres.-Owner J. Patrick Beacom
 V.P. & Gen. Mgr. Robert M. Drummond
 Sls. & Coml. Mgr. Bruce McGinnis
 Prom. Mgr. J. F. Watkins
 Dir. of Tv James Pridemore
 Prog. Dir. Robert Frazier
 Ch. Engr. Joseph Sterlotzki
 Rep.: Gill-Perna
- WDAY-TV (6) Fargo, N. D.**
 Pres. Earl C. Reineke
 Mgr. Tom Barnes
 Prom. Mgr. Roy Pederson
 Prog. Mgr. Ken Kennedy
 Prod. Dir. Jack Guavite
 Local Sls. Mgr. Jack Lester
 Rep.: Free & Peters
- KQTV (21) Fort Dodge**
 Pres. & Gen. Mgr. Edward Breen
 Sls. Mgr. Max Landes
 Asst. Mgr. Verne Gielow
 Prog. Dir. Drexel Peterson
 Ch. Engr. Dave Sinclair
 Rep.: Pearson
- WFTL-TV (23) Fort Lauderdale**
 Exec. V.P. & Gen. Mgr. J. W. Dickey
 Asst. to Gen. Mgr. Noran E. Kersta
 Natl. Sls. Mgr. John E. Broderick
 Sls. Mgr. David L. O'Shea
 G. F. Bauer

- Prog. Dir. John Crosby
 Ch. Engr. Richard Northey
 Rep.: Weed
- WITV (17) Fort Lauderdale**
 Pres. Comdr. Mortimer Lowel
 Gen. Mgr. Blayne Butcher
 Sis. Mgr. Wallace Stone
 Oper. Mgr. Richard Troxel
 Ch. Engr. William Latham
 Rep.: Venard, Rintoul & McConnell
- WINK-TV (11) Fort Myers, Fla.**
 Gen. & Sis. Mgr. A. J. Bauer
 Prog. Dir. Frank Nodine
 Tech. Dir. Bob Bachman
 Rep.: Weed
- KFSA-TV (22) Fort Smith**
 Pres. Donald W. Reynolds
 Gen. Mgr. Weldon Stamps
 Coml. & Sis. Mgr. Roland Hundley
 Prom. Mgr. Dick Bentley
 Prog. Dir. Paschal Porta
 Ch. Engr. Robert W. Platt, Jr.
 Rep.: Pearson
- WKJG-TV (33) Fort Wayne**
 V.P. & Gen. Mgr. Edward G. Thoms
 Sis. Mgr. Carleton B. Evans
 Asst. Mgr. Hillard Gates
 Prog. Dir. C. Mahlock
 Ch. Engr. Eugene A. Chase
 Rep.: Raymer
- KBID-TV (53) Fresno**
 Pres. John H. Poole
 Gen. Mgr. George Nickson
 Sis. Mgr. Gene Grant
 Prom. Mgr. Lisbeth Solling
 Prog. Dir. Hal Davis
 Ch. Engr. Thornton Chew
 Rep.: Meeker
- KJEO-TV (47) Fresno**
 Pres. J. E. O'Neill
 V.P. & Bus. Mgr. Joe Drilling
 V.P. & Dir. of Oper. Charles Theodore
 Coml. Mgr. William Edholm
 Prom. Mgr. Francis Quinn
 Prog. Dir. Jack Shepard
 Ch. Engr. Jack McElwain
 Rep.: Branham
- KMJ-TV (24) Fresno**
 Pres. Eleanor McClatchy
 Gen. Mgr. Perry Nelson
 Sis. Mgr. Wilson Leifer
 Traff. Mgr. Marlan Anderson
 Prod. Mgr. Thomas Flynn
 Prog. Mgr. Joe Tomes
 Continuity Mar'in Ryerson
 Ch. Engr. Bart Hancock
 Rep.: Raymer
- KGUL-TV (11) Galveston-Houston**
 Pres. & Gen. Mgr. Paul E. Taft
 Sis. Mgr. Raymond E. Jones
 Mchds. Mgr. John L. Eisele
 Prom. Mgr. William D. Evans, Jr.
 Prog. Dir. Thomas L. Thompson
 Ch. Engr. William Sloat
 Rep.: CBS Spot Sales
- WOOD-TV (8) Grand Rapids**
 Gen. Mgr. Willard Schroeder
 Sis. Mgr. Arthur M. Swift
 Serv. Mgr. John H. Clay
 Prom. Mgr. John Dragomier
 Prog. Dir. Franklin Sisson
 Ch. Engr. Louis Ergenroth
 Rep.: Katz
- KFBB-TV (5) Great Falls, Mont.**
 Pres. & Gen. Mgr. Joseph P. Wilkins
 Dir. of Tv LeRoy Stahl
 Prog. Dir. Robert Froemming
 Ch. Engr. Wilbur Myhre
 Rep.: Headley-Reed
- WBAY-TV (2) Green Bay**
 Gen. Mgr. Haydn Evans
 Sta. Mgr. Burke Farquhar
 Sis. Mgr. Robert C. Nelson
 Prom. Mgr. Robert B. Meister
 Prog. Dir. Leo Persellin
 Ch. Engr. Wallace Stangel
 Rep.: Weed
- WFMY-TV (2) Greensboro**
 Gen. Mgr. Gaines Kelley
 Sis. & Coml. Mgr. William S. Baskerville
 Prom. Mgr. Richard Zavon
 Prog. Dir. Gomer Leach
 Ch. Engr. William E. Neill
 Rep.: Harrington, Righter & Parsons
- WNCT (9) Greenville, N. C.**
 Gen. Mgr. A. Hartwell Campbell
 Asst. Mgr. John G. Clark, Jr.
 Bus. Mgr. Mrs. M. J. Laughinghouse
 Prom. & Prog. Mgr. Eccles Wall
 Ch. Engr. Hank Tribley
 Rep.: Pearson
- WFBC-TV (4) Greenville, S. C.**
 Pres. Robert A. Jolley
 Gen. Mgr. B. T. Whitmire
 Asst. Mgr. Norvin Duncan
 Coml. Mgr. Bob Glass
 Prom. Dept. Ivan Reese
 Prog. Dir. Frank Opra
 Ch. Engr. Wilson C. Wearn
 Rep.: Weed
- WCVL (23) Greenville, S. C.**
 Gen. & Natl. Sis. Mgr. Ben K. McKinnon
 Prom. Mgr. L. Herbert Porter
 Bus. Mgr. John M. Wrightson
 Prog. Dir. Ben Greer
 Ch. Engr. Emil A. Sellars
 Rep.: H-R
- KGBT-TV (4) Harlingen, Tex.**
 Gen. Mgr. Troy R. McDaniel
 Coml. Mgr. L. S. Roberts
 Prog. Dir. Fred Folk
 Ch. Engr. Al Beck
 Rep.: Pearson
- WSIL-TV (22) Harrisburg, Ill.**
 Pres. Oscar L. Turner
 Prog. Dir. Jim Bohan
 Ch. Engr. Charles Gilliam
 Rep.: Walker
- WHP-TV (55) Harrisburg, Pa.**
 V. Pres. A. K. Redmond
 Gen. Mgr. Dick Redmond
 Coml. Mgr. Beatrice Fötteiger
 Prog. Dir. E. Dan Liebensperger
 Sis. Serv. Dir. Ch. Engr. Bolling
 Rep.: Bolling
- WTPA (71) Harrisburg, Pa.**
 Pres. Donald E. Newhouse
 V.P. & Gen. Mgr. David J. Bennett
 Sis. Mgr. Allan Solada
 Prom. Mgr. Gladys Swift
 Prog. Dir. Don Wear
 Ch. Engr. Paul Gross
 Rep.: Headley-Reed
- WSVA-TV (3) Harrisonburg, Va.**
 Gen. & Sis. Mgr. Frederick L. Allman
 Prog. Dir. R. B. Harrington
 Mchds. Dir. Richard H. Johnson
 Ch. Engr. Warren L. Braun
 Rep.: Devney
- WEHT (50) Henderson-Evansville**
 Pres. & Gen. Mgr. Hecht S. Lackey
 Dir. Tv Oper. & Prog. Chet Behrman
 Asst. Prog. Dir. Ulysses Carlini
 Mchds. Dir. M. Klaser
 Ch. Engr. Robert M. Cleveland
 Rep.: Meeker
- KNUZ-TV (39) Houston**
 V.P. & Gen. Mgr. Dave Morris
 Sis. & Coml. Mgr. Forrest Patton
 Prom. Mgr. George Johnston
 Prog. Dir. Buddy Corington
 Ch. Engr. O. C. Crossland
 Rep.: ForJoe
- KPRC-TV (2) Houston**
 V.P. & Gen. Mgr. Jack Harris
 Natl. Sis. Mgr. Jack McGrew
 Local Sis. Mgr. Jim Ahlgrimm
 Prom. Mgr. Bert Mitchell
 Prog. Dir. Kirt Harris
 Ch. Engr. Paul Huhndorf
 Rep.: Petry
- WSAZ-TV (3) Huntington**
 V.P. & Gen. Mgr. Lawrence H. Rogers, II
 Natl. Sis. Mgr. Elizabeth Conaty
 Asst. Gen. Mgr. C. T. Garten
 Adm'n. Asst. W. T. Romaine
 Prom. Mgr. Charles W. Dinkins
 Prog. Dir. James H. Ferguson
 Tech. Dir. Leroy E. Kilpatrick
 Rep.: Katz
- KID-TV (3) Idaho Falls**
 Gen. Mgr. C. N. Layne
 Coml. & Sis. Mgr. Claude Cain
 Prog. & Prom. Mgr. Roy Southwick
 Ch. Engr. Carroll Seisist
 Rep.: Gill-Perna
- WFBM-TV (6) Indianapolis**
 Pres. & Gen. Mgr. Harry M. Bitner, Jr.
 Sis. & Coml. Mgr. William F. Kiley
 Prom. Mgr. Bernie Carney
 Sis. Serv. Mgr. Hugh L. Kibbey
 Prog. Dir. Bill Fall
 Ch. Engr. Harold Holland
 Rep.: Katz
- WJTV (25) Jackson, Miss.**
 Gen. Mgr. Jay Scott
 Coml. Mgr. Frank Willis
 Prom. Mgr. Claud Williams
 Ch. Engr. J. R. Whitworth
 Rep.: Katz
- WLBT (3) Jackson, Miss.**
 Gen. Mgr. Fred L. Beard
 Sis. & Coml. Mgr. Frank Gentry
 Prom. Mgr. Walter Henson
 Prog. Dir. Maurice Thompson
 Ch. Engr. Robert Smathers
 Rep.: Hollingbery
- WSLI-TV (12) Jackson, Miss.**
 Gen. Mgr. L. M. Sepaugh
 Tv Oper. Mgr. Owens F. Alexander
 Ch. Engr. C. A. Perkins
 Rep.: Weed
- WJHP-TV (36) Jacksonville**
 Gen. Mgr. T. S. Gilchrist, Jr.
 Sis. Mgr. Bill Fraker
 Prom. Mgr. Barbara Whigham
 Prog. Dir. C. Speed Veal
 Ch. Engr. Beecher Hayford
 Rep.: John H. Perry
- WMBR-TV (4) Jacksonville**
 Pres. & Gen. Mgr. Glenn Marshall, Jr.
 Sis. & Coml. Mgr. Charles M. Stone
 Prom. Mgr. Roger Langston
 Prog. Dir. Harry Kalkines
 Ch. Engr. Ernest Vordermark
 Rep.: CBS Spot Sales
- WJHL-TV (11) Johnson City, Tenn.**
 Gen. Mgr. W. Hanes Lancaster, Jr.
 Prom. Mgr. William Shell
 Prog. Dir. Walter Heeb
 Prod. Dir. Pat. Smithdeal
 Ch. Engr. O. K. Garland
 Rep.: Pearson

Directory (Continued)

WARD-TV (56) Johnstown, Pa.

Gen. & Coml. Mgr. Robert R. Nelson
Ch. Engr. M. J. Coleman
Rep.: Weed

WJAC-TV (6) Johnstown, Pa.

Pres. Walter W. Krebs
Gen. Mgr. Alvin D. Schrott
Sta. & Coml. Mgr. John H. Hepburn
Prog. Dir. Frank P. Cummins
Dir. Tech. Oper. Nevin L. Straub
Ch. Engr. Theodore Campbell
Rep.: Katz

WKZO-TV (3) Kalamazoo

Pres. John E. Fetzer
Mng. Dir. Carl E. Lee
Sta. & Prom. Dir. Donald DeSmit
Prog. Dir. Charles T. Lynch
Ch. Engr. Arthur E. Covell
Rep.: Avery-Knodel

KCMO-TV (5) Kansas City

Gen. Mgr. E. K. Hartenbower
Coml. Mgr. J. B. Tremble
Prom. Mgr. F. C. Strawn
Prog. Dir. Ken Heady
Ch. Engr. Karl Troeglem
Rep.: Katz

KMBC-TV (9) Kansas City*

Pres. Arthur B. Church
V.P. & Mng. Dir. George J. Higgins
Admin. Asst. Arthur B. Church, Jr.
Controller J. Noland Franz
Ch. Engr. Kenneth Cook
Rep.: Free & Peters

WDAF-TV (4) Kansas City

Gen. Mgr. H. Dean Fitzer
Sta. Mgr. William A. Bates
Sta. & Coml. Mgr. E. Manne Russo
Prog. Dir. Al Christy
Ch. Engr. Joseph Flaherty
Rep.: Harrington, Righter & Parsons

WHB-TV (9) Kansas City*

Pres. & Coml. Mgr. Donald D. Davis
Gen. Mgr. John T. Schilling
Sta. Mgr. Mori Greiner
Sta. Mgr. Ed Dennis
Prom. Mgr. Ed Schulz
Traff. Mgr. Betty Oréndorff
Prog. Dir. Ken Greenwood
Ch. Engr. Henry Goldenberg
Rep.: Blair

KHOL-TV (13) Kearney, Neb.

Gen. Mgr. Harold J. Hamilton
Sta. Mgr. Duane L. Watts
Reg. Sta. Mgr. Gordon E. Morehouse
Asst. Sta. Mgr. Jack Gilbert
Prom. Mgr. J. R. Hackney
Traff. Mgr. Maurine Nelson
Ch. Engr. Jack Lewis
Rep.: Meeker

WKNY-TV (66) Kingston, N. Y.

Pres. Joseph K. Close
V.P. & Gen. Mgr. Robert M. Peebles
Tv Oper. Mgr. Robert L. Sabin
Prog. & Prod. Mgr. Robert Perry
Ch. Engr. Carl Egolf
Rep.: Meeker

WATE-TV (6) Knoxville

V.P. & Gen. Mgr. W. H. Linebaugh
Sta. Mgr. J. T. McCloud
Prom. Mgr. Wayne Hudson
Prog. Dir. John Reese
Ch. Engr. Fred Andrews
Rep.: Avery-Knodel

WTSK-TV (26) Knoxville

Pres. W. R. Tuley
V.P. & Gen. Mgr. Harold B. Rothrock
V.P. & Sta. Mgr. Don P. Molony

Coml. Mgr. Guy L. Smith III
Prom. Mgr. Marie Hogan
Prog. Dir. Jerry Dansiger
Ch. Engr. Joseph Broyles
Rep.: Pearson

WFAM-TV (59) Lafayette, Ind.

Pres. O. E. Richardson
Mng. Dir. David F. Milligan
Prog. Dir. R. W. Long
Ch. Engr. Richard Cochran
Rep.: Rambeau

KTAG-TV (25) Lake Charles, La.

Pres. Warren Berwick
Exec. V. Pres. Charles Lamar, Jr.
V. Pres. Tom Gibbens
Gen. Mgr. James W. Lucas
Sta. Mgr. Quitman Hanley
Ch. Engr. Maurice Wynne
Rep.: Adam Young

WGAL-TV (8) Lancaster, Pa.

Pres. & Gen. Mgr. Clair R. McCollough
Asst. & Sta. Mgr. J. Robert Gulick
Sta. Mgr. Harold E. Miller
Prom. Mgr. Paul I. Woodland
Prog. Dir. Paul C. Rodenhauer
Ch. Engr. J. E. Mathiot
Rep.: Meeker

WILS-TV (54) Lansing

Gen. Mgr. & Secy.-Treas. John C. Pomeroy
Coml. & Sta. Mgr. David Froh
Prom. Mgr. Mike Ruppe
Prog. Devel. Mgr. John Maters
Prod. Mgr. David Froh
Prog. Dir. Richard French
Ch. Engr. Bill Cruise
Rep.: Venard, Rintoul & McConnell

WJIM-TV (6) Lansing

Pres. Harold F. Gross
V.P. & Gen. Mgr. Willard E. Walbridge
V.P. & Prog. Dir. Howard K. Finch
Prom. Mgr. Irene Ginther
Ch. Engr. Charles L. Brady
Rep.: H-R

KLAS-TV (8) Las Vegas

Pres. R. G. Jolley
Gen. Mgr. Jean Paul King
Sta. Mgr. Marion Komar
Prog. Dir. Ray Gallagher
Ch. Engr. Pete Gingras
Rep.: Weed

KSWO-TV (7) Lawton, Okla.

Pres. R. H. Dréwry
Gen. Mgr. Paul N. Goode
Sta. Mgr. Ross Baker
Coml. Mgr. L. W. Ozier, Jr.
Prog. Dir. Henry Mattison
Ch. Engr. Willard Cochran
Rep.: Everett-McKinney

WLBR-TV (15) Lebanon, Pa.

Pres. & Gen. Mgr. Lester P. Elter
Natl. Sta. Dir. Julian F. Skinnell
Sta. Mgr. Philip J. Reilly
Prom. Mgr. Jack Schropp
Prog. Dir. Robert Kriger
Ch. Engr. M. Leonard Savage
Rep.: Pearson

WLAM-TV (17) Lewiston, Me.

Pres. & Sta. Mgr. Eldon H. Shute, Jr.
Treas. & Gen. Mgr. Frank S. Hoy
Asst. Gen. Mgr. P. Parker Hoy
Adv. & Prom. Dir. Gerald T. Higgins
Prog. Dir. Lester J. Richards
Ch. Engr. Henry G. Root
Rep.: Everett-McKinney

WLOK-TV (73) Lima, O.

Exec. V. Pres. Robert O. Runnerstrom
Natl. Sta. Mgr. Larry Webb
Local Sta. Mgr. Harley Lucas
Prom. Mgr. Peggy Miller
Prog. Dir. Gordon Max
Ch. Engr. Darrel Hunter
Rep.: H-R

KOLN-TV (12) Lincoln

Pres. John E. Fetzer
Gen. Mgr. A. James Ebel
Sta. Mgr. Thomas L. Young
Prom. Mgr. Robert Regier
Traff. Mgr. B. J. Jensen
Prod. Mgr. Paul Jensen
Prog. Dir. William Lucas
Ch. Engr. D. R. Taylor
Rep.: Weed

KARK-TV (4) Little Rock

V.P. & Gen. Mgr. T. K. Barton
Asst. Gen. Mgr. Douglas K. Romine
Coml. Mgr. H. Lee Bryant
Prom. Mgr. Shirley R. Kennedy
Prog. Dir. Dale Hart
Ch. Engr. L. C. Smith
Rep.: Petry

KTVE (32) Longview, Tex.

Pres. A. James Henry
Sta. Mgr. B. H. Bouma
Coml. Mgr. W. M. Morrow, Jr.
Prog. Dir. Barre Monigold
Ch. Engr. W. H. Dixon
Rep.: Forjoe

KABC-TV (7) Los Angeles

Gen. Mgr. Frank G. King
Gen. Sta. Mgr. Elton Rule
Asst. Sta. Mgr. William Veneman
Sta. Serv. Mgr. Norman H. Sioane
Prog. Dir. Robert H. Forward
Publ.-Prom. Dir. John Asher
Mgr. of Engrg. Phillip G. Caldwell
Ch. Engr. Cameron G. Pierce
Rep.: Petry

KCOP (13) Los Angeles

V.P. & Gen. Mgr. Jack Heintz
Asst. Mgr. Al Flanagan
Sta. Mgr. David E. Lundy
Prom. Mgr. Warren Earl
Prog. Dir. Al Flanagan
Ch. Engr. Marv Wentworth
Rep.: Katz

KHJ-TV (9) Los Angeles

Pres. Willet H. Brown
Exec. V. Pres. Ward D. Ingram
Gen. Mgr. John T. Reynolds
Sta. Mgr. Howard L. Wheeler
Prom. Mgr. Robert Light
Prog. Dir. James Higson
Ch. Engr. Robert Arne
Rep.: H-R

KNBH (4) Los Angeles

Gen. Mgr. Thomas McCray
Sta. Mgr. James Parks
Prom. Mgr. Jack Kenaston
Oper. Mgr. James Damon
Publ. Dir. Bob Pelgram
Prod. Mgr. Dean Craig
Ch. Engr. John Knight
Rep.: NBC Spot Sales

KNXT (2) Los Angeles

Gen. Mgr. James T. Aubrey, Jr.
Sta. Mgr. Edmund C. Bunker
Bus. Mgr. Harry W. Zipper
Prom. Mgr. Dean D. Linger
Prog. Dir. Donald M. Hine
Ch. Engr. Lester H. Bowman
Rep.: CBS Spot Sales

KTLA (5) Los Angeles

V.P. & Gen. Mgr. Klaus Landsberg
Sta. Mgr. Robert Mohr
Prod. Coord. J. Gordon Wright
Publ. Dir. Howard Wormser
Dir. Sta. Devel. Joseph Coffin
Ch. Engr. Roy White
Rep.: Raymer

KTTV (11) Los Angeles

Gen. Mgr. Richard A. Moore
Natl. Sta. Mgr. John R. Vrba
Local Sta. Mgr. Les Norins
Coml. Mgr. Val Conte
Prom. Mgr. Jack O'Mara
Publ. Dir. Réavis Winckler
Prog. Dir. Robert Breckner
Ch. Engr. Edward Benham
Rep.: Blair

WAVE-TV (3) Louisville
 Pres. George W. Norton
 Gen. Mgr. Nathan Lord
 Coml. Mgr. Ralph Jackson
 Prog. Prod. Mgr. George Patterson
 Publ.-Prom. Dir. Charles Hill
 Research Dir. Cyrus D. Crites
 Prod. Supvr. Paul E. O'Hara
 Ch. Engr. Wilbur Hudson
 Rep.: NBC Spot Sales

WHAS-TV (11) Louisville
 V.P. & Dir. Victor A. Sholis
 Sta. Mgr. Nell D. Cline
 Tv Sta. Mgr. Albert J. Gillen
 Prom. Mgr. William Loader
 Prog. Dir. Ralph Hansen
 Ch. Engr. Orrin W. Towner
 Rep.: Harrington, Righter & Parsons

KCBD-TV (11) Lubbock
 Pres. & Gen. Mgr. Joe H. Bryant
 V.P. & Sta. Mgr. George L. Tarter
 Natl. Sta. Mgr. Ray Poindexter
 Bus. Mgr. Robert L. Snyder
 Prom. Mgr. Jack Tippit
 Prog. Dir. John Devine
 Ch. Engr. Frank Lee
 Rep.: Pearson

KDUB-TV (13) Lubbock
 Pres. & Gen. Mgr. W. D. (Dub) Rogers
 Natl. Sta. Mgr. George Collie
 Local Sta. Mgr. Jimmie Isaacs
 Prog. Mgr. Ray Trent
 Ch. Engr. Rudy Starnes
 Rep.: Avery-Knodel

WLVA-TV (13) Lynchburg
 Pres. Edward A. Allen
 Gen. Mgr. Phillip P. Allen
 Sta. & Coml. Mgr. Joseph F. Wright, Jr.
 Prog.-Prom. Mgr. Warren H. Uttal
 Ch. Engr. John T. Orth
 Rep.: Hollingbery

WMAZ-TV (13) Macon
 Gen. Mgr. Wilton E. Cobb
 Sta. Mgr. Albert Sanders
 Coml. Mgr. Frank (Red Cross) Crowther
 Prom. Mgr. Pd. Pendleton
 Oper. Dir. Herman Hatton
 Ch. Engr. George P. Rankin, Jr.
 Rep.: Katz

WNEX-TV (47) Macon
 Exec. V. Pres. Alfred Lowe
 Asst. Mgr. John A. Hicks
 Sta. Mgr. Carl M. Williams
 Rep.: Branham

WKOW-TV (27) Madison
 Gen. Mgr. Michael Henry
 Sta. Mgr. Audrey Bland
 Coml. Mgr. V. A. Vanderhelden
 Prog. Dir. V. A. Vanderhelden
 Ch. Engr. Headley-Reed

WMTV (33) Madison
 Pres. & Gen. Mgr. Gerald A. Bartell
 Sta. Mgr. Horton J. Wagner
 Prom. Mgr. Joyce Wickware
 Prog. Dir. Thomas Arend
 Ch. Engr. Stanley Sadler
 Rep.: Meeker

WMUR-TV (9) Manchester, N. H.
 Pres. & Treas. Hon. Francis P. Murphy
 Gen. & Coml. Mgr. Hervey Carter
 Sta. Mgr. Gordon E. Moore
 Tech. Dir. Vincent Chandler
 Prod. Sunvsr. Robert Boak
 Ch. Engr. Charles Halle
 Rep.: Weed

KBES-TV (5) Medford, Ore.
 Gen. Mgr. William B. Smullin
 V.P. & Sta. Mgr. Edward A. Malone
 V.P. & Bus. Mgr. Everett A. Faber
 Adv. Mgr. John Burr
 Rep.: Blair

WHBQ-TV (13) Memphis
 Gen. Mgr. John Cleghorn
 Sta. Mgr. L. O. Dobson
 Oper. Mgr. William H. Grumbles
 Prom. Mgr. Bill Rucker
 Prog. Dir. Gordon Lawhead
 Prod. Dir. Wilson Northcross
 Ch. Engr. Welton M. Roy
 Rep.: Blair

WMCT (5) Memphis
 Gen. Mgr. H. W. Slavick
 Sta. & Coml. Mgr. Earl Moreland
 Prom. Mgr. Walter E. Frase
 Prog. Dir. Wilson Mount
 Prod. Mgr. Tim Kiley
 Ch. Engr. E. C. Frase, Jr.
 Rep.: Branham

WCOC-TV (30) Meridian, Miss.
 Pres. & Gen. Mgr. Withers Gavin
 Rep.: to be announced

WTOK-TV (11) Meridian, Miss.
 Gen. & Sta. Mgr. Robert F. Wright
 Coml. Mgr. William B. Crooks, Jr.
 Prom.-Prog. Mgr. Cecil Germany
 Prod. Dir. George Shannon
 Ch. Engr. Joe Saxon
 Rep.: Headley-Reed

WTVJ (4) Miami
 Pres. Mitchell Wolfson
 Exec. V. Pres. Lee Ruwlick
 Gen. Mgr. John S. Allen
 V.P. & Sta. Mgr. Stan Gordon
 Natl. Sta. Mgr. Burt Toppan
 Prom. Mgr. Lynn Morrow
 Mchds. Dir. Lynn Morrow
 Prog. Dir. Lee Waller
 Ch. Engr. Jack Shay
 Rep.: Free & Peters

KMID-TV (2) Midland, Tex.
 Pres. J. Conrad Dunigan
 Gen. Mgr. Sidney A. Grayson
 Coml. Mgr. Robert Cain
 Prog. Dir. William Richie
 Ch. Engr. William Buford
 Rep.: Venard, Rintoul & McConnell

WCAN-TV (25) Milwaukee
 Gen. & Sta. Mgr. Lou Poller
 Coml. Mgr. Hazel Claire Peterson
 Prom. Mgr. Claire Peterson
 Oper. Dir. Kal Ross
 Prog. Dir. Dean McCarthy
 Ch. Engr. Wally Wesley
 Rep.: Rosenman

WOKY-TV (19) Milwaukee
 Gen. Mgr. Lee B. Bartell
 Sta. Mgr. Donald Mann
 Coml. Mgr. Larry Gutter
 Prom. Mgr. Gene Harrison
 Prog. Dir. Gene Harrison
 Ch. Engr. Ralph Evans
 Rep.: H-R

WTMJ-TV (4) Milwaukee
 V.P. & Gen. Mgr. Walter J. Damm
 Asst. Gen. Mgr. R. G. Winnie
 Sta. Mgr. George Comte
 Prom. Mgr. George Nicoud
 Asst. Sta. Mgr. Neale V. Bakke
 Coord. Research & Devel. L. W. Herzog
 Prog. Mgr. James Robertson
 Mgr. Publ. Serv. Bruce Wallace
 Mgr. Engrg. Phillip B. Laeser
 Ch. Engr. Edwin L. Cordes
 Rep.: Harrington, Righter & Parsons

KSTP-TV (5) Minneapolis-St. Paul
 Pres. & Gen. Mgr. Stanley E. Hubbard
 Gen. Mgr. Karl A. Plain
 Local Sta. Mgr. W. R. Brazzil
 Prom. Mgr. Joseph C. Cook
 Prog. Dir. Del Franklin
 Ch. Engr. William S. Sadler
 Rep.: Petry

WCCO-TV (4) Minneapolis-St. Paul
 Bd. Chmn. William McNally
 Pres. Robert B. Ridder
 Gen. Mgr. F. Van Konyenburg
 Asst. Mgr. Sherman Headley
 Coml. Mgr. Robert Ekstrum
 Prom. Mgr. Eugene Godt
 Prog. Dir. Gwen Harvey
 Prod. Mgr. Charles D. Miller
 Ch. Engr. John M. Sherman
 Rep.: Free & Peters

WMIN-TV (11) Minneapolis-St. Paul
 Pres. N. L. Bentson
 Gen. & Coml. Mgr. Frank Devaney
 Sta. Mgr. Milo Beam
 Prom. Mgr. Corky Abel
 Prod. Dir. Fred Kaufman
 Prog. Dir. Norm Fag
 Ch. Engr. Warren Fritze
 Rep.: Blair

WTCN-TV (11) Minneapolis-St. Paul
 Pres. Robert Butler
 Gen. Mgr. Edward G. Smith
 Sta. Mgr. Kendall M. Light
 Prom. Mgr. George Hudak
 Prog. Dir. Donald G. Kraatz
 Ch. Engr. Myron Fleming
 Rep.: Blair

KCJB-TV (13) Minot, N. D.
 Pres. & Gen. Mgr. John W. Boier
 V.P. Chg. Mgr. William L. Hurley
 Sta. & Coml. Mgr. Herman Burkhardt
 Prom. Mgr. William H. Johnson
 Prog. Dir. Hal Kennedy
 Ch. Engr. Lloyd Amoo
 Rep.: Weed

WALA-TV (10) Mobile
 Pres. W. O. Pape
 Gen. Mgr. W. E. Pape
 V.P. chg. Mgr. H. K. Martin
 Prog. Dir. Al Holman
 Ch. Engr. R. B. Hurley
 Rep.: Headley-Reed

WKAB-TV (48) Mobile
 Gen. Mgr. Robert H. Moore
 Sta. Mgr. J. H. Johnson
 Coml. Mgr. Jim Smith
 Prom. Mgr. Jack Frost
 Prog. Dir. Hubert Grant
 Ch. Engr. H. E. Miller
 Rep.: Forjoe

KFAZ-TV (43) Monroe, La.
 Pres. J. O. Willett
 V. Pres. Justin E. Wilson
 Gen. Mgr. John E. Ferguson
 Sta. Mgr. Robert T. Clegg
 Prom. Mgr. James Newburn
 Prog. Dir. Elaine Smith
 Ch. Engr. Courtland McCoy
 Rep.: Pearson

KNOE-TV (8) Monroe, La.
 Pres. James A. Noe
 Gen. Mgr. Paul H. Goldman
 Sta. Mgr. Jack Ansell, Jr.
 Coml. Mgr. Jack Ansell, Jr.
 Prom. Mgr. Harry Arthur
 Prog. Dir. Ray Boyd
 Ch. Engr. Ray Boyd
 Rep.: H-R

KMBY-TV (8) Monterey
 Pres. Kenyon Brown
 Mgr. & Sta. Mgr. S. M. Aston
 Prog. Dir. Bruce Arias
 Ch. Engr. George Freeman
 Rep.: Hollingbery

WCOV-TV (20) Montgomery
 Gen. Mgr. Hugh M. Smith
 Local Sta. Mgr. Morris South
 Oper. Mgr. Carl Junker
 Prom. Mgr. Phil Taylor
 Prog. Dir. Rob Reed
 Ch. Engr. W. D. Weatherly
 Rep.: Raymer

Directory (Continued)

WLBC-TV (49) Muncie, Ind.

Pres. & Gen. Mgr. D. A. Burton
 V.P. & Sla. Mgr. Bill Craig
 Coml. Mgr. Lee Allerton
 Prom. Mgr. George Marks
 Prog. Dir. Maury Crain
 Ch. Engr. Walker
 Rep.: Walker

WSIX-TV (8) Nashville

Gen. Mgr. Louis R. Draughon
 Oper. Dir. Shelton Weaver
 Coml. Mgr. E. S. Tanner
 Ch. Engr. Charles Duke
 Rep.: Hollingbery

WSM-TV (4) Nashville

Pres. John H. DeWitt, Jr.
 Exec. Asst. to Pres. & Coml. Mgr. William R. McDaniel
 Dir. Pub. Rel. Brad Crandall
 Oper. Mgr. George Reynolds
 Tech. Dir. Aaron Shelton
 Ch. Engr. Petry
 Rep.: Petry

WNAM-TV (42) Neenah, Wis.

V. Pres. Don C. Wirth
 Gen. Mgr. Walter Braeger
 Sla. Mgr. Peggy Spoor
 Sta. Dir. Hal Hough
 Ch. Engr. Dan Gallagher
 Rep.: G. W. Clark

WATV (13) Newark

Pres. & Gen. Mgr. Irving R. Rosenhaus
 V. Pres. Frank V. Bremer
 V. Pres. Edmund S. Lennon
 Sla. Dir. Murray Grabhorn
 Prom. Dir. Herb Green
 Sla. Prom. Dir. Lou Frankel
 Prog. Dir. George Green
 Dir. Pub. Rel. Elizabeth C. Butterfield
 Traff. Dir. Grace Reese
 Rep.: Weed

WKNB-TV (30) New Britain

Pres. Julian Gross
 Gen. Mgr. Peter B. Kenney
 Natl. Sla. Mgr. David Scott
 Local Sla. Mgr. Erwin B. Needles
 Prom. Mgr. Helen M. Loy
 Prog. Dir. Ralph D. Kanna
 Prod. Dir. Philip B. Hale
 Ch. Engr. John P. Shipley, Jr.
 Rep.: Bolling

WKST-TV (45) New Castle, Pa.

Pres. & Gen. Mgr. Sam W. Townsend
 Asst. Sta. Mgr. Harry W. Reith
 Sla. Mgr. Irvin A. Eubanks
 Coml. Mgr. Art W. Graham
 Prog. Dir. Robert L. Persons
 Ch. Engr. Donald Dout
 Rep.: Everett-McKinney

WNHC-TV (8) New Haven

Pres. Patrick J. Goode
 Exec. V. Pres. & Secy.-Treas. Aldo De Dominicis
 Exec. V. Pres. Edward D. Taddel
 Sla. Mgr. Edward C. Obrist
 Sla. Mgr. J. Vincent Callanan
 Prom.-Publ. Dir. James W. Evans
 Prod. Dir. David K. Harris
 V.P. chg. Engrg. Vincent De Laurentis
 Rep.: Katz

WDSU-TV (6) New Orleans

Pres. Edgar B. Stern, Jr.
 Exec. V. Pres. & Gen. Mgr. Robert D. Swesey
 V.P. & Coml. Mgr. A. Louis Read
 Secy.-Treas. Lester E. Kabacoff
 Oper. Mgr. Stanley Holiday
 Prom. Mgr. Marion Annenberg
 V.P. chg. Prog. Tom Hicks
 Ch. Engr. Lindsey Riddle
 Rep.: Blair

WJMR-TV (61) New Orleans

Pres. Chester F. Owens
 Exec. V. Pres. & Ch. Engr. George A. Mayoral
 V.P. & Gen. Mgr. James E. Gordon
 Coml. Mgr. Patrick J. Shannon
 Prog. Dir. Thomas Abbott
 Rep.: Bolling

WABC-TV (7) New York

V.P. & Gen. Mgr. John H. Mitchell
 Sla. Mgr. Trevor Adams
 Prog. Mgr. Arden B. Rodner
 Natl. Spot Sla. & Traff. Mgr. Daniel Norton
 Prod. Mgr. Gordon Kuntz
 Treas. Thomas Martines
 Publ.-Prom. Dir. DeWard Jones
 Rep.: Petry

WABD (5) New York

Gen. Mgr. Norman Knight
 Sla. Mgr. Lawrence L. Wynn
 Sla. Serv. Mgr. F. A. Wurster
 Prog. Dir. James L. Caddigan
 Adv. & Prog. Norman S. Ginsburg
 Prom. Mgr. Norman S. Brett
 Sla. Prom. Mgr. Gerald Lyons
 Dir. Pub. Rel. Rodney D. Chipp
 Dir. Engrg. Avery-Knodel
 Rep.: Avery-Knodel

WCBS-TV (2) New York

Gen. Mgr. Craig Lawrence
 Sla. Mgr. George R. Dunham
 Bus. Mgr. Haworth White
 Adv. & Prom. Mgr. Robert G. Patt
 Oper. Mgr. Marion Lunsberry
 Prog. Dir. Hal Hough
 Asst. Prog. Dir. Dan Gallagher
 Publ. Dir. Robert Fuller
 Ch. Engr. Robert G. Thompson
 Rep.: CBS Spot Sales

WNBT (4) New York

Gen. Mgr. Hamilton Shea
 Sta. Mgr. E. de la Ossa
 Sla. Mgr. Jay J. Heitin
 Bus. Mgr. Arthur Hamilton
 Adv. & Prom. Mgr. Max Euck
 Oper. Mgr. Peter Afie
 Prod. Dir. Sumner Glimcher
 Richard Pack
 Steve Krantz
 Publ. Dir. Robert Blake
 Ch. Engr. A. Jackson
 Rep.: NBC Spot Sales

WOR-TV (9) New York

V. Pres. Gordon Gray
 V.P. chg. Engrg. Earl M. Johnson
 Sla. Dir. Robert C. Mayo
 Sla. Mgr. John F. Sloan
 Sla. Serv. Mgr. Frank Kizis
 Midwest Sla. George R. Jeneson
 Sla. Prom. Dir. Robert J. Sullivan
 Prog. Dir. Lawrence Menkin
 Oper. Mgr. Julius F. Seebach, Jr.
 Prod. Mgr. Ivan Reiner
 Ch. Engr. Charles H. Singer
 Rep.: Avery-Knodel

WPIX (11) New York

Pres. F. M. Flynn
 V.P. & Gen. Mgr. Fred M. Thrower
 Sla. Mgr. John A. Paterson
 Bus. Mgr. Thomas P. Robinson
 Oper. Mgr. Leavitt J. Pope
 Sla. Serv. Mgr. Frank Amy
 Publ. Dir. L. A. Hollingsworth
 Prog. Mgr. Louis B. Ames
 Ch. Engr. Otis S. Freeman
 Rep.: Free & Peters

WTAR-TV (3) Norfolk

Pres. & Gen. Mgr. Campbell Arnoux
 Asst. Gen. Mgr. John Peffer
 Gen. Sla. Mgr. Robert M. Lambe
 Prom. Mgr. Robert Davis
 Traff. Mgr. George Brantley
 Prog. Dir. Harold Soldinger
 Ch. Engr. Richard L. Lindell
 Rep.: Petry

WTOV-TV (27) Norfolk

Exec. V.P. & Gen. Mgr. Robert Wasdon
 V. Pres. Joseph Matthews

V. Pres. William Carpenter
 Prom. Dir. Tom Matthews
 Tech. Dir. Jack Siegel
 Prog. Dir. Robert Drapper
 Prod. Mgr. Dan Durniak
 Rep.: Forjoe

WVEC-TV (15) Norfolk

Pres. & Gen. Mgr. Thomas P. Chisman
 V.P. & Sla. Mgr. Harrol A. Brauer, Jr.
 Oper. Mgr. L. W. Kliever
 Prom. Mgr. Georgia McCarty
 Prog. Dir. Harry Middleton
 Ch. Engr. William C. King, Jr.
 Rep.: Rambeau

KMPT (19) Oklahoma City

Gen. Mgr. Troy Hoskins
 Sla. Mgr. Bill Humphries
 Prog. Dir. Lou Miller
 Ch. Engr. John Galbreath
 Rep.: Bolling

KTVQ (25) Oklahoma City

Pres. John Esau
 Gen. Mgr. J. Harry Abbott
 Sla. & Coml. Mgr. Raymond Ruff
 Prom. Mgr. Al Fiegel
 Prog. Dir. Bill Sadler
 Prod. Dir. Wada Dimas
 Ch. Engr. Harold Coones
 Rep.: H-R

KWTV (9) Oklahoma City

Bd. Chmn. John T. Griffin
 Pres. Roy J. Turner
 Exec. V. P. & Gen. Mgr. Edgar T. Bell
 Sla. & Coml. Mgr. Fred L. Vance
 Prom. Mgr. Montez Tjaden
 Prog. Dir. Martin H. Fuller
 Ch. Engr. M. W. Thomas
 Rep.: Avery-Knodel

WKY-TV (4) Oklahoma City

Pres. E. K. Gaylord
 Exec. V.P. & Sla. Mgr. P. A. Sugg
 Asst. Sta. Mgr. Hoyt Andres
 Admin. Asst. Eugene B. Dodson
 Natl. Sla. Mgr. John Haberman
 Prog. Mgr. Robert Olson
 Asst. Prog. Mgr. Keith Mathers
 Publ. Rel. Mgr. Wally Kinnan
 Prod. Subv. Robert Doty
 Ch. Engr. H. J. Lovell
 Rep.: Katz

KMTV (3) Omaha

Pres. Edward W. May
 Exec. V.P. & Gen. Mgr. Owen Saddler
 Sla. Mgr. Arden Swisher
 Prom. Mgr. Joe Baker
 Publ. Dir. Amos E. Eastbridge
 Prog. Dir. Glenn Harris
 Prod. Dir. Lew Jeffrey
 Ch. Engr. Ray Schroeder
 Rep.: Petry

WOW-TV (6) Omaha

Gen. Mgr. Frank P. Fogarty
 Asst. Gen. Mgr. Lyle DeMoss
 Sla. Mgr. Fred Ebener
 Prom. Mgr. Robert Seltzer
 Prog. Dir. Bill McBride
 Asst. Prog. Dir. Ken James
 Dir. Engrg. William J. Kotera
 Ch. Engr. Glenn Flynn
 Rep.: Blair

WJDM (7) Panama City, Fla.

Gen. Mgr. Mel Wheeler
 Sla. Mgr. George C. Blackwell
 Natl. Sla. Mgr. Milton de Reyna
 Prog. Dir. Jerry Williams
 Ch. Engr. Jim Smith
 Rep.: Hollingbery

WTAP (15) Parkersburg, W. Va.

Gen. Mgr. Theodore A. Eiland
 Sla. Mgr. James F. Cox
 Prog. Dir. Don Painter
 Ch. Engr. George W. Deblieux
 Rep.: Forjoe

WEAR-TV (3) Pensacola
 Pres. & Gen. Mgr. Mel Wheeler
 Asst. & Natl. Sls. Mgr. Milton de Reyna
 Local Sls. Mgr. Irv Welch
 Prog. Dir. Jerry Williams
 Ch. Engr. Jim Smith
 Rep.: Hollingbery

WEEK-TV (43) Peoria
 Gen. Mgr. Fred C. Mueller
 Sls. Mgr. William J. Flynn
 Bus. Mgr. Robert F. Stockdale
 Prom. Mgr. F. R. Oakley
 Prog. Dir. Robert Fransen
 Ch. Engr. Wayne Lovely
 Rep.: Headley-Reed

WTVH-TV (19) Peoria
 Pres. & Gen. Mgr. Hugh R. Norman
 V. Pres. George B. Norman
 Sls. & Coml. Mgr. John Leslie
 Prom. Mgr. Morton Cantor
 Prog. Dir. Don Roper
 Ch. Engr. Wallace Wurz
 Rep.: Petry

WCAU-TV (10) Philadelphia
 Pres. & Gen. Mgr. Donald W. Thornburgh
 V.P. & Mgr. Charles Vanda
 Tv Dept. Robert McGredy
 Sls. Mgr. John McClay
 Prod. Mgr. Robert Fryor
 Prom. Mgr. Robert Forrest
 V.P. chg. Engr. John G. Leitich
 Rep.: CBS Spot Sales

WFIL-TV (6) Philadelphia
 Gen. Mgr. Roger W. Clipp
 Exec. Assts. (to) John D. Scheuer, Jr.
 Gen. Mgr. George A. Koehler
 Sls. Mgr. Kenneth W. Stowman
 Adv. & Prom. Mgr. Joe Zimmermann
 Publ. Dir. John J. Hyland
 Prog. Dir. Jack Steck
 Ch. Engr. Henry E. Rhea
 Rep.: Katz

WPTZ (3) Philadelphia
 Gen. Mgr. Rolland V. Tooke
 Sls. Mgr. Alexander W. Dannenbaum, Jr.
 Prom. Mgr. John J. Kelley
 Prog. Dir. Stan Lee Broza
 Ch. Engr. Raymond J. Bowley
 Rep.: Free & Peters

KOOL-TV (10) Phoenix ()**
 Pres. Gene Autry
 Gen. Mgr. Charles H. Garland
 Asst. Gen. Mgr. John Courcier
 Coml. Mgr. William J. Connelly
 Prog. Dir. Miles Reed
 Dir. Engr. Walter Stiles
 Rep.: Blair

KOY-TV (10) Phoenix ()**
 Gen. Mgr. Albert D. Johnson

KPHO-TV (5) Phoenix
 Sta. Mgr. Richard B. Rawls
 Sls. & Coml. Mgr. C. A. Larson
 Prom. Mgr. Dan Schwartz
 Sls. Serv. Mgr. Fred Beck
 Traff. Mgr. Al Rau
 Prog. Dir. Robert Martin
 Ch. Engr. George McClanathan
 Rep.: Katz

KTYL-TV (12) Phoenix-Mesa
 Pres. Harry L. Nace, Jr.
 Gen. Mgr. Dwight Harkins
 Sls. & Coml. Mgr. Garnet Evans
 Prom. Mgr. Charles Wallace
 Prog. Dir. Bob Vache
 Ch. Engr. John Beck
 Rep.: Avery-Knodel

KATV (7) Pine Bluff, Ark.
 Pres. John T. Griffin
 V. Pres. James C. Leake

Gen. Mgr. James P. Walker
 Natl. Sls. Mgr. Bruce Compton
 Local Sls. Mgr. Rex Cole
 Prom. Mgr. Don Curran
 Prog. Dir. Roy Pickett
 Ch. Engr. Lewis Brown
 Little Rock Mgr. John Fugate
 Rep.: Avery-Knodel

KOAM-TV (7) Pittsburg, Kans.
 Gen. Mgr. R. E. Wade
 Prog. Dir. Louis R. Martin
 Ch. Engr. Leo Stafford
 Rep.: Katz

WDTV (2) Pittsburgh, Pa.
 Gen. Mgr. Harold C. Lund
 Sls. Mgr. George L. Barenbrugge
 Sta. Serv. Mgr. William A. Krough
 Prom. Mgr. Richard Fortune
 Prog. Dir. Byron H. Dowty
 Ch. Engr. Raymond W. Rodgers
 Rep.: WDTV Sales

WENS (16) Pittsburgh, Pa.
 Pres. Thomas P. Johnson
 V.P. & Mng. Dir. A. Donovan Faust
 V.P. & Gen. Mgr. Larry H. Israel
 Sls. Mgr. Don Menard
 Oper. Mgr. Dave Murray
 Prod. Mgr. Tom Bordes
 Publ. Dir. Peter Thornton
 Dir. Engr. James Hurley
 Ch. Engr. Fred M. Eames, Jr.
 Rep.: Petry

WKJF-TV (53) Pittsburgh, Pa.
 Gen. Mgr. F. G. Raese
 Coml. Mgr. Joseph A. Jenkins
 Prog. Dir. Harold Stark
 Local Sls. Mgr. Herbert Waters
 Sls. Serv. Mgr. Marlon Wheatley
 Ch. Engr. Peter Pappas
 Rep.: Weed

WCSH-TV (6) Portland, Me.
 Mng. Dir. William H. Rines
 Sta. & Sls. Mgr. Jack S. Atwood
 Prom. Mgr. Linwood T. Pitman
 Prog. Dir. Arthur Owens
 Oper. Dir. Daniel H. Smith
 Rep.: Weed

WGAN-TV (13) Portland, Me.
 Owner Guy P. Gannett
 Gen. Mgr. Creighton E. Gatchell
 Sls. Mgr. Richard E. Bates
 Prog. Mgr. S. G. Henderson, Jr.
 Ch. Engr. Roger W. Hodgkins
 Rep.: Avery-Knodel

WPMT (53) Portland, Me.
 Pres. & Gen. Mgr. Frank S. Hoy
 Asst. Gen. Mgr. F. Parker Hoy
 Sta. Mgr. George E. Curtis, Jr.
 Sls. & Prom. Mgr. Gerald Higgins
 Prog. Dir. William Gledersleeve
 Ch. Engr. Fred Crandon
 Rep.: Everett-McKinney

KOIN-TV (6) Portland, Ore.
 Mng. Dir. C. Howard Lane
 Natl. Sls. Mgr. John Palmer
 Local Coml. Mgr. Frank Coffin
 Prom. Mgr. George Wann
 Prog. Dir. Ted Cooke
 Prod. Mgr. Roy Rector
 Ch. Engr. Louis Bookwalter
 Rep.: Avery-Knodel

KPTV (27) Portland, Ore.
 V.P. & Sta. Mgr. Russell K. Olsen
 Coml. Mgr. Charles R. White
 Prom. Mgr. D. Donald Lonie
 Prog. Dir. Gene Ragle
 Ch. Engr. William McAlister
 Rep.: NBC Spot Sales

WRAY-TV (52) Princeton, Ind.
 Pres. & Gen. Mgr. M. R. Lankford
 Sls. Mgr. Ray Harry
 Prom. Mgr. Frank Cummins
 Prog. Dir. Warren Wittkind

Prod. Mgr. Walter Harter
 Ch. Engr. Ray Shigley
 Rep.: Walker

WJAR-TV (10) Providence
 V.P. & Treas. George O. Griffith
 Gen. Sls. & Coml. Mgr. Norman Gittleston
 Prom. Mgr. Jay Hoffer
 Dir. Publ. Rel. Dody Sinclair
 Prog. Dir. Seymour Horowitz
 Prod. Coord. Manning Tesser
 Oper. Mgr. Frederick R. Griffith
 Ch. Engr. Tom Prior
 Rep.: Weed

WNET (16) Providence
 Pres. Harold C. Arcaro
 V.P. & Gen. Mgr. John R. Porterfield
 Ch. Engr. Herbert F. Evans
 Rep.: Raymer

KCSJ-TV (5) Pueblo, Colo.
 Pres. & Gen. Mgr. Douglas D. Kahle
 Sls. Mgr. Robert L. Clinton
 Local Sls. Mgr. John Moore
 Prom. Mgr. Ruth Sample
 Prog. Dir. Russ Truesdell
 Ch. Engr. Marlon Cunningham
 Rep.: Avery-Knodel

KDZA-TV (3) Pueblo, Colo.
 Pres. Dee B. Crouch
 Gen. Mgr. Sls. Mgr. Helen Huppert
 Prog. Dir. William Willig
 Traff. Dir. William Willig
 Ch. Engr. McGilivra
 Rep.: McGilivra

KHQ-A-TV (7) Quincy-Hannibal
 V. Pres. Herbert R. Ohrt
 Gen. Mgr. Walter J. Rothschild
 Sls. Mgr. Paul Millen
 Coml. Mgr. Gene Terry
 Asst. Natl. Sls. Mgr. Merritt Milligan
 Prog. Dir. Ernie Gray
 Ch. Engr. Ernie Gray
 Rep.: Weed

WGEM-TV (10) Quincy, Ill.
 Gen. Mgr. Joseph S. Bonanning
 Sls. & Coml. Mgr. James Muse
 Prom. Mgr. William Herbert
 Prog. Dir. T. W. Austin
 Ch. Engr. Frank Laughlin
 Rep.: Avery-Knodel

WNAO-TV (28) Raleigh
 Pres. John W. English
 Gen. Mgr. Charles G. Baskerville
 Coml. Mgr. Earl Weide
 Prog. Dir. Byron Davidson
 Ch. Engr. Peter T. Miller
 Rep.: Avery-Knodel

WEEU-TV (33) Reading
 Exec. V.P. & Gen. Mgr. Thomas E. Martin
 V. Pres. Ewart M. Blain
 Sls. Mgr. K. Richard Creitz
 Asst. Mgr. Jeanne Thompson
 Prom. Mgr. George Carroll
 Prog. Dir. Daniel W. Shields
 Dir. Tech. Oper. David J. Miller, Jr.
 Asst. Dir. Tech. Oper. Harold E. Schearer
 Rep.: Headley-Reed

WHUM-TV (61) Reading
 Pres. & Gen. Mgr. Humboldt J. Greig
 V. Pres. John E. Schuler
 Natl. Sls. Mgr. Robert Reuschle
 Reg. Sls. Mgr. Ed Walpert
 Prom. Mgr. Alan Lane
 Prog. Dir. Robert Bostian
 Ch. Engr. Louis Littlejohn
 Rep.: H-R

KZTV (8) Reno
 Pres. Donald W. Reynolds
 Gen. Mgr. Harry Huey

Directory (Continued)

Sls. Mgr. Richard Colon
Prom. Mgr. Lella Rowson Brown
Prog. Dir. Lou Zegerman
Ch. Engr. Curtie I. Kring
Rep.: Pearson

WTVR (6) Richmond

Gen. & Sls. Mgr. Wilbur M. Havens
Asst. Mgr. Walter A. Bowry, Jr.
Prom. Mgr. Robert Kahle
Prog. Dir. John V. Shand
Ch. Engr. James W. Klye
Rep.: Blair

WVLS-TV (10) Roanoke

Exec. V. Pres. James H. Moore
Asst. & Coml. Mgr. Horace Fitzpatrick
Prom. Mgr. Fred L. Corstaphney
Prog. Dir. George W. Chernault, Jr.
Ch. Engr. J. P. Briggs
Rep.: Avery-Knodel

KROC-TV (10) Rochester, Minn.

Gen. Mgr. G. David Gentling
Sta. Mgr. Bill Lampman
Sls. Mgr. Vern Kuluwar
Prod. Dir. Ray Skaran
Ch. Engr. Robert W. Cross
Rep.: Meeker

WHAM-TV (6) Rochester, N. Y.

V.P. & Gen. Mgr. William Fay
Sls. Mgr. John W. Kennedy
Asst. Sls. Mgr. A. N. Bender
Prom. Mgr. Ralph Wallace
Publ. Dir. Terry David
Prog. Dir. Charles Siverson
Ch. Engr. Kenneth Gardner
Rep.: Hollingbery

WHEC-TV (10) Rochester, N. Y.

V.P. & Gen. Mgr. C. Glover DeLaney
Gen. Sls. Mgr. LeMoine C. Wheeler
Prog. Dir. William Adams
Prod. Dir. Frederick Tillet
Ch. Engr. Bernard O'Brien
Rep.: Everett-McKinney

WVET-TV (10) Rochester, N. Y.

Pres. & Gen. Mgr. Ervin F. Lyke
Sls. Mgr. Arthur Murrellwright
Oper. Mgr. F. Chase Taylor
Prom. Mgr. Don Kallock
Prog. Dir. Paul C. Louthier
Ch. Engr. Ray Jobes
Rep.: Bolling

WREX-TV (13) Rockford, Ill.

Pres. Louis E. Caster
Gen. & Coml. Mgr. Soren H. Munkhof
Sls. Mgr. Jack Gennaro
Prom. Mgr. Chuck Olson
Prog. Dir. Elden Anspach
Prod. Dir. Jack Mazzie
Ch. Engr. Howard Elliott
Rep.: H-R

WTVO (39) Rockford, Ill.

Pres. Harry Balaban
Exec. Treas. William Dubinsky
Sta. Mgr. Harold Froelich
Prod. Dir. John W. Klein, Jr.
Ch. Engr. Herbert Eckstein
Rep.: Weed

WHBF-TV (4) Rock Island, Ill.

Pres. Ren H. Potter
V.P. & Gen. Mgr. Leslie C. Johnson
Asst. Gen. Mgr. Maurice Corken
Sls. Mgr. Ted Arnold
Prom. Mgr. Fern Hawks
Prog. Dir. Forest W. Cooke
Ch. Engr. Robert J. Sinnett
Rep.: Avery-Knodel

WROM-TV (9) Rome, Ga.

Pres. Dean Covington
Gen. Mgr. Edward McKay
Coml. Mgr. Charles Doss
Ch. Engr. T. H. Robertson
Rep.: Weed

KSWB-TV (8) Roswell, N. M.

Owner John A. Barnett
Gen. Mgr. J. C. Porter
Sls. Mgr. Paul B. McEvoy
Prog. Dir. Jack Shafer
Ch. Engr. Ray Summersgill
Rep.: Meeker

KCCC-TV (40) Sacramento

Gen. Mgr. Ashley L. Robison
Natl. Sls. Mgr. A. J. Richards
Local Sls. Mgr. Jack Kehoe
Prom. Mgr. Clarence P. Talbot
Prog. Dir. Kenneth Michael
Ch. Engr. Paul Leake
Rep.: Weed

WKNX-TV (57) Saginaw

Pres. & Gen. Mgr. William J. Edwards
Sta. Mgr. Howard H. Wolfe
Coml. Mgr. Robert M. Chandler
Prom. Mgr. Robert E. Douglas
Prog. Dir. Thomas A. Taylor
Ch. Engr. Max W. Thomas
Rep.: Gill-Perna

KFEQ-TV (2) St. Joseph

Pres. & Gen. Mgr. Barton Pitts
Sls. & Coml. Mgr. Glenn G. Griswold
Prog. Dir. E. Carleton Schlrmer
Prod. Mgr. Wally Johnson
Ch. Engr. J. Wealey Koch
Rep.: Headley-Reed

KSD-TV (5) St. Louis

Gen. Mgr. George M. Burbach
Sls. Mgr. Guy E. Yeldell
Personl. Mgr. Edward W. Hamlin
Prom. Mgr. David Pasternak
Prog. Dir. Harold Grams
Ch. Engr. J. E. Risk

KSTM-TV (36) St. Louis

Pres. & Gen. Mgr. Marshall H. Pengra
V.P. & Coml. Mgr. Alvin M. King
Prom.-Publ. Dir. Frank E. Heaston
Prog. Dir. Myron J. Bennett
Ch. Engr. E. L. Favors
Rep.: H-R

WTVI (54) St. Louis-Bellefonte

Pres. & Gen. Mgr. Paul E. Peltason
Sls. Mgr. John I. Hyatt
Prog. Mgr. Ted Westcott
Prod. Mgr. Robert Holt
Ch. Engr. Richard J. Trompeter
Rep.: Weed

WSUN-TV (38) St. Petersburg

Sta. Dir. George D. Robinson
Coml. Mgr. Vera New
Prog. Dir. Charles W. Vaughan
Ch. Engr. Louis J. Link
Rep.: Weed

KSBW-TV (8) Salinas, Calif.

Gen. Mgr. John C. Cohan
Coml. Mgr. W. M. Oates
Prom. Mgr. Orbie Sullivan
Prog. Dir. Neal Edmondson
Ch. Engr. George Freeman
Rep.: Hollingbery

WBOC-TV (16) Salisbury, Md.

Pres. John W. Downing
Gen. & Coml. Mgr. Charles J. Trullitt
Prog. Dir. John W. Downing, Jr.
Ch. Engr. Jack W. Ward
Rep.: Burn-Smith

KDYL-TV (4) Salt Lake City

Pres. & Gen. Mgr. G. Bennett Larson
V. Pres. John M. Baldwin
Sls. & Coml. Mgr. Douglas R. Clawson
Prom. Mgr. Del Leeson
Prog. Dir. Dan Rainger
Ch. Engr. Allen Gunderson
Rep.: Blair

KSL-TV (5) Salt Lake City

Exec. V. Pres. Ivor Sharp
V.P. & Gen. Mgr. D. Lennox Murdoch
Sls. Mgr. Edward B. Kimball
Prom. Mgr. A. Richard Robertson
Prog. Dir. Wayne F. Richards
Prom. Mgr. Scott R. Clawson
Ch. Engr. Vincent E. Clayton
Rep.: CBS Spot Sales

KTXI-TV (8) San Angelo

Pres. & Gen. Mgr. Armistead D. Rust
Sta. Mgr. John A. Kelly
Coml. Mgr. E. O. Thomason
Prom. Mgr. Kenneth E. Markel
Prog. Dir. Donnet Bobo
Ch. Engr. Robert Benson
Rep.: Venard, Rintoul & McConnell

KCBS-TV (5) San Antonio

Mngg. Dir. Bill Michaels
Natl. Sls. Mgr. Bill Kelley
Local Sls. Mgr. H. Barney Higgins
Prom. Dir. Ardyce Pfanstiel
Prod. Dir. Ed Uhler, Jr.
Prog. Dir. Wm. B. Robb
Ch. Engr. W. J. Jackson
Rep.: Katz

WOAI-TV (4) San Antonio

Pres. Hugh A. L. Halff
Gen. Mgr. James M. Gaines
Coml. Mgr. Edward V. Chevlot
Prom. Mgr. Morton E. Grossman
Prog. Dir. W. Perry Dickey
Ch. Engr. Charles L. Jeffers
Rep.: Petry

KFMB-TV (8) San Diego

Pres. Jack D. Wrathe, Jr.
Gen. Mgr. George Whitney
Gen. Sls. Mgr. Robert E. Hoag
Local Sls. Mgr. Charles E. Jackson
Prom. Mgr. W. A. Houser
Prog. Dir. Bill Fox
Ch. Engr. Charles Abel
Rep.: Petry

KFSD-TV (10) San Diego

Pres. & Gen. Mgr. Thomas E. Sharp
Sta. Mgr. John C. Merino
Sls. Mgr. Leon Papernow
Prog. Dir. Jack Tolen
Prod. Dir. Charles Baldour
Ch. Engr. Leon Papernow
Rep.: Katz

KGO-TV (7) San Francisco

V. Pres. James Connolly
Sta. Mgr. Vincent A. Francis
Sls. Mgr. David Sacks
Coml. Mgr. Allan Gilman
Prom. Mgr. William Williams
Prog. Dir. Russell Baker
Ch. Engr. Harry Jacobs
Rep.: Petry

KPIX (5) San Francisco

Pres. Wesley I. Dumm
V.P. & Gen. Mgr. Philip G. Lasky
Sls. & Coml. Mgr. Lou Simon
Prom. Mgr. Herbert Bachman
Prog. Dir. R. W. Wassenberg
Prod. Mgr. George Mathiesen
Dir. Engrg. A. E. Towne
Rep.: Katz

KRON-TV (4) San Francisco

Gen. Mgr. Charles Thierlot
Sta. Mgr. Harold P. See
Sls. Mgr. Norman Louvau
Prom. Mgr. Roland Irving
Prog. Mgr. Douglas Elleson
Ch. Engr. Lee Berryhill
Rep.: Free & Peters

KSAN-TV (32) San Francisco

Gen. Mgr. Norwood J. Patterson
Sls. Mgr. Norwood J. Patterson
Coml. Mgr. Norwood J. Patterson
Prom. Mgr. Herm Falk
Prog. Dir. Hal Simpson
Ch. Engr. Hal Simpson
Rep.: McGilvra

- KVEC-TV (6) San Luis Obispo**
Gen. Mgr. Les Hacker
Sls. Mgr. Si Derrah
Coml. Mgr. Jack Wasson
Prom. Mgr. Ted Warner
Prog. Dir. Robert S. Wilton
Ch. Engr. Edwin Franklin
Rep.: W. S. Grant
- KEY-T (3) Santa Barbara**
Ed. Chmn. Harry C. Butcher
Pres. & Gen. Mgr. Colin M. Selph
Sls. Mgr. R. Hill Carruth
Prom. Mgr. Joseph P. Costantino, Jr.
Oper. Dir. Russell L. Furze
Prog. Supvr. Maryanne Casey
Ch. Engr. Lloyd M. Jones
Rep.: Hollingbery
- WTOC-TV (11) Savannah**
Pres. & Gen. Mgr. William T. Knight, Jr.
V. Pres. for Tv F. Schley Knight
Sls. & Coml. Mgr. Ben B. Williams
Prom. Mgr. Courtenay K. Gaines
Prog. Dir. Dwight J. Bruce
Ch. Engr. Kyle E. Goodman
Rep.: Katz
- WRGB (6) Schenectady**
Mgr. Ecstg. R. B. Hanna
Mgr. Sta. Oper. R. W. Welpott
Mgr. Finance R. Tufts
Sls. Mgr. Robert F. Reid
Prom. Mgr. James Q. Cobb
Prog. Dir. A. G. Zink
Ch. Engr. W. J. Purcell
Rep.: NBC Spot Sales
- WARM-TV (16) Scranton**
Pres. Martin F. Memolo
V. Pres. William W. Scranton
Gen. Mgr. William M. Dawson
Sls. Mgr. Sam M. Feigenbaum
Prom. Mgr. Donald S. Preven
Prog. Dir. Thomas Bennett, Jr.
Prom. Mgr. Joseph Salsburg
Ch. Engr. Roswell Parker
Rep.: Hollingbery
- WGBI-TV (22) Scranton**
Gen. & Coml. Mgr. George D. Coleman
Sls. Mgr. R. E. McDowell
Prog. Dir. Mort Rosenthal
Ch. Engr. K. R. Cooke
Rep.: Blair
- WTVU (73) Scranton**
Pres. Frank J. Collins
Mngng. Dir. Martin Silver
Gen. Mgr. James H. Crowley
Oper. Dir. Edward Galuska
Sls. & Coml. Mgr. Eugene Weiss
Prom. & Prog. Dir. Timothy Hayes
Rep.: Everett-McKinney
- KING-TV (5) Seattle-Tacoma**
V.P. & Gen. Mgr. Otto P. Brandt
Sls. Mgr. A. P. Hunter
Prom. Mgr. Melvin Anderson
Prog. Dir. Lee Schulman
Ch. Engr. James L. Middlebrooks
Rep.: Blair
- KMO-TV (13) Seattle-Tacoma**
Pres. Carl E. Haymond
V.P. & Gen. Mgr. Jerry Geehan
V.P. & Oper. Mgr. Dexter Haymond
Gen. Sls. Mgr. Earl M. Willhite
Prog. Dir. Dick Weeks
Ch. Engr. John L. Boor
Rep.: Branham
- KOMO-TV (4) Seattle-Tacoma**
Pres. O. W. Fisher
V.P. & Gen. Mgr. W. W. Warren
V.P. & Coml. Mgr. Ray Baker
Prom. Mgr. Margaret Frey
Prog. Dir. David Crockett
Dir. Engrg. F. J. Brott
Ch. Engr. Stanton D. Bennett
Rep.: Hollingbery
- KTNT-TV (11) Seattle-Tacoma**
Gen. & Prom. Mgr. Len Higgins
Coml. Mgr. Larry Carino
Prog. Dir. Burke Ormsby
Ch. Engr. Max Bice
Rep.: Weed
- KSLA (12) Shreveport**
Pres. Don George
Gen. Mgr. Deane R. Flett
Sls. Mgr. Marvin Reuben
Prom. Mgr. Carol Vinson
Prog. Dir. Hank Davis
Ch. Engr. Morris Barton
Rep.: Raymer
- KVTV (6) Sioux City**
V.P. & Gen. Mgr. Robert R. Tincher
Res. Mgr. Art Smith
Sls. & Coml. Mgr. Don Sullivan
Prom. Mgr. J. Monfore
Prog. Dir. Norman Bacon
Transmtr. Supvr. Jack Iverson
Studio Supvr. Charles Prohaska
Rep.: Katz
- KELO-TV (11) Sioux Falls**
Gen. & Sls. Mgr. Joseph L. Floyd
Coml. Mgr. Evans A. Nord
Prom. Mgr. Eida Clingman
Prog. Dir. Jack Townsend
Ch. Engr. Murray Stewart
Lester C. Froke
Rep.: Raymer
- WSBT-TV (34) South Bend**
Pres. F. A. Miller
Gen. Mgr. Neal E. Welch
Prog. Dir. Robert J. Drain
Bus. Mgr. Robert H. Swints
Ch. Engr. Arthur R. O'Neill
Rep.: Raymer
- KHQ-TV (6) Spokane**
Pres. & Gen. Mgr. R. O. Dunning
Sls. & Coml. Mgr. John H. Pindell
Prom. Mgr. Pat McIntyre
Publ. Dir. Elmer Blair
Prog. Dir. William A. Neilson
Ch. Engr. Al G. Sparling
Rep.: Katz
- KXLY-TV (4) Spokane**
Pres. E. B. Craney
Gen. Mgr. Richard E. Jones
Sls. Mgr. George Morgan
Prom. Mgr. Robert Moore
Prog. Dir. Gene Roth
Ch. Engr. David Green
Rep.: Walker
- WICS (20) Springfield, Ill.**
Gen. Mgr. Milton D. Friedland
Local Sls. Mgr. Warren King
Prom. Mgr. J. Henneberry
Prog. Dir. James Harelson
Prod. Mgr. Robert Steffan
Ch. Engr. Bazil O'Hagan
Rep.: Adam Young
- WHYN-TV (55) Springfield, Mass.**
V.P. & Gen. Mgr. Charles N. DeRose
Sls. & Coml. Mgr. Patrick J. Montague
Prom. Mgr. Fran Hamel
Prog. Dir. Kendall Smith
Ch. Engr. Harold Schumacher
Rep.: Branham & Weed
- WWLP (61) Springfield, Mass.**
Pres. Roger L. Putnam
V.P. & Gen. Mgr. Alan C. Tindal
Prom. Mgr. Howard S. Keefe
Prog. Dir. Milton R. Slater
Mchds. Dir. Edward T. Broadhurst, Jr.
Ch. Engr. George R. Townsend
Rep.: Hollingbery
- KTTS-TV (10) Springfield, Mo.**
V. Pres. G. Pearson Ward
Gen. Mgr. Robert Burke
Sls. & Coml. Mgr. Robert Burke
- Prog. Dir. Kevin McAndrews
Ch. Engr. William F. Curry
Rep.: Weed
- KYTV (3) Springfield, Mo.**
Gen. Mgr. Charles W. Brown
Coml. Mgr. R. L. Stoffebam
Prog. Dir. Carl Fox
Ch. Engr. Dennis White
Rep.: Hollingbery
- WSTV-TV (9) Steubenville, O.**
Pres. Jack N. Herkman
Gen. Mgr. John J. Laux
Sls. Mgr. Joseph M. Troesch
Coml. Mgr. Robert E. Holt
Prom. Mgr. Charles S. Shepherd
Ch. Engr. Avery-Knodel
Rep.: Avery-Knodel
- KTVU (36) Stockton, Calif.**
V.P. & Gen. Mgr. Knox LaRue
Oper. Mgr. D. M. Greene
Prog. Dir. Don Russell
Rep.: Hollingbery
- WHEN-TV (9) Syracuse**
V.P. & Gen. Mgr. Paul Adanti
Sls. & Coml. Mgr. W. H. Bell
Prom. Mgr. Robert B. Peel
Prog. Dir. Gordon Alderman
Ch. Engr. Frank Spink
Rep.: Katz
- WSYR-TV (3) Syracuse**
Pres. & Gen. Mgr. E. R. Vadeboncoeur
Sls. Mgr. F. J. Geiger
Coml. Mgr. W. R. Alford
Prom. Mgr. Thomas McCollum
Prog. Dir. James McDonald
Ch. Engr. A. G. Belle Isle
Rep.: Headley-Reed
- KCEN-TV (6) Temple, Tex.**
Pres. Frank W. Maybarn
Asst. to Pres. Benton Bishop
Gen. Mgr. Harry Stone
Prog. Dir. Jim Bentley
Ch. Engr. W. O. Crusinberry
Rep.: Hollingbery
- KCMC-TV (6) Texarkana, Tex.-Ark.**
Pres. Walter E. Hussman
Gen. Mgr. Walter M. Windsor
Sls. Mgr. Douglas Thompson
Coml. Mgr. W. H. Robertson
Prom. Mgr. Venard Rintoul
Prod. Mgr. & McConnell
Ch. Engr.
- WSPD-TV (13) Toledo**
Pres. George B. Storer
V.P. & Mngng. Dir. Allen L. Hald
Coml. Mgr. Westford Shannon
Prog. Dir. Al Ruhfel
Prod. Mgr. John Saunders
Ch. Engr. W. M. Stringfellow
Rep.: Katz
- WIBW-TV (13) Topeka**
Gen. Mgr. Ben Ludy
V.P. & Gen. Mgr. Art Holbrook
Sls. Mgr. Hilton Hodges
Prom. Mgr. Allan Young
Prog. Dir. LeRoy Carlson
Tech. Dir. Lewis Dickensheetz
Ch. Engr. Gilbert Volles
Rep.: Capper Publications
- KOPO-TV (13) Tucson**
Pres. H. C. Tovrea
Gen. Mgr. E. S. Mittendorf
Sls. Mgr. Paul Plunkett
Prom. Mgr. Mary Smith
Prog. Dir. Cliff Stillinger
Ch. Engr. Paul Benewitz
Rep.: ForJoe

Directory (Continued)

KVOA-TV (4) Tucson

Gen. Mgr. R. B. Williams
 Bus. Mgr. Harper M. Phillips
 Sls. Mgr. John C. Underwood, Jr.
 Prog. Dir. Ben L. Slack, Jr.
 Ch. Engr. Raymond H. Holsclaw
 Rep.: Raymer

KVVG (27) Tulare

Gen. Mgr. Cordell Fray
 Coml. Mgr. John D. Seaman
 Prom. Mgr. Clair Weidenaar
 Prog. Dir. Ben Bard
 Ch. Engr. Don Ferguson
 Rep.: Forjoe

KCEB-TV (23) Tulsa

Owner Elfred Beck
 Gen. Mgr. N. Ray Kelly
 Sls. Mgr. John J. Howley
 Coml. Mgr. William McLaren
 Prom. Mgr. Herbert E. Hoff, Jr.
 Prog. Dir. Ch. Engr. Bolling
 Rep.: Bolling

KOTV (6) Tulsa

Gen. Mgr. Helen Alvarez
 Sta. Mgr. Dick Campbell
 Sls. Mgr. Robert Freeland
 Coml. Mgr. Don Thompson
 Prom. Mgr. George Jacobs
 Prog. Dir. Ch. Engr. Petry
 Rep.: Petry

KETX-TV (19) Tyler, Tex.

Owner & Gen. Mgr. Jacob A. Newborn
 Ch. Engr. James Womack
 Rep.: Pearson

WKTV (13) Utica, N. Y.

Pres. Myron J. Kallet
 Exec. V. Pres. William T. MacNeilly
 Gen. & Sls. Mgr. Michael C. Fusco
 Coml. Mgr. Felix Jacobs
 Prom. Mgr. Frank Grunewald
 Prog. Dir. Jack Fredericks
 Ch. Engr. DeForest T. Layton, Jr.
 Rep.: Donald Cooke

KANG-TV (34) Waco

Pres. Clyde Weatherby
 Gen. Mgr. Bob Walker
 Sls. & Coml. Mgr. Earl Rast, Jr.
 Prom. Mgr. King Bridges
 Prog. Dir. Paul Brown
 Ch. Engr. J. H. Smith
 Rep.: Pearson

WMAL-TV (7) Washington

V.P. & Gen. Mgr. K. H. Berkeley
 Asst. Gen. Mgr. Charles L. Kelly
 Sls. Mgr. Neal Edwards
 Sls. Prom. Mgr. E. Haywood Meeks
 Prog. Dir. Charles D. Bishop
 Ch. Engr. Frank Harvey
 Rep.: Katz

WNBW (4) Washington

Gen. Mgr. Carleton D. Smith
 Sls. Dir. Joseph Goodfellow
 Sls. Mgr. Charles DeLozier
 Prom. Mgr. Robert M. Adams
 Publ. Dir. Jay Royen
 Prog. Dir. James E. Kovach
 Prom. Mgr. George Dorsey
 Ch. Engr. John Rogers
 Rep.: NBC Spot Sales

WTOP-TV (9) Washington

Pres. & Gen. Mgr. John S. Hayes
 V.P. chg. Sls. George F. Hartford
 Sls. Mgr. Robert Bordley
 Dir. Sls. Prom. Warren Boorum
 V.P. chg. Prog. Lloyd Dennis
 Dir. Audnc. Prom. Cody Pfanstiehl
 V.P. chg. Engrs. Clyde M. Hunt
 Rep.: CBS Spot Sales

WTTG (5) Washington

Gen. Mgr. Leslie G. Arries, Jr.
 Sls. Mgr. George Griesbauer
 Mchds. Supvr. Martin Calle
 Prom. Mgr. George Flax
 Prog. Dir. Vic Guidice
 Ch. Engr. Malcom Burleson
 Rep.: Blair

WATR-TV (53) Waterbury, Conn.

Pres. Harold Thomas
 Gen. Mgr. Samuel Elman
 Sls. Mgr. Wally King
 Coml. Mgr. Edmund Waller
 Prom. Mgr. Andrew Toross
 Prog. Dir. Ch. Engr. G. W. Clark
 Rep.: G. W. Clark

KWWL-TV (7) Waterloo, Ia.

Pres. & Gen. Mgr. Ralph J. McElroy
 Sls. & Coml. Mgr. Donald E. Inman
 Prom. Mgr. Wally Blake
 Prog. Dir. Warren Mead
 Ch. Engr. Tex Kirksey
 Rep.: Headley-Reed

KRCV-TV (5) Weslaco, Tex.

Owner-Pres. O. L. (Ted) Taylor
 Tv Dir. Millman Rochester
 Gen. Mgr. Byron W. Ogle
 Sls.-Coml. Mgr. Allan Page
 Prom. Mgr. Jim Cook
 Prog. Dir. Lewis Hartwig
 Ch. Engr. Raymer
 Rep.: Raymer

WIRK-TV (21) West Palm Beach

Pres. & Gen. Mgr. Joseph S. Field, Jr.
 Sta. & Sls. Mgr. Arthur L. Gray
 Prom. Mgr. Bill Stokes
 Prog. Dir. Shirlee Barrish
 Ch. Engr. William Heitzman
 Rep.: Weed

WTRF-TV (7) Wheeling, W. Va.

Pres. Thomas M. Bloch
 Exec. V. Pres. Robert W. Ferguson
 & Gen. Mgr. H. Needham Smith
 Sls. Mgr. Gregg Van Camp
 Prom. Mgr. Albert Jones
 Mchds. Mgr. Judy Lawton
 Prog. Dir. Ch. Engr. Howard Daubenmeyer
 Rep.: Hollingbery

KEDD (16) Wichita

Pres. Stanley H. Durwood
 Sls. Mgr. John E. North
 Prom. Mgr. Ben K. West
 Prog. Dir. Robert C. Currie, Jr.
 Ch. Engr. George Smith
 Rep.: Petry

KTVH-TV (12) Wichita-Hutchinson

Gen. & Sls. Mgr. Howard O. Peterson
 Reg. Sls. Mgr. Douglas Hough
 Local Sls. Mgr. Ernie Dallier
 Prom. Mgr. William S. Ritchie
 Prog. Dir. Ray Huffer
 Ch. Engr. Robert E. Marye
 Rep.: H-R

KFDX-TV (3) Wichita Falls

Pres. D. A. Cannan
 V. Pres. Howard H. Fry
 Natl. Sls. Mgr. Mott M. Johnson
 Prog. Dir. Warren Silver
 Ch. Engr. John Adams
 Rep.: Raymer

KWFT-TV (6) Wichita Falls

Pres. & Gen. Mgr. Kenyon Brown
 Prom. Mgr. A. L. Pierce
 Prog. Dir. Blaine Cornwell
 Ch. Engr. Herbert T. Wiley
 Rep.: Blair

WBRE-TV (28) Wilkes-Barre

Owner & Gen. Mgr. Louis G. Baltimore
 Sta. & Sls. Mgr. David M. Baltimore
 Coml. Mgr. Ernest Lewis

Oper. Mgr. Franklin D. Coslett
 Ch. Engr. Charles Sakoaki
 Rep.: Headley-Reed

WILK-TV (34) Wilkes-Barre

Exec. V. Pres. Roy E. Morgan
 V.P. & Gen. Mgr. Thomas P. Shelburne
 Sls. Mgr. Malcolm Dale
 Coml. Prod. Mgr. Harry L. Butler
 Prom. Mgr. Dorothy Albee
 Prog. Dir. Hal Berg
 Prom. Mgr. William P. Williams
 Ch. Engr. Theodore French
 Rep.: Headley-Reed

WDEL-TV (12) Wilmington, Del.

Sta. Exec. Clair R. McCollough
 Gen. Mgr. Barton K. Feroe
 Natl. Sls. Mgr. J. Robert Gulick
 Coml. Mgr. Glenn B. Lau, Jr.
 Prom. Mgr. Lyn Orlick
 Prog. Dir. Robert Darby
 Ch. Engr. Lew Piersol
 Rep.: Meeker

WMFD-TV (6) Wilmington, N. C.

Pres. & Gen. Mgr. Richard A. Dunlea
 Rep.: Weed

WSJS-TV (12) Winston-Salem

V.P. & Gen. Mgr. Harold Essex
 Sls. Mgr. Harry B. Shaw
 Prom. Mgr. Johnny Comas
 Oper. Mgr. Phil Hedrick
 Rep.: Headley-Reed

WTOB-TV (26) Winston-Salem

Pres. James W. Coan
 Gen. Mgr. John G. Johnson
 Prom. Dir. Mrs. Avery Van Etten
 Prog. Mgr. Tracy Lounsbury
 Ch. Engr. Hassell Bailey
 Rep.: H-R

WWOR-TV (14) Worcester, Mass.

V.P. & Gen. Mgr. Ansel E. Gridley
 Sls. & Coml. Mgr. Leonard V. Corwin
 Prom. Mgr. Rupert Neily
 Prog. Dir. Thomas C. Sawyer
 Ch. Engr. Donald F. Wise
 Rep.: Raymer

KIMA-TV (29) Yakima, Wash.

V.P. & Gen. Mgr. Thomas C. Bostic
 Sls. & Coml. Mgr. Hershel Cary
 Prom. Mgr. Joseph Ryan
 Prog. Dir. James W. Nolan, Jr.
 Ch. Engr. J. Barry Watkinson
 Rep.: Weed

WNOW-TV (49) York, Pa.

Partn. & Gen. Mgr. Lowell W. Williams
 Sls. & Coml. Mgr. John O. Borden
 Sls. Prom. Mgr. Edwin L. Jay
 Prog. Dir. Richard E. Burg
 Ch. Engr. Glenn Winter
 Rep.: Hollingbery

WSBA-TV (43) York, Pa.

Pres. Louis J. Appell, Jr.
 Gen. Mgr. C. L. Doty
 Sls. Mgr. Phillip K. Eberly
 Prog. Dir. James Curtis
 Ch. Engr. Lew Jones
 Rep.: Adam Young

WFMJ-TV (73) Youngstown, O.

Pres. & Gen. Mgr. William F. Maag, Jr.
 Sta. Mgr. Mitchell P. Stanley
 Sls. Mgr. Len Nasman
 Prog. Dir. Ronald Richards
 Ch. Engr. Frank Dieringer
 Rep.: Headley-Reed

WKBN-TV (27) Youngstown, O.

Pres. & Gen. Mgr. W. P. Williamson,
 Sta. & Coml. Dir. J. L. Bowden
 Publ. Dir. Jim Smith
 Prog. Dir. Donald S. Brice
 Ch. Engr. B. T. Wilkins
 Rep.: Raymer

KIVA-TV (11) Yuma, Ariz.
 Pres. Donald Ellsworth
 Gen. & Coml. Mgr. Jerry Burns
 Prom. Mgr. Wick Evans
 Prog. Dir. Robin Adair
 Ch. Engr. Robert Schofield
 Rep.: Forjoe

WHIZ-TV (50) Zanesville, O.
 Gen. Mgr. Vernon A. Nolte
 Natl. Sta. Mgr. Nate Milder
 Local Sta. Mgr. Robert Hodous
 Prom. Mgr. Robert Cromwell
 Prog. Dir. Robert D. Maley
 Ch. Engr. William A. Hunt, Sr.
 Rep.: Pearson

Territories & Possessions

KFIA (2) Anchorage
 Gen. Mgr. & Ch. Engr. James G. Duncan
 Oper. Supvr. Wilbur Williams
 Sta. Mgr. Phil Howarth
 Prog. Dir. Glenn Hunt
 Prod. Mgr. Bard Melton
 Rep.: Weed

KTVA (11) Anchorage
 Pres. & Gen. Mgr. A. G. Hiebert
 V.P. & Tech. Dir. Jack M. Walden
 Coml. Mgr. C. M. Conner
 Prod. Dir. Janet Conner
 Rep.: Hugh M. Feltis

KGMB-TV (9) Honolulu
 Pres. J. Howard Worrall
 V.P. & Gen. Mgr. C. Richard Evans
 Sta. Mgr. Wayne Kears
 Sla. Mgr. Ralph H. Davison, Jr.

Prom. Mgr. Faye Johnson
 Prog. Dir. Robert Costa
 Ch. Engr. Dan Hunter
 Rep.: Free & Peters

KONA (11) Honolulu
 V.P. & Gen. Mgr. John D. Keating
 Sta. Mgr. Roger Coelos
 Prod. Mgr. Roger Coelos
 Sla. & Coml. Mgr. Jack Irvine
 Prom. Mgr. Jack Walklin
 Ch. Engr. Larry Trombly
 Rep.: NBC Spot Sales

KULA (4) Honolulu
 Pres. William B. Dolph
 Gen. Mgr. Jack Burnett
 Aast. Gen. Mgr. Art Sprinkle
 Coord. of Tv. Ted R. Scott
 Sla. Mgr. Hugh Ben LaRue
 Ch. Engr. Ronnie Miyhira
 Rep.: Headley-Reed

WAPA-TV (4) San Juan
 Gen. Mgr. Charles E. Bell
 Sla. & Prom. Mgr. Cal de Mier
 Prog. Dir. Jose E. Franco
 Prod. Dir. Pepe Gonzalez
 Cordova
 Ch. Engr. Jose Arzuaga
 Rep.: Caribbean Networks

WKAQ-TV (2) San Juan
 Pres. Angel Ramos
 Gen. Mgr. R. Delgado Marquez
 Coml. Mgr. David H. Pollinger
 Prog. Mgr. Fernando Cortes, Jr.
 Ch. Engr. Angel Del Valle
 Rep.: Inter-American Publications

* Application pending for transfer of KMBC-TV to Cook Paint & Varnish Co., owner of share time WHB-TV. Under terms of transfer, WHB-TV will be merged and the call letters KMBC-TV used for the full-time operation.

** Pending FCC approval, KOY Bcstg. Co., licensee of KOY-TV, has sold its interest to Maricopa Bcstrs. Inc., licensee of share-time KOOL-TV.

Correction

In the roster of television stations owned wholly or in part by newspaper interests (TELEVISION AGE, April, 1954), KFSD-TV San Diego was erroneously listed as owned by Elliott L. Cushman, publisher of the *San Diego Shopping News*. The chief owner of KFSD-TV is Thomas E. Sharp, president, who holds 66.3 per cent of the stock. Mr. Cushman holds a CP for KUSH San Diego, a uhl station.

In the same listing, ownership of Wews Cleveland and WCPO-TV Cincinnati was attributed to the *Cleveland Press* and *Cincinnati Post* respectively. Actually, both stations are licensed to Scripps-Howard Radio, Inc. The applicant for Channel 2 in Spokane is Television Spokane, Inc. (KNEW), 40% of which is owned by The Scripps League, a Pacific Northwest newspaper chain which has no connection with Scripps-Howard.

Who's selling what to whom? We're selling SALES!!

We've got rich markets . . . responsive audiences and the kind of promotion that brings results! . . .

We're POWERFUL—Now 316,000 watts, we're one of the most powerful stations in the country. You should see our mail pull!

We're PRODUCING sales happy clients with ratings that have reached an all time high, and unmatched audience loyalty . . .

We're PROMOTING like show people ought to. This is an exciting business . . . but it's never been more exciting than at KELO.

We're POTENT with actual case histories that give us credit for 60% . . . 83% . . . even one 110% boost in sales. We really merchandise!



Larry Benson
 PRESIDENT

WMIN-TV

Minneapolis-St. Paul, Minn.
 represented by BLAIR TV



de Loyd
 PRESIDENT

KELO-TV

Sioux Falls, South Dakota
 by PAUL RAYMER CO.





YOU MIGHT RUN 100 YARDS IN 9.3 SECONDS* —

**BUT . . . YOU NEED WKZO-TV
TO SPEED UP SALES
IN WESTERN MICHIGAN!**

WKZO-TV AREA PULSE
(27 COUNTIES)
SHARE OF AUDIENCE—MON.-FRI.—APRIL, 1953

	8 a.m.- 12 noon	12 noon- 6 p.m.	6 p.m.- 12 midnight
WKZO-TV	62% (a)	52%	52% (a)
STATION "B"	26%	25%	25% (a)
OTHERS	12%	23%	23%

(a) Does not telecast for complete period and the share of audience is unadjusted for this situation.

WKZO-TV, Channel 3, serves more than 315,000 TV homes in 27 Western Michigan and Northern Indiana counties (see Pulse figures at left).

October 1953 Hooperatings for the 4-county area around Kalamazoo-Grand Rapids credit WKZO-TV with 55.6% more evening viewers, 100% more morning viewers and 400% more afternoon viewers, than the next Western Michigan television station! Enough said?

80,000 WATTS, CHANNEL 3

WKZO-TV

OFFICIAL BASIC CBS FOR WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

* This world's record was set by Melvin Patton on May 15, 1948, in Fresno, California.



The Feltzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

Wall Street Report



This is annual meeting and annual report time when the managements of American industry report to their stockholders and the stockholders talk back. Television managements, like all the rest, in the past six weeks gave an account of their stewardship.

Admiral, Columbia Broadcasting, Sylvania Electric, General Electric and Westinghouse Electric were among those companies who held annual stockholders' pilgrimages. GE investors came away with the best promise for the future — the prospect of more dividends.

Ralph Cordiner, president, told 3,000 shareowners their company's first quarter earnings were the largest in its history despite an 8 per cent decline in sales volume. Net profits topped \$47 million, equal to \$1.67 per share, a 42 per cent jump from the \$1.17 per share reported in the first three months of 1953. The jump reflected the end of the excess profits tax, and there was no reason on the horizon at the moment to indicate that the rate of increase could not be maintained. Prospects were that GE's 1954 earnings would push close to \$7 a share and the present \$4 annual-dividend rate be fattened up with an extra.

Westinghouse stockholders also received cheering news. The company held its annual meeting in California

for the benefit of its western owners. Gwylm Price, president, announced that sales for the first three months of the year were up 6.4 per cent and earnings were equal to \$1.61 a common share. In the first quarter of 1953 Westinghouse earned \$1.04 per share.

Although Wall Street traders were uncertain as to whether Westinghouse would benefit by the EPT demise to the same extent as GE this year, they were even more confident that the chances of a fatter annual dividend were good. Stockholders asked why, in view of last year's good earnings of \$4.53, the dividend rate had not been increased from the \$2 per-share annual rate. Sound policy, they were told, dictated that money be poured back into expansion during 1953 but the prospects were that in 1954 an extra dividend would be paid out. If early predictions of a net profit equalling about \$5 per share were borne out this year, that "extra" could range anywhere from 50 cents to \$1 per share.

Source of Income

In the course of his discussion with stockholders, Mr. Price noted that Westinghouse now has a bigger share of the tv set market than in 1952 or early 1953. But he gave no indication of the size of that gain.

In the listing of 200,000 additional

shares of its common stock in connection with the Employee Stock Plan, Westinghouse gave the following breakdown of its consolidated sales: apparatus—including motors, turbines and transformers—up from \$775.3 million in 1944 to \$1.2 billion in 1954; consumer lines, from \$88.7 million to \$407 million.

Thus the company's consumer lines —of which television is a growing factor, according to Mr. Price—quadrupled while the industrial items were not quite doubling. If the company's defense orders, accounting for about 24 per cent of total billings, were discounted, the fact emerges very strikingly that these "consumer items" have been the principal factor in Westinghouse's growth during the past ten years.

Don Mitchell, president of Sylvania, kept his statements to stockholders in the same optimistic groove as his bigger competitors had. He predicted that 1954 sales and earnings would be higher than the 1953 figures of \$293 million in sales and \$3.10 per-share earnings. However, the new year got off to a poor start: First quarter earnings declined to 67 cents per share from \$1.01 a year ago. But one factor to be considered was a jump of 252,288 in the number of outstanding shares this year compared to last. Sales volume for Sylvania in the first quarter was off 16 per cent but still ran 20 per cent above the volume of the first three months of 1952.

Going Up

William Paley, board chairman of CBS, also greeted the assembled investors with glad tidings. The company's first quarter earnings were up above the \$1.03 per share reported in the comparable 1953 period. Stockholders at the meeting voted approval of a proposal to permit directors to declare stock dividends in both "A" and "B" classes of common. There was no indication that the declaration of a stock dividend was pending; in view of the expansion program ahead, conservation of cash was paramount in the minds of management.

Ross D. Siragusa, president of Admiral, was one of the few big tv executives to tell stockholders that sales and

(Continued on next page)

Wall Street (Continued)

earnings at the outset of 1954 had tumbled "substantially" from the 1953 level. In the first quarter last year Admiral earned \$1.56 per share. But although he did not attempt to paint a rosy picture for the remainder of the year, Mr. Siragusa managed to end the meeting on a note of confidence. While admitting that set sales had dropped sharply, he outlined the largest expansion program in the company's history. The program envisioned greater facilities for the output of tv receivers and other appliances including refrigerators.

While these reports were being issued and the meetings held, it was interesting to note that the investing public was showing increased confidence in the future of the television industry. In mid-April Barron's index of the average price of television stocks reached a high of \$34.07 per share compared with the \$30.66 per share price recorded on January 14 during the darkest period of warnings

about what color would do to the industry.

In attempting to assess the significance Wall Street was attaching to tv stocks, some clues were provided by the Stanford Research Institute report made for Hoffman Radio. Hoffman was seeking to determine the best field for expansion in the years ahead. The Institute estimated that at present the electronics field generally accounted for \$5.5 billion in factory sales annually. Of that total, household items—tv sets included—accounted for \$1.6 billion. But by 1960, sales in the same category should hit \$3.7 billion. The industry's overall volume by 1960 is expected to be \$10 billion, slightly less than double the present level.

Success Story

From the standpoint of the average small investor, one of the most conclusive examples of the success of the tv industry—and its allied segments—has been the growth of Television-Electronics Fund, Inc. This investment company was started in 1948. As re-

cently as 1950, its total assets were \$5.7 million and its shares held by 7,000 investors. As of January 30, 1954, its assets totaled \$31.5 million and its shareholders topped 17,000.

As an open-end investment company the fund is based on the belief that the field of tv, electronics and radio will be of increasing importance. Under ordinary circumstances the company puts all its investing funds in stocks of companies in those fields. However, it sometimes invests in other industries or Government securities.

The Fund's portfolio on January 30, 1954 contained stocks of 84 companies, of which 20 were principally identified with tv set making or transmission. Radio Corp. of America, with 50,600 shares, received top rating since that represented an investment of \$1.34 million at that time. Sylvania, represented with 35,000 shares valued at \$1.2 million, held the number two spot, with Westinghouse (20,000 shares worth \$1 million), Zenith Radio Corp. (14,000 shares worth \$931,000) and GE (10,000 shares worth \$930,000) rounding out the top five in size of investment.

The Fund has paid 21 consecutive dividends. Its latest, on February 26, 1954, was 7 cents per share, an increase of 2 cents per share on the stock outstanding a year ago. Actually the Fund had a 100 per cent stock dividend in the interim. The net asset value at the end of the first quarter, on January 31, was \$7.19 per share.

now **ON THE AIR** you can BUY CHATTANOOGA

79th Market in the Nation

Population 807,200
Households 216,500
Income \$837,833,000
Ret. Sales \$373,994,000

(SRDS Consumer Markets, A & B contour area).

80,000 Sets*

* Based on A. C. Nielsen Survey plus sales to May 1, 1954

Interconnected . . . NBC • CBS • ABC • DuM.

105,200 Watts
VHF



Contact THE BRANHAM COMPANY

Stock	1954 High-Low	Last Quote*
ABC-UPT	17¼-14½	16¾
ADMIRAL	21¾-18¾	18½
AVCO	5½-4¾	4¾
CBS	54¾-41¾	53½
DU MONT	11¾-9¾	10¾
EMERSON	11¾-9¾	10
GE	124¼-87	119½
MACNAVOX	18¾-16¾	17
MOTOROLA	37¾-30¾	33½
PHILCO	34½-28	33¾
RCA	28¾-22½	28¾
RAYTHEON	10½-8½	9¾
SYLVANIA	36¾-31¾	35¾
WESTINGHOUSE	73¾-50¾	70½
ZENITH	73¾-63¾	66

*As of May 5, 1954

NARTB (Continued from page 88)

background. In 1932 he was a news commentator on KOL, Seattle, later public relations chief for KOMO-KJR. As executive secretary of the Washington State Taxpayers Association for nine years. Mr. Arney had a hand in initiating many local budget and tax reforms. He joined the NARTB in 1940 as assistant to the president.

Vice president, charge of tv affairs. Thad H. Brown, Jr., who fills this spot, has been successively counsel to the Television Board of Directors and Director of Television. A Princeton man, and Harvard, he has had extensive legal experience in the media field. For five years before joining the NARTB he was associated with the Washington law firm of Roberts & McInnis, which represented the now-dissolved Television Broadcasters Association and the Du Mont network. His father, the late Thad Brown, served as a commissioner on both the old Federal Radio Commission and the FCC from 1929 to 1940.

Director, Television Code affairs. Edward H. Bronson began a radio career with WCOL Columbus, O., after the war joined WJEF Grand Rapids as station manager. Immediately before becoming Director of Television Code Affairs, he was station director of WBNS-TV Columbus.

Chief Attorney. Vincent T. Wasilewski joined the legal staff of the NARTB in 1949, became Chief Attorney last year. He is a member of the Illinois bar.

Manager of Engineering. A one-time professor of physics and mathematics, A. Prose Walker was General Radio Engineer with the Broadcast Bureau of the FCC. During the 1946-47 hearings on color tv, Mr. Walker handled the engineering details for the Commission, briefing the members on basic color theory. He has held his present position with the NARTB since last July.

Manager, Employee-Employer Relations Department. Charles H. Tower served as a field examiner for the NLRB, working out of the Pittsburgh office. He taught labor relations at Boston University, joined the NARTB in 1949, is now acting manager of this department.

Manager, Research Department. Richard M. Allerton began as a Wall

Street bond salesman, later became a management and marketing consultant for various industries and companies. He directed radio research for Croeley, Inc., held the position of Director of Market and Radio Research for Free & Peters in New York.

Manager, Station Relations Department. William K. Treynor has been in broadcasting since 1939. He was assistant sales manager for WOL Washington, account executive for WOIC (now WTOP-TV) until 1950 when he moved over to the NARTB.

Manager of Public Affairs. Newly-appointed is John H. Smith, Jr., who supervised the NARTB's 1952 "Register and Vote" campaign which won an American Heritage Foundation award. He has been on the staffs of metropolitan newspapers and feature syndicates, for nine years was advertising manager of the Bureau of National Affairs.

Manager of Information. Fran Riley, a SPAR in the last war, was an account executive in several New York public relations firms. She later had her own program over WBBW Bedford, Ind., then handled promotion for a Chicago packager of tv-radio shows.

Many Activities

The day-by-day work of the NARTB proceeds on two levels—in the field, so to speak, and in Washington where the staff work is carried on. In addition to the regional meetings and director meetings—where, of course, industry problems are discussed and policy hammered out—some 18 NARTB committees are in operation at a time. These study such important subjects as subscription tv (complete; no report issued as yet), television circulation (just underway) and the tv code (revisions recommended last March)

From Washington comes a steady stream of information: latest engineering developments, marketing studies, wage-hour rulings, legal advice—all valuable aids to the members. A weekly newsletter reports on the status of all legislation affecting the industry, summarizes FCC rulings, regulations and hearings. While the NARTB itself does not take a position in regard to individual station cases, it does not hesitate to oppose measures the directors consider inimical to tv-radio in-

(Continued on page 114)

IN DETROIT
You
Sell More
on
CHANNEL

4

WWJ-TV

NBC Television Network
DETROIT

Associate AM-FM Station WWJ

Owned and Operated by THE DETROIT NEWS

National Representative

THE GEORGE P. HOLLINGBERY CO.

Customers go on the storepath

when Sioux City Sue beckons. She specializes in uprisings. After a commercial is chanted from the KFTV wigwam, customers rise and storm trading posts in 31 Iowa, Nebraska and South Dakota counties, where

annual retail sales climb to \$653 million. We have a covered wagon full of case histories of KFTV effectiveness; examples on request. Or pow-wow with The Katz Agency, our national reps.



KFTV Channel 9

Sioux City

CBS, NBC, ABC & Dumont

NARTB (Continued from page 113)

terests. Few weeks go by during which staff officials do not appear before Congressional committees or the FCC.

Over the past couple of years, for instance, the NARTB has:

- Opposed the Gathings Resolution which asked for an investigation of the tv-radio industry to discover "malpractices." Result: The House committee recommended against government censorship of any kind and voiced confidence in the industry's self-regulation.
- Opposed the Benton bill which would have created a Federal board to recommend "censorship" measures. Result: The measure was never reported out of committee.
- Opposed assignment of frequencies for theatre tv which would have "infringed" on those used by tv and radio stations. Result: The FCC ruled that theatre tv should be a common carrier operation.
- Opposed Sen. Ed. Johnson's baseball bill which would have allowed ball clubs to limit tv-radio coverage. Re-

sult: The bill did not reach the floor of the Senate.

•Opposed the Bryson Bill which would ban transmission of all alcoholic beverage advertising moving across state lines. Result: Still in committee, the measure is given little chance of being reported out.

•Opposed the FCC's schedule of station license fees. Result: The Senate committee recommended no action for 18 months until full study could be made: the FCC complied.

These are just a few examples of NARTB activity. But they are indicative of the powerful role the association can and does play. They also testify that the NARTB has been able to weather the opposition within and without, prosper and develop while coordinating and serving the diverse interests within the industry.

With television on the threshold of its greatest period of growth, the NARTB will have its work cut out. A tremendous job lies ahead but the 2000 delegates in Chicago are convinced that the job will be done.

They're The Tops

This month TELEVISION AGE introduces a new service feature, a listing of the top 15 "penetration" markets compiled by The Pulse, Inc. The base is the number of radio-owning homes in the metropolitan areas of each city.

Baltimore	93.9
Milwaukee	93.0
Cleveland	91.9
Philadelphia	90.3
Buffalo	90.0
Boston	88.8
Providence	88.6
Washington	88.3
Cincinnati	88.1
Los Angeles	88.0
Detroit	87.9
St. Louis	87.9
Chicago	87.7
Dayton	87.7
New York	87.5



SWEET MUSIC for sponsors . . . from the producers of The LIBERACE Show . . .

The **FLORIAN ZABACH** Show

30 Minutes of Musical Enchantment!

The **FRANKIE LAINE** Show
with **CONNIE HAINES**

30 Minutes of Musical Merriment!

And don't overlook these current GUILD hits:

- ★ THE LIBERACE SHOW (Radio version also available)
- ★ THE JOE PALOOKA STORY
- ★ LIFE WITH ELIZABETH, starring Betty White



See us in Chicago at the NARTB CONVENTION

Guild Films
COMPANY INC.

420 MADISON AVENUE
NEW YORK 17, N. Y.

Slavick (Continued from page 65)

when a firm or a small group of firms attempts to monopolize and black out a channel which belongs to the public as a whole, the effect is to convert broadcasting to a common carrier system.

Of course, we can picture some dissatisfaction among the customers who patronize this slot machine operation and instead of a jackpot catch a row of lemons.

Imagine an average family being soaked 90 cents to see a feature, when half way through the phone rings, or visitors call and interrupt, or the feature turns out to be something like Joe Walcott's last championship endeavor.

But if they want to take the chance, that is the right of any individual.

However, a rather frightening thought arises. Those who believe that they will get better entertainment by paying more for it than the trifling amount now allocated to advertising, which is a fractional percent of the price of articles made cheaper because of that advertising, may find that they are actually merely paying through the nose for much which they already get for nothing.

A Killing?

Let us assume that two top college football teams are scheduled at a charge of \$1. Think of the millions that might conceivably bring in to the slot machine boys. With money from a few of these hold-ups, they would be in a position to outbid our broadcasting industry.

What can there be in the way of a sporting event more spectacular than a World Series, a Kentucky Derby, a Rose Bowl game, a heavyweight championship prize fight? All these now come to the viewers free, and under a system of competitive bidding which rewards the participants more richly than ever before.

Again the propagandists for PAYS have found it effective to shed crocodile tears. They attempt to show that the present form of tv cannot be supported by the advertising dollar. This is an old song that was sung back in the early days of radio, in the latter '20s, when advertisers, broad-

casters and the public wondered who was going to pay. We know what happened then.

Among the proponents of PAYS are a big movie production firm, a tv manufacturer and others who want to go into business without building or owning one station or network and with no responsibility to the public.

The public interest is of no concern to these people.

I have asked them, "What about public service? Who is going to take care of the development of the less pretentious programs which must be offered as a service along with the big shows?" They shrug. They don't care. They say, "If the subscribers want educational programs badly enough, we'll sell them."

They want to take all the cream, without any obligation to the public as set up by the FCC under the standards set forth by the communications act.

They would leave us what they

didn't want—and the responsibilities to the public which they will not assume.

Unfortunately, a few telecasters have been sold this idea of PAYS. In many cases these are men who have no earthly right to hold a license, because in accepting this idea they are admitting that they are unable to sustain a program service—



Henry W. Slavick

one of the major considerations in the granting of that license by the FCC. We in the industry have a responsibility to the public to make known this threat to something which has become so important in American home life.

In the June issue of TELEVISION AGE a proponent of subscription television will offer a rebuttal to Mr. Slavick's article.

SOON—MAXIMUM POWER LOOK at the SELLING CIRCLE

INTER
CONNECTED



INTER
CONNECTED

Cover the SELLING CIRCLE

POPULATION—382,000

RETAIL SALES—\$364,000,000

KCMC-TV  Tezarkana
Ark.,
Tex.

Represented by Venard Rintoul & McConnell, Inc.
Southwest only—Clyde Melville Co.

Unduplicated Television Coverage In the Booming Southwest
Sets in Use: 66,223

**The ONE and ONLY television station
in the nation's 9th largest market which
operates with the MAXIMUM POWER
authorized by the Federal Communications Commission . .**

KSD-TV

The St. Louis Post-Dispatch Television Station

...100,000 WATTS

on easy-to-tune

Very High Frequency Channel **5**

**KSD-TV is America's FIRST completely postwar
equipped television station . . . established on
February 8, 1947 . . . and the FIRST CHOICE of
advertisers who have products and services to
sell to the St. Louis Market.**

N B C TELEVISION NETWORK

National Advertising Representative: NBC SPOT SALES

TELEVISION AGE *List of Agency Timebuyers*

(The following roster covers the leading New York and Chicago agencies and their timebuying personnel.)

NEW YORK

Anderson & Cairns, Inc.

488 Madison Avenue
MUrray Hill 8-5800

Stewart Brown
Victor Seydel
Jean Simpson

Atherton & Currier, Inc.

420 Lexington Avenue
LExington 2-8795

William Tleman

N. W. Ayer & Son, Inc.

30 Rockefeller Plaza
CIrcle 6-0200

T. J. McDermott, Dir. of Radio-TV Plans
Charles M. Wilda, Head Timebuyer
Richard Bunbury
William Croasdale
Helen Hartwick
Paul Kizenberger
Jane McDonald
Robert Mortensen
Jack Purves
Joan Ruttman
Elaine Sloat

Badger & Browning & Hersey, Inc.

630 Fifth Avenue
CIrcle 7-3719

Robert Hersey
Richard Mason
Jack Wilcher

G. M. Basford Company

60 East 42nd Street
MUrray Hill 2-2838

R. V. Muscarell

Ted Bates & Company

630 Fifth Avenue
JUdson 6-0600

Edgar Small, Media Director
Mac Donald Dunbar
William J. Kennedy
Winston Kireheat
Christopher F. Lynch
Jack McCarthy
Frank McCann
Ned Midgeley
Al Petcavage

Batten, Barton, Durstine & Osborn, Inc.

383 Madison Avenue
ELdorado 5-5800

Frank Silvernail, Head Timebuyer
Tucker Scott, Asst.
Mary Ellis
Hope Martinez
Richard McKeever
George Polk
Elenore Scanlan
Gertrude Scanlan
Fred Stoutland
Robert Tatum
Ted Wallower

Victor A. Bennett Co., Inc.

511 Fifth Avenue
MUrray Hill 7-2186

Victor A. Bennett
Edward D. Kohn

Benton & Bowles, Inc.

444 Madison Avenue
MUrray Hill 8-1100

Charles Pooler, Senior V.P. in charge of
Marketing, Research & Merchandising
Milton Klebler
Fred Api
Paul Benson
Frank Carvel
Lee Currilin
George Duram
Art Hemstead
Bern Kanner
Helen Kowalsky
Thomas Mahon
Mary McKenna
William Murphy
Grace Porterfield
Lee Rich
Jack Sinnott
Thomas Tilton
Sam Vitt

Birmingham, Castleman & Pierce, Inc.

136 East 38th Street
LExington 2-7550

John McNeil
Stephen W. Siddie, Jr.

The Biow Co., Inc.

640 Fifth Avenue
PLaza 9-1717

John Kucera, Dir. of Radio &
Television Timebuying
Mildred Fulton
Kenneth Kearns
Ethel Wieder
E. G. Van Horsen
Al Sessions

Ben B. Bliss & Co., Inc.

1475 Broadway
BRyant 9-5528

Ben Bliss
M. Gloria

Blaine-Thompson Company

234 West 44th Street
LONagare 4-0800

Lee Frankel
Ethel Holstein
Leonard Turin

Bosell & Jacobs, Inc.

2 West 45th Street
MUrray Hill 7-6210

Harold Fair

Brooke, Smith, French & Dorrance, Inc.

52 Vanderbilt Avenue
MUrray Hill 6-1800

H. E. Pengel, Jr.

Carl S. Brown Company

30 Rockefeller Plaza
PLaza 7-4610

Herbert Stott
Rosemary Vitanza

Franklin Bruck Advtg. Corp.

1270 Sixth Avenue
CIrcle 7-7600

H. Gold
M. J. Kleinfeld
Alice Ross

Buchanan & Co., Inc.

1501 Broadway
BRyant 9-7900

Nat Strom
Mildred Ingvall

Leo Burnett Co., Inc.

677 Fifth Avenue
MUrray Hill 9-9480

William McIlvaine

Calkins & Holden, Carlock, McClinton & Smith, Inc.

247 Park Avenue
PLaza 5-6900

Dudley Coan
Thomas H. Young

Campbell, Ewald Co., Inc.

1 East 57th Street
MUrray Hill 8-3190

John Passmore

The Caples Company

295 Madison Avenue
MUrray Hill 4-6800

Ruth Folster

Cayton, Inc.

9 West 40th Street
LExington 2-1711

Allen Black
Donna Quigley

Cecil & Presbrey, Inc.

247 Park Avenue
MUrray Hill 8-1234

Herb Gruber, Head Timebuyer
Charlotte Corbett
Harry Parnas
Jayne Smathers
Leonard Tarcher

Harry B. Cohen Advtg., Inc.

1 East 57th Street
OXford 7-0660

Elizabeth Black
Arthur Harrison

Wendell P. Colton Company

122 East 42nd Street
OXford 7-2250

W. W. Breslin

Timebuyers (Continued)

Compton Advertising, Inc.

261 Madison Avenue
OXford 7-2400

Henry Clochessy, Head Timebuyer
James Aull
Jeanne Bahr
Thelda Cordani
Martin Hansen
Graham Hay
Ruth Jones
Bob Liddel
Bert Mulligan
Genevieve Schubert

Cowan & Dengler, Inc.

527 Fifth Avenue
MUrray Hill 2-0940

Clem Boyd
A. Marie Maus
Thomas Moore
Christine Perkins

Samuel Croot Agency

28 West 44th Street
BRyant 9-2588

Don Brandt
William Dollison

Cunningham & Walsh, Inc.

260 Madison Avenue
MUrray Hill 3-4900

Newman McEvoy
Robert Burke
C. Joseph Garin
Charles J. Helfrich
John Morèna
Howard Spokes
William White

Dancer-Fitzgerald-Sample

347 Madison Avenue
ORegon 9-0600

L. T. Fischer, Media Director
Clifford Botway
Jack Glebel
Patricia Hawley
Frank Howlett
Albert Long
Frank Moriarity
Lee Oakes
Jack Stack
David Wham

Herschel Z. Deutsch & Co., Inc.

575 Madison Avenue
PLaza 3-1788

Herschel Deutsch
Madeline Allison

Doherty, Clifford, Steers & Shenfield, Inc.

350 Fifth Avenue
BRyant 9-0445

Donald Quinn
Lee Gaynor
Jerry Gibson

Donahue & Coe, Inc.

1270 Sixth Avenue
Columbus 5-2772

Evelyn Lee Jones
Carolyn Diem

Dowd, Redfield & Johnstone, Inc.

501 Madison Avenue
MUrray Hill 8-1275

Wally Lancton

Doyle, Dane, Bernbach, Inc.

20 West 43rd Street
LOngacre 5-7878

Maxwell Dane
Charles Green

Monroe F. Dreher, Inc.

30 Rockefeller Plaza
Circle 6-6675

Rudolph Klagstad
Lee Petry

Roy S. Duratine, Inc.

730 Fifth Avenue
Circle 6-1400

James Tetrino

Ellington & Company

535 Fifth Avenue
MUrray Hill 7-4300

Hal James
Daniel Kane

Erwin, Wasey & Co., Inc.

420 Lexington Avenue
LEXington 2-8700

Hal Davis
Keith B. Shaffer

William Esty Co., Inc.

100 East 42nd Street
OXford 7-1600

Richard C. Grahl, Head Timebuyer
Jack House
Frank Mahon
Harry Martin
Charles White

Courtland D. Ferguson, Inc.

45 Rockefeller Plaza
PLaza 7-2411

Phillip Jackson

Foote, Cone & Belding

247 Park Avenue
MUrray Hill 8-5000

Arthur Pardoll, Dir. of Broadcast Media
Peter Bardach
Annabel Bornkessel
Vincent DeLuca
Penelope Simmons

Albert Frank-Guenther Law, Inc.

131 Cedar Street
COrtlandt 7-5060

Robert Day
Thelma Nurse

French & Preston, Inc.

1 East 43rd Street
MUrray Hill 7-8550

Mildred Gannon

Friend, Reiss, Mc Glone

221 West 57th Street
PLaza 7-8030

Ed Ratner

Fuller & Smith & Ross, Inc.

71 Vanderbilt Avenue
MUrray Hill 6-5600

Bernard G. Rasmussen

Gardner Advertising Agency

9 Rockefeller Plaza
Columbus 5-2000

James Marshutz

The Getschal Company

49 East 51st Street
PLaza 8-1100

Budd Getschal
Enid Palmer

Geyer Advertising, Inc.

745 Fifth Avenue
PLaza 1-3300

Betty Powell
Carol Sleeper

Grant Advertising, Inc.

655 Madison Avenue
TEmpleton 8-9393

Thomas J. Ellis

Monroe Greenthal Co., Inc.

445 Park Avenue
PLaza 9-8640

Herb Hauser

Grey Advertising Agency, Inc.

166 West 32nd Street
OXford 5-2000

Richard Bean
Warren Stewart
Helen Wilbur

Guilford Advertising Agency

350 Fifth Avenue
PENnsylvania 6-8518

Frances G. Guilford

Lawrence C. Gumbinner Advtg. Agency, Inc.

655 Madison Avenue
TEmpleton 8-1717

Paul Gumbinner
Anita Wasserman

The M. H. Hackett Company

9 Rockefeller Plaza
Circle 6-1950

Alda Stearns

Hanley, Hicks & Montgomery, Inc.

500 Fifth Avenue
LOnacre 5-5000
H. E. Lehman

Ralph Harris Advertising

280 Madison Avenue
MUrray Hill 3-8778
Patricia Marshall

Hasard Advertising Company

295 Madison Avenue
ORegon 9-1500
Daniel S. Heath

Hewitt, Ogilvy, Benson & Mather, Inc.

575 Madison Avenue
MUrray Hill 8-6100
Ann Janowicz
Martin Kane

Hicks & Greist, Inc.

420 Lexington Avenue
MUrray Hill 3-9135
Peter A. Krug
Eileen Cummings

Hilton & Riggio, Inc.

4 West 58th Street
MUrray Hill 8-4224
Peter Hilton
Maria Carayas

Hirshon-Garfield, Inc.

745 Madison Avenue
MUrray Hill 8-8900
Sylvan Taplinger
Eleanor Yotka

Huber Hoge & Sons

699 Madison Avenue
TEmpleton 8-0200
Eleanor Pryde
Lillian Zogheb

Charles W. Hoyt Co., Inc.

551 Fifth Avenue
MUrray Hill 2-2000
Douglas Humm
C. B. Donovan

Hutchins Advertising Co., Inc.

16 West 46th Street
PLaza 7-8526
H. Pierson Mapes

Jackson & Company

62 Worth Street
WOrth 5-7005
John Yeargain

Duane Jones Co., Inc.

570 Lexington Avenue
PLaza 3-4848
Betty Nasse

Kastor, Farrell, Chesley & Clifford, Inc.

247 Madison Avenue
PLaza 1-1400
Jack Peters

The Joseph Kats Company

488 Madison Avenue
MUrray Hill 8-1223
Catherine Mauch

The Keilson Company

117 West 46th Street
JUdson 2-1797
J. F. Kellson

Kelly, Nason, Inc.

247 Park Avenue
MUrray Hill 8-3300
Arthur F. Dermody
Walter Simons

Kenyon & Eckhardt, Inc.

247 Park Avenue
MUrray Hill 8-5700
Phillip Kenny, Chief Timebuyer &
Coordinator
Larry Domino
Mary Dwyer
Robert E. Erath
David J. Gillespie, Jr.
Louis Kennedy
Lucy Kerwin
Hal Slesber
Tom Viscardi
Robert Wulforth

Kiesewetter, Baker, Hagedorn & Smith, Inc.

9 East 40th Street
LEXington 2-0025
Horace Hagedorn
Elizabeth Thompson

Abbott Kimball Co., Inc.

250 Park Avenue
PLaza 3-9600
Miriam Traeger

Kudner Agency, Inc.

575 Madison Avenue
MUrray Hill 8-6700
John Marsich
Ann Gardiner
John Murphy
Marjorie Scanlon

J. R. Kupsick Advtg., Agency

122 East 42nd Street
MUrray Hill 6-7288
J. R. Kupsick
S. Kamps
Elaine Lenoble

Lambert & Feasley, Inc.

60 East 42nd Street
MUrray Hill 7-8980
Joseph Burland
William Hinman

C. J. La Roche & Co., Inc.

247 Park Avenue
PLaza 5-7711
Chester J. La Roche
Stuart Ludlum
Sally Mansfield

Al Paul Lefton Co., Inc.

521 Fifth Avenue
Vanderbilt 6-4340
John Flak
Ruth Friedlander

Lennen & Newell, Inc.

17 East 45th Street
MUrray Hill 2-5400
Frank Daniel
William Smith

S. R. Leon Co., Inc.

119 West 57th Street
Circle 6-9600
M. S. Brooknyer
Howard M. Roshkow

Lewin, Williams & Saylor, Inc.

40 East 49th Street
MUrray Hill 8-6200
William R. Seth, Jr.

Mac Manus, John & Adams, Inc.

444 Madison Avenue
PLaza 9-3221
Henry Fownes
Mark Lawrence

David J. Mahoney, Inc.

122 East 42nd Street
OXford 7-0480
Roger Bumstead

Marks-Aiken

150 East 35th Street
JUdson 2-3838
Lawrene B. Marks

Marschalk & Pratt Co., Inc.

535 Fifth Avenue
Vanderbilt 6-2022
Eugene Cogan
Cameron Higgins
Andrew J. Purcell

J. M. Mathes, Inc.

260 Madison Avenue
LEXington 2-7450
Edna Cathcart
Dick Jackson
Read Wight

Timebuyers (Continued)

Mazon, Inc.

12 East 53rd Street
PLaza 9-7676

Thomas McGuire
Murray Roflis
Ray Stone

McCann-Erickson, Inc.

50 Rockefeller Plaza
JUdson 6-3400

William Dekker, V.P. in charge
of Media
Thaddeus S. Kelly, Mgr. of
Radio-TV Timebuying
Helen Chuda
Michael Donovan
William Pellenz
James Podester
Thomas Swick
Frances Velthuys

C. L. Miller Company

521 Fifth Avenue
MUrray Hill 2-1010

George V. Carhart
Rita Driscoll

Emil Mogul Co., Inc.

250 West 57th Street
JUdson 2-5200

Lynn Diamond
Les Dunier
Elaine Schachme

Morey, Humm & Johnstone, Inc.

350 Fifth Avenue
LOngacre 4-2240

Kathryn Shanahan
L. V. Van Doren

Morse International

122 East 42nd Street
OXford 7-2100

Chester C. Slaybaugh
C. H. Weissner

Moselle & Eisen

522 Fifth Avenue
MUrray Hill 2-4939

Mildred Taxman

John F. Murray Advtg. Agency

22 East 40th Street
LEXington 2-8000

A. Carle

Needham & Grohmann, Inc.

30 Rockefeller Plaza
CIRCLE 5-6200

John M. Handley
Harry C. Ledingham

Albert Sidney Noble

52 Vanderbilt Avenue
MUrray Hill 6-8788

Albert Noble
Troy Ferguson

R. T. O'Connell

420 Madison Avenue
PLaza 3-5412

R. T. O'Connell

Robert W. Orr & Assoc., Inc.

4 West 58th Street
PLaza 9-8050

Louis L. Ergmann
Eleanor Accles

Paris & Peart

370 Lexington Avenue
MUrray Hill 9-2424

Harold L. Mooney
Weymouth M. Symmes

Peck Advtg. Agency, Inc.

400 Madison Avenue
PLaza 3-0900

Sidney Alexander
S. S. Schweitzer

Picard, Marvin & Redfield

48 East 43rd Street
MUrray Hill 2-3883

(no specified buyer)

Platt, Zachary & Sutton, Inc.

7 East 44th Street
MUrray Hill 7-3240

Thomas O'Donnell

Product Services, Inc.

10 East 44th Street
MUrray Hill 7-0204

Les L. Peraky
Shirley Herz
Charlene Hirst
Herman Lieberson
Elaine Starr

Fletcher D. Richards Company

10 Rockefeller Plaza
JUdson 6-5400

E. A. Elliott
James Kelly

Ruthrauff & Ryan, Inc.

405 Lexington Avenue
MUrray Hill 6-6400

Daniel M. Gordon
Phillip Branch
Herbert Claassen
Ed A. Fonte
Ray McArdle

Ben Sackheim Company

2 West 59th Street
PLaza 1-2200

Rita O'Sullivan

St. Georges & Keyes, Inc.

250 Park Avenue
PLaza 5-1180

Stanley J. Keyes, Jr.
James J. Fresman
William J. O'Brien

Frank B. Sawdon, Inc.

270 Park Avenue
PLaza 5-1324

Jerry Bess

Scheideler, Beck & Werner, Inc.

487 Park Avenue
MUrray Hill 8-8866

Vera Brennan
Nina Flinn
Sally Reynolds
Ann Small

Schwab & Beatty, Inc.

488 Madison Avenue
MUrray Hill 8-3813

Robert W. Beatty
George Perkins

Sherman & Marquette

10 Rockefeller Plaza
PLaza 7-6400

John Crandall, Media Director
John Collins
Janet A. Gilbert
Vicki Gundell
Frances John
Arthur Linge
Andrew Zeis

John Shrager, Inc.

2 West 46th Street
JUdson 6-4562

Robert V. Frey

Raymond Spector Co., Inc.

445 Park Avenue
MUrray Hill 8-4407

Richard Blaine

Steiner, Towers, Dobrin & Kaus, Inc.

221 West 57th Street
CIRCLE 6-0913

Frank Kaus

Storm & Klein, Inc.

331 Madison Avenue
MUrray Hill 7-4460

Arthur Klein

Street & Finney, Inc.

76 Ninth Avenue
WATkins 4-8510

Helen Thomas

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 Fifth Avenue
OREgon 9-2500

Jean Carroll
John McCorkle
Stephen Suren

J. Walter Thompson Company

420 Lexington Avenue
MUrray Hill 3-2000

James O. Luce, Head Timebuyer
Joy Adragna
Folly Allen
Lucien Chimens
Trowbridge Elliman
Thomas Glyna
Joseph Kelleher
Mario Kircher
Richard Malkin
Frank Marshall
Sandy McLean
Allan Sachs
Jayne Shannon
Nancy Smith
William Thomas
Alice Wolf
Anne Wright

Thwing & Altman, Inc.

444 Madison Avenue
Murray Hill 8-0626
Joseph Ganz

Tracy, Kent & Co., Inc.

515 Madison Avenue
ELdorado 5-4404

Frank S. Kent
William I. Tracy
Phillip A. Baecker
F. W. Haas

Victor van der Linde Company

683 Fifth Avenue
ELdorado 5-5185

Victor van der Linde
Agnes Kingsley
Charlotte Rains

Victor & Richards, Inc.

12 East 41st Street
Murray Hill 8-0420

Victor D. Kindeman, Jr.
Janet Murphy

W. L. Vomack, Inc.

341 Kings Highway
Brooklyn, N. Y.
ESplanade 5-6603

W. L. Vomack
Phillip Laban
Ann Wiener

Warwick & Legler, Inc.

230 Park Avenue
Murray Hill 4-5800

Joseph Hudack
Jerry Molfese
Harry Way

William H. Weintraub Co., Inc.

488 Madison Avenue
PLaza 1-0900

Joan Stark
Vince Atherton
Mary Dowling
Pat Lattanzi

Weiss & Geller, Inc.

400 Madison Avenue
PLaza 3-4070

Max Tendrich
Eugene Brody

The Wesley Associates

247 Park Avenue
ELdorado 5-2680

Joseph Knap

The Wexton Company

1780 Broadway
PLaza 7-7835

Larry Schwartz

Wildrick & Miller

630 Fifth Avenue
JUdson 6-3310

Richard Barco

Wyatt & Schuebel

40 East 51st Street
ELdorado 5-7785

Jack Wyatt
Reggie Schuebel
Jeanne Sullivan

Young & Rubicam, Inc.

285 Madison Avenue
Murray Hill 9-5000

Peter G. Levathes, V.P. & Dir. of
Media Relations Dept.

Frank Coulter
Thomas M. Hackett
William E. Matthews
Charles T. Skeiton
Henry L. Sparks
Samuel Thurm
Warren Bahr
Kay Brown
Edwin Byrne
William Dollard
Seymour Drantch
John Flournoy
Frank Grady
Kirk Greiner
Vance Hicks
George Hoffman
Joseph Lincoln
Martin Lukaschok
Thomas Lynch
Martin Murphy
Desmond O'Neill
A. B. Pratt
Lorraine Ruggiero
Russell Young

Associate
Directors

CHICAGO

Aubrey-Finlay-Marley & Hodgon, Inc.

230 N. Michigan Avenue
Financial 6-1600

Gene Fromhers

N. W. Ayer & Son, Inc.

135 S. LaSalle Street
RAndolph 6-3456

Rod Mitchell

Batten, Barton, Durstine & Osborn, Inc.

919 N. Michigan Ave.
SUperior 7-9200

Russell W. Tolg
Cora Hawkinson

Beaumont & Hohman, Inc.

6 N. Michigan Avenue
RAndolph 6-6181

Clark Trudeau

Walter F. Bennett, Inc.

20 N. Wacker Drive

FRanklin 2-1131

Jane Gunther

Gordon Best Company

228 N. LaSalle Street
STate 2-5060

Edwin A. Trizil
Richard Best

Bisberne Advtg. Company

185 N. Wabash Avenue
RAndolph 6-1111

R. Bernstein

Bozell & Jacobs

205 N. LaSalle Street
CEntal 6-0870

Gertrude Rusanov

E. H. Brown Advtg. Agency

20 N. Wacker Drive
FRanklin 2-9494

Ellen Korngiebel

Buchen Company

400 W. Madison Avenue
RAndolph 6-9305

Howard W. Rose
C. W. Fisher

Leo Burnett Co., Inc.

360 N. Michigan Avenue
CEntal 6-5959

Seymour Banks, Group Head
R. Bowan Munday
Rex French
John Harper
Ken Fleming, Group Head
Richard Coons
Kathleen Myers
John Boden
Nicolas Wolf
Leroy Boyer, Group Head
Helen Stanley
Harold Tillson, Group Head
William Pendill

Calkins & Holden, Carlock, Mc Clinton & Smith, Inc.

333 N. Michigan Avenue
RAndolph 6-3831

Wayne Fickinger
Roy Kosinaki

Campbell, Ewald Co., Inc.

230 N. Michigan Avenue
CEntal 6-1946

James Gentile

Campbell-Mithun, Inc.

919 N. Michigan Avenue
DElaware 7-7553

Minnie Kaplan

The Caples Company

225 E. Erie
SUperior 7-6016

Ralph Hartsing, Jr.
D. J. Powers

Timebuyers (Continued)

Christiansen Advtg. Agency

135 S. LaSalle Street
CEntral 6-2484

Clara Welsh

Compton Advertising, Inc.

59 E. Van Buren
HArrison 7-6935

Beverly Haldeman

Critchfield & Company

720 N. Michigan Avenue
SUperior 7-3061

R. D. Cunningham

Dancer-Fitzgerald-Sample

221 N. LaSalle Street
FInancial 6-4700

Joseph Sample

W. B. Doner & Company

203 N. Wabash Avenue
DEarborn 2-4676

Herbert Putram
Skip Kostman

Doremus & Company

208 S. LaSalle Street
CEntral 6-9132

Charles C. Greene

Frank E. Duggan Advertising

307 N. Michigan Avenue
RAndolph 6-1076

George O'Leary

Ewell & Thurber Associates

23 E. Jackson Boulevard
WEbster 9-0911

A. J. Engelhardt
A. L. Bonk

First United Broadcasters

201 N. Wells Street
RAndolph 6-7800

Maryellen Convery

Fitzmorris Advertising

6 N. Michigan Avenue
CEntral 6-6902

Katherine J. Troccko

Foote, Cone & Belding

155 E. Superior Street
SUperior 7-4800

Genevieve Lemper
Dorothy Fromherz
Gwen Dargel

Fuller & Smith & Ross, Inc.

105 W. Adams Street
ANdover 3-5011

Charles W. Billingsley

Glen, Jordan & Stoetzel

307 N. Michigan Avenue
STate 2-8927

George McGivern

Goodkind, Joice & Morgan, Inc.

919 N. Michigan Avenue
SUperior 7-6746

Florence A. Neighbors

Gourfain-Cobb Advtg. Agency

400 N. Michigan Avenue
WHitehall 4-5230

Louise Adams

Grant Advertising, Inc.

919 N. Michigan Avenue
SUperior 7-6500

Fred Norman

Grant, Schwenck & Baker, Inc.

520 N. Michigan Avenue
WHitehall 3-1033

Frank M. Baker
Betty Armstrong

Hanson & Hanson

228 N. LaSalle Street
DEarborn 2-7008

Don Laumann

George H. Hartman Company

307 N. Michigan Avenue
STate 2-0055

George Hartman, Jr.
Sue Sarkesian

Henri, Hurst & Mc Donald, Inc.

121 W. Wacker Drive
FRanklin 2-9180

Laura Hall

Robert Kahn & Associates

430 N. Michigan Avenue
DElaware 7-5480

Robert Kahn

H. K. Kastor & Sons Advtg. Co.

75 E. Wacker Drive
CEntral 6-5331

Martin Fritz

Kuttner & Kuttner, Inc.

646 N. Michigan Avenue
SUperior 7-7940

Stanley Kuttner
Saul Korshak
Norbert Leeb

Lauesen & Salomon

520 N. Michigan Avenue
SUperior 7-0738

Robert A. Salomon
D. L. Cuttle

Al Paul Lefton Co., Inc.

435 N. Michigan Avenue
SUperior 7-9511

Edwin C. Goremán
Roy C. Nelson

Earle Ludgin & Company

121 W. Wacker Drive
ANdover 3-1888

Jane Daly
Ruth Babick
Kay Morgan

MacFarland, Aveyard & Company

333 N. Michigan Avenue
RAndolph 6-9360

Willis Adams

Malcolm Howard Advtg. Agency

203 N. Wabash Avenue
ANdover 3-0022

Mrs. E. Burke

Maxon, Inc.

644 N. Rush Street
WHitehall 4-1676

Robert Sholty

McCann-Erickson, Inc.

318 S. Michigan Avenue
WEbster 9-3701

John Klatt
John Cole
Pat Chambers
Kay Lloyd

Arthur Meyerhoff & Company

410 N. Michigan Avenue
DElaware 7-7860

Kay Knight

C. L. Miller Company

333 N. Michigan Avenue
CEntral 6-1640

Irving M. Tuteur

Tim Morrow Advertising

444 Lake Shore Drive
DElaware 7-7080

Kathryn Stark

C. Wendell Muench & Company

75 E. Wacker Drive
FInancial 6-3481

Victor Fabian

Needham, Louis & Brorby, Inc.

135 S. LaSalle Street

STate 2-5151

Donald DeCarlo
Pat Brouwer

Olian & Bronner

35 E. Wacker Drive
STate 2-3381

Kay Kennelly

O'Neil, Larson & McMahon

230 N. Michigan Avenue
ANdover 3-4470

William R. Cline

Phillips & Cherbo, Inc.

56 E. Walton
MOhawk 4-3912

Jack Cherbo

Presba, Fellers & Presba

360 N. Michigan Avenue
CEntral 6-7683

Grant Smith

Clinton E. Frank, Inc.

Merchandise Mart
WHitehall 4-5900

Joe Spery
Jack Matthews

L. W. Ramsey Advtg. Company

230 N. Michigan Avenue
FRanklin 2-8155

Dorothy Parsons

Reincke, Meyer & Finn, Inc.

520 N. Michigan Avenue
WHitehall 4-7440

John Pribe
Joan Lyons

Rosche, Williams & Clearly, Inc.

135 S. LaSalle Street
RAndolph 6-9760

N. J. Cavanagh

Rogers & Smith Advtg. Agency

20 N. Wacker Drive
DEarborn 2-0020

Ray Reynolds

Ross Roy, Inc.

307 N. Michigan Avenue
RAndolph 6-7000

Roberta Harney

Ruthrauff & Ryan, Inc.

360 N. Michigan Avenue
FInancial 6-1833

Holly Shively
Irene Hess

Harry Schneiderman, Inc.

141 W. Jackson Boulevard
WEbster 9-3924

Doris Golow

Schoenfeld, Huber & Green

520 N. Michigan Avenue
WHitehall 4-0818

Mary Millaap

Schwimmer & Scott, Inc.

75 E. Wacker Drive
DEarborn 2-1815

Evelyn Vanderploeg

Russel M. Seeds Company

919 N. Michigan Avenue
DElaware 7-1045

Merle Myers

Sherman & Marquette, Inc.

919 N. Michigan Avenue
DEarborn 7-8000

Clifford Bolgard
Ester Andersen

Michael Shore Advertising

919 N. Michigan Avenue
MOhawk 4-5022

Benn Reyes

Charles Silver & Company

737 N. Michigan Avenue
SUperior 7-6625

Ben Solomon
Maxine Ziv

Simmonds & Simmonds, Inc.

201 N. Wells Street
ANdover 3-6645

Kenneth Willert

Sorensen & Company

430 N. Michigan Avenue
DElaware 7-5030

Dorothy Samer

Tatham-Laird, Inc.

64 E. Jackson Boulevard
HArrison 7-3700

George Bolas
Paul Schlesinger
Harold Bennett
James Madison
Jack Ragel

J. Walter Thompson Company

410 N. Michigan Avenue
SUperior 7-0303

E. R. Fitzgerald
Robert Atwood
Sylvia Rut
Evelyn Harsma
Mary Kay Gilday
Bernice McTaggart
Ellen Carlson
William Kennedy
Tee V. Watson

Geoffrey Wade Advertising

20 N. Wacker Drive
STate 2-7369

David S. Williams

Wallace-Ferry-Hanly Company

400 W. Madison Avenue
FRanklin 2-6440

L. T. Wallace
L. H. Proetz
Blanche Slivka

Weiss & Geller, Inc.

400 N. Michigan Avenue
WHitehall 3-2100

Jack Bard
William J. Stenson
Nora Marcus
Helen Davis

Western Advtg. Agency

35 E. Wacker Drive
ANdover 3-2545

F. W. Palm

Young & Rubicam, Inc.

333 N. Michigan Avenue
FInancial 6-0750

Marian Reuter
Ruth Leach
Vera Taboloff
Peggy McGrath

Films from Britain for Television

since the birth of television we have been the most consistent suppliers of the best documentaries available to virtually every TV station in the country at the most reasonable prices

have you heard about our planned 12½ minute, 26½ minute, 56½ minute documentary programmes?

if not, write, wire or telephone today to

Circle 8-3100

BRITISH INFORMATION SERVICES
30 Rockefeller Plaza, New York 20, N.Y.

lester schoenfeld
distribution
manager

STOLEN
THE MOPPET
MARKET DAILY
by
WESTERN
ROUND UP
4 to 5 pm

Yup... It's a **STEAL** at this **RATING**
with a 4.6 quarter-hour average in the March '54 ARB.

No station has a higher rating at this time...
in this market.

5 years of acceptance with a family audience.

Current users: The Fisher Baking Co.
The U.S. Rubber Co.

For proof of performance, call:

NEW YORK
EArclay - 7
3 2 6 0

NEW JERSEY
Mitchell - 2
6 4 0 0

or ask your Weed Television representative

WATV channel 13

Television Center - Newark 1, N. J.

SERVING THE NEW YORK - NEW JERSEY
METROPOLITAN MARKET

In the picture



For General Foods Corp., 1954 is not only its silver anniversary year but also its year of the Big Show, the four-network, hour-and-a-half, \$750,000 Rodgers & Hammerstein Cavalcade; the Big Move, from New York to suburban White Plains; and the Big Shift: board chairman Clarence Francis to retirement, president Austin S. Igleheart to chairman and Brooklyn-born, 54-year old executive v. p., **Charles G. Mortimer**, to president. Mr. Mortimer joined the Postum Co. in 1928 (the next year it became General Foods). Successively, he has directed the corporation's advertising, merchandising and operations departments.



The 25th chairman of the board of the American Association of Advertising Agencies, **William R. Baker, Jr.**, 56, might have been a grocer. He learned the business from his grandfather, founder of one of New Jersey's largest chains. However, after graduating from Princeton in 1919, Mr. Baker went to work for Bruce Barton and Roy Durstine as an office boy. By 1925 he was an account executive. In 1933 Mr. Baker moved over to Benton & Bowles as assistant to the then president, Atherton W. Hobler. In '43 he was named executive vice president, in 1950, president and, in 1952, **AAA** board chairman.



"Man on the move" is an apt description for **George B. Storer, Jr.**, whose new post as v. p. of Storer Broadcasting Co. in charge of planning and finance, shifts him to the company's headquarters in Miami, Fla. The eldest of four sons, George was born in Toledo, went to high school in Colorado Springs, Colo. In 1946, after three traveling years in the Navy, he went to Birmingham, Ala., with the Storer tv engineering department. Then in 1948 he transferred to Atlanta where he supervised construction and became manager of WAGA-TV. In 1951, George Storer, Jr., moved over to KEYL (now KCBS) San Antonio as managing director.



When General Teleradio, Inc. bought up \$1.5 million worth of feature films from The Bank of America, it staked out a major claim in the unsettled movies-for-television field. Tapped to clinch its lead position (as new sales manager of General Teleradio's Film Division) was **Peter M. Robeck**. A native of Marinette, Wis., Mr. Robeck cut his radio teeth as a local CBS station guide during his student days at UCLA. After graduation, he stayed with the network for eight more years, winding up as promotion manager of KNX and the Columbia Pacific Network. His last move: to Consolidated Television Sales Corp. as general sales manager.



Functioning behind the \$4-million KOTV Tulsa sale, as he has in many multi-million dollar station transactions, was tv and radio station broker, **Howard E. Stark**. Earlier this year, he took part in the \$8.5 million transfer of the Empire Coil Co. stations, WXEL Cleveland and KPTV Portland, Ore., to the Storer Broadcasting Co. His initial deal, involving one of the first changes in television station ownership, came in 1951 when the Bitner interests bought WOOD-TV Grand Rapids for \$1.3 million. Stark came to New York from Cleveland in 1943 to join the Wall Street firm of Lehman Brothers. Five years ago he started his present business.

In the picture



The purchasing company in the KOTV sale (pending FCC approval) is the Osage Broadcasting Corp., wholly-owned and controlled by J. H. Whitney & Co., a \$10 million venture capital concern. Founder and senior partner of the eight-year-old private investment firm, with interests in some 40 companies, is **John Hay Whitney**. He was born in 1904, son of the late Payne Whitney, who died in 1927, leaving him a good portion of a \$100 million-plus estate. During the 1930's, Mr. Whitney (Yale '26) founded Pioneer Pictures which produced the first Technicolor three-reeler. He was later board chairman of Selznick International Pictures during its golden *Gone With the Wind* days. "Jock" Whitney is also a philanthropist (John Hay Whitney Foundation), government official (Department of State) and sportsman (horse racing, polo) . . . Since the Whitney firm not only invests capital but also participates in management, **C. Wrede Petersmeyer**, one of the 11 partners, whose responsibilities include the tv field, was elected president of Osage Broadcasting. He also heads the six community antenna tv companies developed since 1951 by the Whitney group. Mr. Petersmeyer, born in Los Angeles in 1919, came to Whitney from McKinsey & Co., management consultants, and became a partner in 1951.

From East to West, station managerships as well as ownerships were changing. In Binghamton, **George R. Dunham**, formerly sales manager of WCBS-TV New York, took over as general manager of WNEF. Boston-born and Harvard-educated, his first radio job in 1937 was sales promotion manager under Harold Fellows, then general manager, at WEEI Boston. At CBS for 16 years, Mr. Dunham has been sales supervisor for o-and-o stations, radio sales account executive and, most recently, spot tv sales manager . . . In Chicago, assistant general manager of WNBQ-WMAQ Chicago, **Jules Herbuveaux**, moved up to general manager. Mr. Herbuveaux started his broadcasting career as a music director. In 1927 he arranged and conducted the first music program for NBC in Chicago and in 1931 joined the network as its music director. Eight years later he became program manager of WMAQ, a job which lasted ten years. Then he was named tv manager for NBC's Central Division; in early 1953 he went back to WMAQ and WNBQ as assistant manager . . . Farther west, at WTVI Belleville (Ill.)-St. Louis, **John D. Scheuer, Jr.** took over as general manager. Mr. Scheuer had been executive assistant to WFIL-TV Philadelphia's general manager, a post he reached after 12 years at the station, first as night manager and subsequently in every phase of operation and management . . . In Wichita, the general sales manager of KEDD, **John E. North**, stepped up to take over the vice presidency and general managership. Before joining KEDD, he had been Chicago representative for WOR-TV New York . . . In Texarkana, KCMC-TV's new manager, **Walter M. Windsor** is an ex-singer, writer, sportscaster, composer and program manager. During the second World War, Mr. Windsor was with the Armed Forces Radio in Hollywood and Iran. On the executive side, Mr. Windsor managed WKNB New Britain, WDA Danville, Va., and WGBA Columbus, Ga. . . . In the far west, **Austin E. Joscelyn**, former director of CBS's Hollywood operation, was busily engaged in getting KHOF Stockton, Calif., on the air by August. A 20-year man in the business, Joscelyn started on the sales staff of Free & Sleining (now Free & Peters) in 1934. After three years he went to CBS as a member of the radio sales staff in Chicago, subsequently became eastern manager of radio sales in New York, manager of WBT Charlotte, WCCO Minneapolis and KNX Hollywood.

UHF (Continued from page 84)

growth. This station put itself into the black fast through the use of "good filmed programs."

Acknowledging that uhf has proved itself in many places, the timebuyer for a major agency observes, "You can't just say 'uhf.' It depends on 'uhf—where.'" Timebuyers do have some logical complaints about uhf, however:

One complaint refers to uhf management. Some stations, it is charged, have had "too great an optimism" before going on the air, have failed to live up to announced intentions or have tried to prove accomplishment with "questionable research." Others have failed to note their stations are "under a blanket of outside vhf." Still others, in a "rush to get on the air," failed to achieve proper tower and power installations. "Where they have had to prove their claims in a vhf market, they haven't done a very good job," says one agency man.

The Power Picture

Several timebuyers have also said that stronger transmitters will help uhf compete with vhf—especially when competition is among maximum power stations. Several companies (Du Mont, General Electric, RCA) reportedly have new uhf transmitter designs on the drawing board. And through WJTV Jackson, Miss., RCA is field-testing a low-powered, auxiliary "booster," intended to extend uhf signals to "shadowed" areas.

Some managers have recognized the same problem. Says F. G. Raese of WKJF-TV Pittsburgh, "We have been hurt because high-power uhf broadcast equipment is still not available. We need more power." He adds that it is "very important" that receiver manufacturers also put out all-channel sets only. The latter point is echoed by another manager who explains one big concern is the "poor design of television receivers for uhf." And manufacturers' price wars have, in at least one market, seriously threatened conversion by widening a gap that already exists in that city between vhf and all-channel receiving equipment.

In that manner, the "hue and cry" of uhf reverberates throughout the industry. And the networks, too, have been drawn in. Answers the official of

one. "One sixth of our affiliates are uhf, and we have some sort of buying arrangement with almost as many more." (A check indicates that Du Mont has 77 uhf affiliates; ABC-TV, 69; CBS Television, 59; NBC-TV, 43.)

Unscheduled Train?

The networks further feel they are in the business only of supplying advertisers with a medium for reaching the public. That means reaching the greatest number of people at the least cost-per-thousand, in the most effective manner. One official even goes so far as to say that the cause of many uhf complaints is really the "fast buck boys" who gave little consideration to the markets they bought into. They hunted the million-dollar "gravy train" without building a track for it to come in on.

But the critical question lies much deeper. Unwillingly the newest stations on the air, the uhfers have brought with them a poser, the answer to which is vital to the entire industry: How many local stations can national advertisers support?

It is evident from the partial list of successful stations given above that the uhf outlets in single-station markets are doing very well. And those in multi-station, uhf markets are also prospering. Further, those in a dual market which is remote from outside vhf influence have also proved their worth.

The toughest uhf problems exist in major-market, high-penetration vhf areas. Significantly, some of the twelve uhfers which have gone off the air were located in major vhf areas, Kansas City, St. Louis, Louisville and Buffalo. (Uhfers who regret that one station's failure is held against all point out that two vhfers have also ceased operation recently.) The fact remains that few stations, considering the 377 on the air, have closed.

To summarize, uhf today counts programming as its greatest worry. Those who can't get to the lodestone of network shows have found that a home-made program can also magnet audiences, ultimately attract some national accounts. The question, it can be seen, is economic. But the very fact that uhf has penetrated so closely to the core of the competitive mountain is an indication of the new stations' growing strength and vigor.

CLASSIFIED ADVERTISEMENTS

"Situations Wanted"—\$10 per inch

"Help Wanted"—\$15 per inch

Address Box Numbers to:

TELEVISION AGE, 444 Madison Ave., N. Y. 22

HELP WANTED

STATION MANAGER

Wanted: Sober, efficient, industrious married man capable of taking over relatively new southern station and putting it into top shape. Current manager forced to move southwest for wife's health. Expect minimum 10 years broadcasting experience, at least three in television, references.

Box 314 Television Age

TIMEBUYER TRAINEE

Wanted, young person willing to invest time and effort to learn field thoroughly in small but growing agency. Good service may lead to timebuying assignment as agency expands. Full-time work, high but not extravagant salary scale. Interested in serious, hard-workers only.

Box 315 Television Age

SITUATIONS WANTED

SALES MANAGER

Young, skilled and experienced sales manager, currently associated with moderate-sized midwestern station seeks similar post in East. Requires position with future in exchange for 11 years sales experience. Will exchange references and supply fullest personal credentials. Have effort and initiative to put your sales graph on altitude.

Box 316, Television Age

SALES MANAGER

Currently sales manager for national advertiser, seeks position in or allied with television. Offers complete and impressive sales record, highest business and character references, plus fast, efficient, enthusiastic, gross-building services. Seeks post with large, national organization but will consider offers with \$20,000 minimum.

Box 317 Television Age

TIMEBUYER

Long on ability and experience, short on politics and fast deals, seeks position with A-1 agency. Background includes 12 years in advertising, last five with same agency. Married, three children, age 36.

Box 318, Television Age

TELEVISION SALES

Aggressive young man who matches ability with broad experience in tv administration, production and sales, seeks position with a strong future. Background includes the gamut: from budget to labor problems from casting to advertiser's contracts, from publicity to script supervision from directing to direct responsibility for directors. Education: B. A. in business administration. Right man for a job that requires good sense and smart handling.

Box 319, Television Age

SALESMAN

Young, college graduate with two years experience space selling desires transfer to television field. Prefers non-technical sales, would like time-selling job with station or network. Single, veteran, now in midwest but willing to relocate and learn from ground up.

Box 320, Television Age

The other day we talked, but really mostly listened to Donald Bain, a tv and radio impersonator of birds, barnyard animals, pets, wild beasts, snakes and insects. Mr. Bain, who looks like a jolly but hairless owl, demonstrated, instantly and enthusiastically, that his repertoire includes everything from a worried mosquito to a mourning camel. He admitted, however, that when it comes to a talking-man part, where he's seen as well as heard, he's not happy. "Can't remember lines," he explains.

Mr. Bain has been sounding off for the animal kingdom since the first World War. Back home in his native Tennessee—a farm outside of Knoxville—he points out, "Nearly everybody could imitate a chicken or a dog some." Nothing was made of his native prowess until he joined the Army and ran into those city Yankees. He recalls, "They thought I was real exceptional."

And today Mr. Bain has an exceptional list of tv credits. He regularly does the one word "Kools" vocalization for the Willie the Penguin series. "They just like the quality of my 'koooonools,' I guess." He also does the barks for all the dogs on the Gaines Dog Food commercials. Among other free-lance assignments, he's been on the *Herb Shriner Show* (canary), *Mr. Peepers* (cow), *Three Steps to Heaven* (parrot) and on the *Armstrong Circle Theatre* he played, on-mike-off-camera, the star role in the drama, *Tam O'Shanter*, that of a hen who finally laid four eggs.

Some opinions by Mr. Bain: Among dogs, Afghans have the most vicious barks; most friendly are wire haired terriers, if properly brought up. Cats are the sexiest animals. Chickadees answer calls in a few seconds, the thrush and red-eyed vireo take the longest to respond. He feels most at home with out-in-the-barnyard sounds, especially chickens (cuddling up, eating, singing, bug-warning) and roosters (cackling, hawk-warning, "just entering society").

Mr. Bain's *piece de resistance* is a bull elephant in pursuit of his lady love. He doesn't expect, however, to be called to do this on tv.

Incendiary intelligence: Tv viewers who watch on-the-spot scenes of fires, ruled Judge James R. Kirkland of Washington, D. C., are considered eye-witnesses and therefore ineligible to serve on juries in cases involving the fire.



If Howard Hughes wants to release the RKO backlog of films to tv, he can do it with a clear conscience, thanks in part to a Las Vegas District Judge named Frank McNamee. A short time before Mr. Hughes bought up all of the movie company's stock, His Honor dismissed a minority stockholder's suit against the RKO boss which argued that he had wasted \$100,000 of the company's assets in re-signing Jane Russell in 1948. Judge McNamee, proving that justice is not blind, ruled: "Jane Russell is not a waste of corporate assets."

Another blow for justice was struck in a recent Los Angeles divorce suit. The wife testifying against the husband charged: He would come home, sit down and look at tv. He would eat dinner looking at tv. Then he would look at tv until he went to sleep. If guests came over he would still look

at tv. If anyone objected, he turned the set up louder.

The wife was awarded the divorce and the husband custody of the tv set.

According to his press agent, Joe Kirkwood, star of *The Joe Palooka Story*, turned thumbs down on the idea of having a double for the filming of his boxing scenes. "The fights never look real with a double," Joe informed his producers. And added a sequitur worthy of Joe Socrates: "Besides, even if I should get knocked out, a pay check will revive me."

Our nomination for the consolation prize of the year goes to the station rep who confided after drinks at the Biltmore men's bar, "My problem is my wife understands me."

Tv in our everyday life: In St. Paul a man and wife were robbed in their home as they were watching their favorite tv program, *Dragnet*.

Dan D. Halpin, general sales manager of Du Mont's tv receiver division, is of the opinion that by 1960 most homes will contain three or four tv sets. One for Mr. and Mrs. Homeowner, one for the kids, one for the in-laws in residence—to avoid situations where tastes conflict—and in homes where there are such, one for the servants. This multiple-set eventuality, Mr. Halpin assures, won't be as financially impossible as it might appear. "When provided with a tv receiver," he says, "in-laws, domestic help and, if luck is with you, the children will settle for a 17-inch receiver or open-face console models, whether new or your own used model." Whew! For a while there some of us homeowners thought we weren't going to be able to swing it!

IN KANSAS CITY . . .

CASH REGISTERS RING

for Sponsors who Swing

TO

WHB-TV

CHANNEL



BASIC



AFFILIATE

Cash registers in the great Kansas City market ring up well over one-billion dollars worth of retail sales annually! The best way to make them ring for you is to swing your national spot schedule to WHB-TV! That's because WHB-TV offers viewers a complete lineup of star-studded CBS Network TV programs backed by a variety of sparkling, new, smartly-produced local shows featuring top talent. More eyes are on Channel 9 in the 389,182 TV homes* of the nation's 17th market—and this means greater impact and more sales for your advertising dollar when you swing to WHB-TV!

Contact your nearest Blair-TV representative for choice spot availabilities.

**March 31 report of Kansas City Electric Assn.*



WHB-TV puts audience to sleep . . .

on Sleep-E-Z beds! Autry Brothers, Inc., bedding manufacturer, recently devoted their late-at-night (12:15 a.m.-12:30 a.m.) segment of "Star Time" to promote a special sale of their Sleep-E-Z twin Hollywood beds. Roch Ulmer, staff emcee of this locally produced show, delivered the two commercials as he relaxed on the bed fetchingly attired in a flannel nightshirt and sleeping cap. During the three days following this novel sales pitch, the Sleep-E-Z folks did \$5,400.00 worth of business on their twin bed special at their two retail locations. The sponsor's field supervisor attributed 75% of the store traffic to the "Star Time" plugs.



1922-1954

Don Davis, President
John T. Schilling, General Manager



Represented Exclusively by

Blair TV, Inc.
1800 W. 21st St. S.E.

*You must buy KFMB-TV....
to reach all of San Diego County*

KFMB-TV



ABC-DU MONT

SAN DIEGO, California...

still **FIRST** *in*

America's Fastest Growing

*Billion-Dollar-
Market!*



**Nation's 19th
Market in**

Furniture-Household-
Radio

STORE SALES*

Bigger than...

- Minneapolis, Minn.
- Kansas City, Mo.
- Seattle, Wash.
- Cincinnati, Ohio
- New Orleans, La.

*Sales Management, 1953

FIRST in-
*Day-time,
Night-time,
All-the-time*
RATINGS

WRATHER - ALVAREZ BROADCASTING, INC.

San Diego 1, California

Represented by EDWARD PETRY & CO., INC.

