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R. C. Embry, Vice-President

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Let Louise Morgan
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New England women
in her own special way

Louise Morgan's
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BOSTON'S SALES BUILDING DAYTIME TV PROGRAM
1:00 to 1:30 P.M. Monday thru Friday

She can put your story across in a lively and varied format of:

NEWS and WEATHER      FOODS and SHOPPING
INTERVIEWS with TOP RANKING PERSONALITIES
FASHIONS     STOCK QUOTATIONS         SPORTS
DECORATING       WOMEN'S CLUB ACTIVITIES

WNAC-TV  BOSTON
Channel 7
316,000 Watts

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or CALL COmmonwealth 6-0800 — or write to 21 Brookline Avenue, Boston 15, Massachusetts
It shouldn’t come as a shock

After all, KNX has been the leading station in Los Angeles for umpteen years. And this month, as in so many, many months before, it’s happened all over again... KNX leads every other Los Angeles station in a very decided manner:

- 45% more audience than the second network station.
- 68% more than the leading independent.

Ahead of all competitors, morning, afternoon and evening, every day in the week.

KNX reaches an average of 45% of the Los Angeles Metropolitan radio homes each day. 84% of the homes in just one week. No other Los Angeles station reaches so many people, so often or so effectively.

Get up, and stay up, with **KNX RADIO**

Los Angeles, 50,000 watts. CBS owned. Represented by CBS Radio Sales.
WGAL-TV
LANCASTER, PENNA.

NBC · CBS · DuMont

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

STEINMAN STATION Clair McCollough, Pres.

MEEKER TV, INC. New York Los Angeles San Francisco

Published every Monday, with Yearbook Numbers (33rd and 34th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1755 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.
REVOLVON REVOLUTION • Biggest radio network sale of season will be announced this week by CBS. Revlon's $64,000 Question now on CBS-TV 10-10:30 p.m. Tuesdays, go simulcast on full CBS Radio network effective Oct. 4. Time tab on radio runs about $500,000 under CBS Radio's new one-rate structure. Agency: Norman, Craig & Kimmel, New York.

CBS-TV sold Tuesday night 10:30-11 p.m. period following highly rated $64,000 Question to General Motors through Knudner Agency, New York. Time period was released by Aluminum Co. of America early last week (see story page 32). Format of program scheduled to go into Tuesday night period has not yet been completed.

EARL H. GAMMONS, CBS Inc. vice president, who becomes network's Washington consultant Sept. 1, has been retained also by Storer Broadcasting Co. and John A. Kennedy, former West Virginia and California broadcaster. Mr. Gammons will headquarter at 1735 DeSales Street after Ralph W. Hardy, NAB vice president succeeds him in CBS Inc. Washington vice presidency (see RESPECTS page 10). Storer representation was arranged by George B. Sower Sr. Mr. Kennedy, former owner of KFMB-AM-TV San Diego, recently purchased Sioux Falls (S.D.) Argus-Leader, but at the present time has no broadcast interests.

TARZIAN DISCOVERY • Search for lowering operating cost of small city uhf and vhf television stations has unearthed one interesting fact: it's possible to program four hours per day for whole year with film at total cost of $60,000! That's one of findings by Sarkis Tarzian Inc., Bloomington, Ill., low cost, low power package TV equipment manufacturer (see story, page 28).

MANIE SACKS, RCA staff vice president and roving executive on talent, music and recordings for NBC, leaves for six weeks trip to Europe this Friday on business of various RCA companies. He'll negotiate everything from talent to transmitters, it's understood, as personal representative of RCA Board Chairman David Sarnoff and President Frank Folson.

DONKEY SHOPPING EARLY • Democratic National Committee will call Sept. 19 meeting in Chicago of all news media to plan arrangements for 1956 political convention in that city. One question will be extent to which color will be used in television coverage.

FCC COMR. Robert L. Lee, who fortnight ago did his own sleuthing on Madison Avenue's approach to uhf tv (see B&T INTERVIEW page 35) made return visit to New York last week. He made follow-up calls on several agency and sales representatives in order to consolidate his thinking.

FOREIGN FILM INTRUFE • Domestie film producers are disposed to lift eyebrow over influx of foreign pictures for tv. Such pictures, for most part, have not been submitted for motion picture code review, and others may not have received approval. Question: Will Legion of Decency or other groups (including Protestants who are now organized in film field) stand still for films that have not passed picture code muster, notably in light of variance in foreign versus United States standards?

PAUL REARDON, Ted Bates Co., New York, scheduled to move to Benton & Bowles, also New York, as radio-time buyer. Meanwhile, Charles Theliss, of Bates, moves up as assistant timebuyer to Christopher Lynch, timebuyer.

COLOR BLIND? Perhaps FCC is not best place to inquire about status of color tv. In early July, Examiner Smith issued initial decision favoring grant of ch. 4 at New Orleans to WTPS for, among other things, its plans for color tv programming, especially live. Last week Examiner Iiron, in favoring grant of ch. 9 at Charlotte, N. C., to Piedmont Electronics & Fixture Corp., rejected color proposals of all applicants for “want of materiality.” Color tv is still in “highly fluid state,” he commented.

CONTENTS of FCC's post-freece tv financial report, due out any week, are still matter of conjecture. One tv economist however, says it will show about 20 uhf stations in strong profit position, that major network affiliation is still key to success, whether uhf or vhf.

BATTLE IN BOND • With failure of Congress to afford relief by amendment of section 309(c), which provides for automatic hearing on economic protests, suggestion has been made that U. S. Court of Appeals, on its own motion, require applicants to post bond adequate to cover losses sustained in litigation by station respondents. No legislation is needed, say experts.

WESTWARD HO? Big names on eastern talent roster are letting it be known they are intrigued with one-location television "cities" of networks in Hollywood, and some with own shows are seriously thinking about going west if they can be accommodated. Scattered studios in New York reportedly were heavy on feet and nerves. Big break expected when jet transports slice travel time between Madison Avenue and "Strip."

NARTB's TAB • While nothing has been said openly, NARTB is quietly revamping machinetics of its summer meeting series, in addition to cutting number of area conventions from 17 to 8. Host directors will have uniform registration rules, ending much of convention confusion that has marred past meetings. Another long-sought reform will find NARTB instead of individual group absorbing any loss which might be incurred in holding regional meetings.

EXECUTIVE pay raise bill which would have boosted FCC Commissioners' salaries from $15,000 to $19,000 or $20,000 did not actually die with adjournment of Congress. Pay measure, passed by House, remains on Senate calendar and automatically comes up when Congress reconvenes for 2nd session of 84th next January. If it's so minded, Senate can make pay boost retroactive.

COCKNEY QUIZ • FCC's frantic search for special staff members to conduct short term network economic study, with its meager $80,000 appropriation, resulted in offer to staff official of British Broadcasting Corporation in this country on exchange mission to take on assignment. Britisher, who specializes in programming, rejected offer, because he is due back in London about Labor Day, and will write thesis on his U. S. tour.
There’s unanimity in Kansas City

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

WHB LEADERSHIP LINE-UP:

FIRST PLACE—HOOPER
Average share of audience, 7 a.m.-6 p.m., Mon.-Fri., June-July, 1955

FIRST PLACE—PULSE
Average share of audience, 6 a.m.-6 p.m., Mon.-Sat., March-April, 1955

10,000 Watts, 710 kc

Buying radio in Kansas City is practically child’s play today, because Hooper and Pulse are unanimous in their rating of WHB as the station with the biggest audience (All-day averages as high as 45.1%). This is what Mid-Continent programming, ideas and excitement have achieved for WHB! The same programming, ideas and excitement can achieve leadership for you. Talk to the man from Blair or WHB General Manager George W. Armstrong.
**BUSINESS BRIEFLY**

- **TWO BUY DRAMA** • Park & Tidford, N. Y. (Tintex), through Storm & Klein, N. Y., has bought opening commercial on When A Girl Marries (ABC Radio, Mon.-Fri., 10:45-11 a.m. EDT) on Mon., Wed., Fri. Dromedary Co., division of National Biscuit Co., N. Y., through Ted Bates & Co., N. Y., has bought opening commercial on Tues.-Thurs. programs.

- **BRISTOL-MYERS SPORTS** • Bristol-Myers Co., N. Y., has bought one-quarter of schedule of 58 sports events from Madison Square Garden to be telecast by WPIX (TV) New York this fall and winter. Previously, Robert Burns cigars had bought one-quarter schedule. Agency for Bristol-Myers is Doherty, Clifford, Steers & Shenfield, N. Y.


- **DIGEST** • Radio spots • Readers Digest, through Schwab & Beatty, N. Y., buying one-week radio spot announcement campaign in four states, effective Aug. 15.

- **REM-REL PROJECT** • Rem & Rel cough remedy, through Joseph Katz Co., Baltimore, understood to be buying radio-tv campaign for 26 weeks starting mid-September in 20 major cities.

**'Chevy Show' Signs Talent**

TALENT roster for new fall hour variety series, The Chevy Show, starting Oct. 4 for Chevrolet Div., General Motors and Chevrolet dealers, announced Friday by NBC-TV. Among stars will be Betty Hutton, Bob Hope and Dinah Shore, announcement said. Total of 17 programs will be aired every third Tuesday, 8-9 p.m., alternating with Milton Berle's new color show and The Martha Raye Show. Agency for Chevrolet is Campbell-Ewald, Detroit.

**Standard Brands Buys Day TV**

STANDARD BRANDS Inc. will invest more than $3 million in daytime television over NBC-TV for 1955-56 season, encompassing sponsor of more than 130 quarter-hour segments of Tennessee Ernie (Mon.-Fri., 12 noon-12:30 p.m. EDT) starting Aug. 15, and Howdy Doody (Mon.-Fri., 5:30-6 p.m. EDT) starting next month. Agency for Standard Brands is Ted Bates & Co., N. Y.

**Bonsall Buys TV Spots Inc.**

CONTROL of TV Spots Inc., Los Angeles, bought by Shull Bonsall, former Consolidated TV Sales and Jerry Fairbanks Inc. re-organizer. Mr. Bonsall has inaugurated refinancing program to expand production and sales facilities of TV Spots Inc., creator of tv film commercials. Among major changes: Mr. Bonsall becomes executive vice president; Robert Wickersham, company president, moves to New York to head up eastern operations; Dorothy Johnson continues as sales director at New York; Sam Nicholson, creative director, assumes charge of production activities of firm, withGene Miller, chief art director.

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**Bonics Decision Seen**

**On All-Week 'Monitor'**

NBC Radio expected to decide this month whether to expand Monitor program from weekend to all-week basis, with decision expected on whether to do it gradually or in single swoop. Affiliates to be sounded for opinion. Some affiliates complain Monitor deprives them of spot business and is money loser that should be called Monster; network officials say it is paying off handsomely.

When network has reached decision it will meet with Affiliate Executive Committee headed by Robert D. Sweeny, WDSU New Orleans. Meeting of all radio affiliates will be called if committee so recommends.

One consequence of Monitor expansion would be elimination of soap operas for first time since network's early days. They might be replaced by dramatic vignettes, complete units rather than serial cliff-hangers.

**Kansas City 'Star' to Appeal Federal Court Sentences**

WITH Kansas City Star (WDAF-AM-TV) fined $5,000 in federal court Friday on criminal charges of monopolizing dissemination of news and advertising expected to be government motion for summary judgment in civil antitrust suit based on evidence in criminal trial. Emil A. Sees, Star advertising manager, was fined $2,500 on charge of attempted monopolization.

Roy A. Roberts, president and general manager of Star, against whom criminal charges had been dismissed before trial last winter, said, "Of course the Star and Mr. Sees will promptly appeal, in full confidence of the ultimate outcome. " Government's civil action contains requests to divide radio and tv interests forever as well as to enjoin Star and its morning Times from continuing combination advertising and circulation rates, and to separate Star and Times.

**WKNB-TV to NBC-TV Oct. 1**

AFFILIATION of WKNB-TV New Britain-Hartford with NBC-TV, effective Oct. 1, announced Friday by Harry Bannister, NBC vice president in charge of station relations, and Peter B. Kenny, general manager of station. WKNB-TV (ch. 36), purchased by NBC subject to FCC approval, will replace WHNC-TV New Haven as NBC affiliate [Closed Circuit, July 4].

**Coffin Named V. P. of RCA**

ELECTION of Ralston H. Coffin to newly created post of vice president, advertising and sales promotion, RCA, was to be announced today (Mon.) by Frank M. Folsom, RCA President. Mr. Coffin has been director of advertising and sales promotion for past year-and-a-half. He joined company in 1949, as director of advertising of former RCA Victor Div. until 1954. Before joining RCA he was with McCann-Erickson for five years, as account executive.
it takes KPTV's Television Giant to cover the Portland, Oregon scene!

Represented Nationally by NBC Spot Sales

KPTV NBC TELEVISION channel 27

STORER NATIONAL SALES HEADQUARTERS

TOM HARKER, V. P., National Sales Director, 118 E. 57th Street, New York, ELdorado 5-7690

GAYLE V. GRUBB, V. P., West Coast Sales Manager, 111 Sutter St., San Francisco, Sutter 1-3631

BOB WOOD, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago, FRanklin 2-5498
Three Station Properties Sold In West Virginia-Ohio Area

THREE station sales in West Virginia-Ohio area announced Friday. They involved WTRX-AM-FM Bellaire, Ohio (Wheeling); WPAR Parkersburg, W. Va., and WBLK-AM-TV Clarksburg, W. Va.

Control in WPAR and WBLK-AM-TV was sold for $250,000 by News Publishing Co. to WSTV Inc. (WSTV-AM-FM-TV Steubenville, Ohio). Purchasers of WTRX-AM-FM were Robert K. Richards and Walter Patterson, owners of WHAR Clarksburg and WKYR Keyser, W. Va., with John W. Kluge as seller.

News Publishing Co., which owns the Wheeling (W. Va.) Intelligencer and News-Register and other West Virginia newspapers, owns 89% of Ohio Valley Broadcasting Co., licensee of two West Virginia stations. It also owns 30% of WTRF-TV Wheeling, W. Va.

WSTV Inc. is part of Friendly Group, which also includes WFPG and permit for WFPG-TV Atlantic City, N. J.; WPIT Pittsburgh, and WJMS Boston. Principals are Jack N. Berkman and John J. Lux. Within a few months ago, sale of WSTV stations to CBS for $3 million was pending FCC approval. Because of questions raised by FCC regarding prospective move of WSTV into Pittsburgh area, transaction was dropped.

WPAR operates on 1450 kc with 250 w and is affiliated with ABC. WBLK operates on 1400 kc with 250 w and is affiliated with NBC. Both stations represented by Branham. Permit for WBLK-AM-TV on ch. 12 stayed by FCC pending litigation on protest by Clarksburg Publishing Co. (BST, June 13). Appellate court ordered Commission to admit newspaper company as protestant with full standing. Hearing scheduled for Sept. 15.

WTRX is a 1 kw daytimer on 1270 kc. WTRX-FM is on 100.5 ms. Mr. Kluge was sole owner of the two stations. Blackburn-Hamilton Co. handled transaction. Mr. Patterson is operating director of Patterson-Richards station group. Mr. Richards heads public relations firm in Washington. Mr. Kluge heads group of half-dozen stations in eastern half of country.

KBAK Bakersfield Sold

SAN FRANCISCO Chronicle has sold KBAK Bakersfield, Calif., for $85,000 cash to Howard Tullit, head of own Hollywood advertising agency; John Heare, west coast broadcast attorney, and L. Benton Paschall, management consultant and ex-vice president of WNOE New Orleans. Sale, negotiated by Jack L. Stoll & Assoc., and subject to FCC approval, does not involve KBAK-TV retained by Chronicle which also owns KRON-TV San Francisco.

Novik Taking Over WOW

ACQUISITION of controlling interest in WOW New York by radio-television consultant M. S. Novik from Richard E. O'Dea, is slated for consummation today (Mon.). FCC approved transfer, in which Mr. Novik acquired Mr. O'Dea's 70% holdings for $150,000 plus, early last month (BST, July 11). WOW's general manager, Ralph Well, and program director, Arnold Hartley, retain minority interests.

SPACE RADIO?

ACTIVITY in development of earth satellites—already announced by the U. S. and Soviet Russia—was taken up this week by Washington attorney Andrew G. Haley to contact International Telecommunication Union in Berne, Switzerland, regarding establishment of interstellar radio frequencies. ITU officials have promised to take up subject. Mr. Haley is board director and past president of American Rocket Society and past vice president of International Astronautical Federation. He has been attending sixth annual congress of latter organization in Copenhagen during past two weeks.

FCC Report Would Suspend Three KPIX (TV) Engineers

LICENSEES of three transmitter engineers of KPIX (TV) San Francisco should be suspended for actions "deliberately intended" to keep station off air at time of strike FCC counsel said Friday in reporting proposed findings of hearings in May.

Richard A. Solomon, assistant general counsel, and John A. McAllister, attorney, said only one conclusion can be reached: "...that the KPIX transmitter was deliberately rendered inoperative...through a series of conscious actions...and calculated to...[and] substantially delaying any effort of KPIX management to place the station back in operation."

Strike action against station was held last Dec. 14 by engineers (NABET [CIO]). Coincident with walkout, damage to technical equipment was reported by KPIX, and FCC subsequently suspended licenses of three engineers. Suspensions were held in abeyance pending outcome of May hearings. Earlier, three union members filed their findings (story page 84). Issue involved here, FCC counsel said, is solely related to whether any action on part of three engineers resulted in willful disabling of KPIX transmitter. Questions as to whether strike was "justified" or "unjustified" are of "no value" in resolving this issue, they said.

Testimony of William Burgess, transmitter supervisor, who reported large number of abnormal conditions when he tried to put transmitter back on air, was public evidence cited, that disabling was not result of accident or unmotivated transmitter failure.

Further, Messrs. Solomon and McAllister pointed out that actions of three transmitter engineers constituted "damage" to radio apparatus within meaning of Communications Act and "interference" within meaning of FCC rules.

In conclusion, it was stated, suspension provisions of Communications Act were aimed at such interference to authorized communications as took place at KPIX.

Two Agencies Join AAAA

SULLIVAN, Stauffer, Colwell & Bayles, N. Y., and Burton E. Wyatt & Co., Atlanta, named to membership in American Assn. of Advertising Agencies.

PEOPLE

DUDLEY TICHENDOR, sales director, WBFR Cleveland, promoted to assistant general manager. He joined WBFR in 1954, continues as sales director.

CHARLES W. GRINNELL, named station manager of WCAX Burlington, by C. F. ASH, president of WCAX-AM-TV. He replaces JOHN D. SWAN, who resigned effective Sept. 10.

KERVIT G. WELTON, Purpac Corp., Atlanta, to Menasco Co., Morristown, N. J., as southern sales manager.

'Lassie' Slated for Telecast in England This Autumn

"EMMY" award winning tv children's program, Lassie, will be telecast in England starting this fall, according to Milton A. Gordon, president of Television Programs of America. TPA, which distributes series, will open London office this fall and set up subsidiary in Rome, Italy. Mr. Gordon returns to England late this month. Sale of British rights to Lassie brings TPA's international sales to $650,000 for year and gives program one of largest international audiences, he said. In U. S. Lassie is sponsored by Campbell; in Canada by Colgate-Palmolive. Artansa Ltd. has acquired Australian rights, with tv service to start there early in 1956. Artansa also has rights to Halls of Ivy and Adventures of Ellery Queen.

British rights to Lassie acquired by Associat-ed-Redifussion and Associated Broadcasting Co., program contractors for the London and Birmingham stations, first of commercial tv stations recently authorized. London station starts Sept. 22, Birmingham later in year and Manchester next spring.

Muskegon Permit Surrendered

WTVM (TV) Muskegon, Mich. (ch. 35), surrendered permit Friday to FCC because, it said, construction and operation of uhf station there could not secure sufficient financial support. Owned by Verulais Radio & Television Inc., station stated that due to delays in finalizing authority to build, it was unable to commence in time to secure uhf set saturation. WTVM, granted permit in December 1952, was involved in one of first protest cases under Sec. 303 (c). Number of tv stations to turn permits back to FCC now has increased to 147 (117 uhf, 30 vhf).

KBON Omaha Signs With ABC

KBON Omaha will become ABC Radio affiliate Aug. 21, replacing KOIL; Omaha, it was announced Friday by Charles W. Godwin, ABC Radio director of station relations. Station is owned and operated by Inland Broadcasting Co., with Paul R. Fry as president and general manager. It is on 1490 kc with 250 w.

Bowden Stays With Pearson

JAMES BOWDEN, vice president and head of Minneapolis office of John E. Pearson Co., station representatives, who had been scheduled to join John Blair & Co. (BST, Aug. 11), will remain with Pearson Co. but will move to Chicago office as executive assistant to Frank R. Stitt, vice president in charge there. Calden (Bud) Stitt, vice president of Pearson office in Minneapolis, promoted to head of that office. Tom A. Mahan, salesman and formerly with Bell Telephone Co., also joins Pearson Chicago office.

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A quarter billion for networks

That was the gross dollar figure for radio-tv in the first six months of the year—15% ahead of 1954 89

Subscription Information

Annual subscription for 22 weekly issues: $7.00. Annual subscription including broadcasting + telecasting, 1st class postage: $9.00. Annual subscription to Telephone: metropolitan 8-1022

Executive and Publication Headquarters Broadcasting + Telecasting Bldg.

1735 DeSales St., N.W., Washington 6, D. C.

President: Sol Taishoff

Vice President: H. T. Taishoff

Secretary: B. T. Taishoff

Advertising and Circulation

Broadcasting Publications Inc.

1550 Fifteenth St., N.W.

Washington 6, D. C.
"WPEN
Shows the greatest rating increase
of any station in Philadelphia"

*Pulse Jan.-Feb. '54-'55

AGAIN!
In the latest Pulse period
WPEN
shows the
Greatest Rating Increase
of any station in
Philadelphia*

Represented Nationally by Gill-Perna

*Pulse March-April 1954
March-April 1955
You can't see it—but you certainly can't get along without it. It covers 3,022,387 square miles and it's about 34½ miles deep. In sheer cubic area, that's over 105¼ million square miles of the stuff!
By volume, over three-fourths is nitrogen. 21% is oxygen, plus a 1% soupçon of argon (and some scantling amounts of hydrogen, carbon dioxide, neon, helium, krypton and xenon).
Sure...it's air—our greatest, most plentiful resource. And no matter where you go in this enormous United States, it's also charged with another very vital element.

Air is what we've got most of. Next is customers. The average American family has 3.66 customers. It also has 2.5 radio sets. Back in 1948 (when TV was just starting to flex its silken biceps) the average was only about 1.8.

Radio today, more than ever, is an integral part of daily living in more homes than any other single necessity except the knife and fork. Nothing, including eyeglasses, is so universal.

Naturally, perhaps, we've come to take radio for granted—just as we do the air we can't see either (but breathe). Air exerts a pressure of about 15 pounds per square inch. But radio exerts a pressure upon America's buying atmosphere that's gigantic beyond our facilities to measure it.

Some smart advertisers, though, are re-discovering that you don't have to see radio to profit from its universal wallop. Where they are going, others are starting to follow.

We call this "Radio's Resurgence".

So will you when you read September 19's special issue of Broadcasting-Telecasting—a cogently assembled report that helps bring the terrific dimensions of Radio-1955 down to graspable proportions.

The facts will open eyes. Even more important, they can re-open media minds to productive assignments for America's most pervasive (and, per dollar invested, persuasive) link between those who sell and the millions who buy.
This is a report so complete . . so essential . . that advertisers and their agencies will give it preferred desktop space for many months to come. If you are part of radio's resurgence, it follows that your message should be part of this special Broadcasting-Telecasting issue.

There is still time — but not much. September 5 is deadline for proofs; September 9 is the day we lock up the forms. It takes no premium to be represented in its pages.

Regular rates and mechanical specifications prevail.

Write us . . wire us . . call us — but reserve the optimum position for your message. Like the air you breathe, this round-up of "Radio's Resurgence" is something nobody who has a stake in radio can get along without!

The Year's Most Complete, Most Authoritative Report on Radio's Steady Come-Back. Among its valuable contents you'll find:

- report on radio's financial position.
- analysis of trends in station and network rates.
- radio's most outstanding, most recent success stories (by advertiser categories).
- a recorded interview with a major radio advertiser.
- a recorded interview with a major advertising agency executive.
- outline of current radio listening trends (including out-of-home listening), compiled from latest research sources.
- report on today's national spot business, based upon findings of station representatives.
- a psychologist's study of radio's advertising advantages over television.
- resume of radio set production and sales.
- analysis of radio advertising's future and potentials in the U. S. economy.

In short — solid facts that explain radio's all-encompassing resurgence . . that point to its sound future. A graphic framework, too, in which to display what you offer today's planners and buyers of advertising!

**BROADCASTING • TELECASTING**

1735 De Sales Street, Washington 6, D. C.
Outstanding... say the time buyers who know us best!

Tom Maguire MAXON AGENCY, INC. says...

"When the spot schedule begins on WNHC-TV, the buying action begins."

Jean Carroll SULLIVAN, STAUFFER, COLWELL & BAYLES says...

"There is no guesswork... WNHC-TV has the buying audience."

Joe Lincoln YOUNG & RUBICAM, INC. says...

"WNHC-TV has experience, past results, coverage and an excellent market."

Grace Porterfield BENTON & BOWLES, INC. says...

"WNHC-TV is powerful enough to deliver results any time of the day or night."

Channel 8
SERVING HARTFORD & NEW HAVEN AREAS
Population 3,564,150 TV Homes 934,448
represented by the katz agency, inc.
IN REVIEW

SVENGALI AND THE BLONDE

IF ITS PURPOSE, as we were led to expect, was to provide a light-hearted and amusing version of the original "Trilby," then "Svengali and the Blonde" on NBC-TV on July 30 failed to make the most of its opportunities.

The television story of Trilby, the artist's model, her three young artist friends, and Svengali, the pianist-hypnotist was intended to amuse, divert and beguile, not to engross and absorb. It did not fail wholly, but it fell short.

Ethel Barrymore was the notable exception. As narrator, she let the audience know that this was a spoofing version of the Du Maurier novel. She was delightful and it was unfortunate that she did appear more often. It also was unfortunate that the rest of the play did not maintain the pace she established for it.

It would seem to be a natural for the off-beat approach—the Parisienne model, her love affair with little Billee, the young Englishman, the antics of Billee's friends, the sinister Svengali and his transformation of the tone-flat Trilby into an internationally famous singer via hypnotism till his death did them part would seem to have the makings for thoroughly amusing treatment.

To those possibilities add the comic talents of Carol Channing as Trilby, the versatility of Basil Rathbone as the mad music master, and the voice of Russell Arms as Billee and you understand the disappointment that came

ARMS, RATHBONE, CHANNING

from the charm of Miss Barrymore, the music was good and the dancing—notably the future number highlighting a Trilby-Billee love scene—was well done. The scene in which Trilby falls under Svengali's influence on her wedding day was another impressive one. If only the production had been half as mesmerizing as the Svengalian eyes.

Production Cost: Approximately $41,000.
Sponsored by Oldsmobile Div. of General Motors, the story of Trilby, Carol Channing: Svengali, Basil Rathbone; Billee, Russell Arms.
Producer-Director: Alan Handley; Asst. Pro-ducer: Jerry Marden; Asst. Director: Roy Montgomery; Writers: Alan Handley and Charles Gaynor; Words and Music: Charles Gaynor; Music Director: Vic Schoen; Choreography: Tony Sarmol; Costumes: Grady

This is San Francisco...

where advertisers who buy saturation plans get the best deal on KCBS. No other station has the consistently big audiences throughout the day and night...throughout the week.

KAIBCS
50,000 WATTS
Represented by CBS Radio Spot Sales

August 8, 1955 • Page 11
MEN WHO MEET THE CHALLENGE
OF SEASONAL MARKETS ARE

SOLD

Roger Bumstead — Media Director, David I. Mahoney, Inc.
Bob Howard — Radio Salesman, NBC Spot Sales
Martin Killeen — Vice President in Charge of Sales, White Rock Corp.
Alfred Y. Morgan — President, White Rock Corp.
David J. Mahoney — President, David I. Mahoney, Inc.
Cal J. McCarthy, Jr. — Vice President & Account Executive, David I. Mahoney, Inc.
Sal Sotile — Sales Promotion Manager, White Rock Corp.
WHITE ROCK AND ITS AGENCY, DAVID J. MAHONEY, INC., ARE SOLD ON SPOT AS A BASIC ADVERTISING MEDIUM

To win an increased share of the peak warm weather beverage market, White Rock puts more than 50% of its advertising budget into Spot Radio.

On stations represented by NBC Spot Sales, additional sales impact is gained through all-out merchandising support ... including powerful “Chain Lightning” displays in over 1,200 New York super markets.

Complete flexibility, your sales messages delivered where and when you require, is one reason Spot can sell for you on the stations represented by NBC Spot Sales ... in eleven major markets accounting for 45% of the nation’s retail sales.

More advertisers are Sold on Spot because more customers are Sold on Spot ... and some spots are better than others!

NBC SPOT SALES
30 Rockefeller Plaza, New York 20, N. Y.
Chicago Detroit Cleveland Washington San Francisco
Los Angeles Charlotte* Atlanta* Dallas*

* Bomar Lowrance Associates

Representing RADIO STATIONS WMAG Chicago KNBC San Francisco KSD St. Louis
WRC Washington, D. C. WTAM Cleveland WAVE Louisville KGU Honolulu WRCA New York
and the NBC Western Radio Network

Representing TELEVISION STATIONS KSD-TV St. Louis WRC-TV Washington, D. C.
WHBN Cleveland KRTV Portland, Ore. WAVE-TV Louisville WRGB Schenectady — Albany — Troy
KHON-TV Honolulu WRCA-TV New York WHNQ Chicago KJRC Los Angeles
Appreciation
EDITOR:
As I prepare to leave the Pentagon for a new assignment, I wish to take this means of expressing my appreciation for the valuable assistance you have provided, . . . for your recognition of the practical problems with which my office has been confronted in carrying out its responsibilities to the Army and the public, as well as the profession you represent, and for your splendid cooperation in meeting those problems. I know that this cooperation, enjoyed by my staff and myself in the past, will also be extended to my successor . . .

Gilman C. Mudgett, Maj. Gen., GS
Chief of Information & Education Department of the Army
The Pentagon, Washington

Have News, Will Travel
EDITOR:
I find it very difficult . . . to keep up with B&T while I am out of town. . . . I missed your issues during part of the months of June and July while I was on the West Coast and as I will be back there from Aug. 6 to Sept. 5, I wonder if you could arrange to send the copies which you would ordinarily send to my residence in Wilmette, to me at Pacific Palisades, Calif.

Roy M. Kirkland, Vice President
Gordon Best Co., Chicago

[EDITOR'S NOTE: Mr. Kirkland will receive his copies in California, as requested. One week's notice to B&T's circulation department will send any subscriber's issues to a new address for as long as he wishes.]

Advance Notice
EDITOR:
After July 1, 1956, telephone number for WHO & WHO-TV will be Atlantic 8-6511. Will appreciate notification to that effect in 1956 Yearbooks.

W. W. Woods, Asst. Resident Mgr.,
WHO-AM-FM-TV Des Moines, Iowa

How Britain Got the Light
EDITOR:
The interview with Clair R. McCollough [B&T, July 25] contains much highly interesting and provocative material on the advent of ITA (commercial) television in Britain. However . . . Mr. McCollough is in error in saying: "When we were in England in 1945 they had a comparatively small BBC broadcasting system. At least, that was true until several million GI's arrived in England. If you recall, this situation brought about the creation of a so-called 'light' program network that played mostly American records and electrical transcriptions from our immensely popular radio shows. Immediately the British people started listening to this particular program service and more or less forgot about the BBC programs."

First, the BBC had two programs as early as 1941; catering to the 'home'—the Home Service, essentially a continuation of the pre-war BBC programs—and to the 'service—a Forces Program of much lighter fare, many remotes from Army, Navy, RAF camps, etc. Second, the 'mostly American records and transcriptions were not played on the BBC Forces service. The projected arrival of the millions of American service men prompted the planning and building of a radio service to supply just such American radio shows—but only with the permissive restriction that the radiation of such a network (of many small transmitters) would be confined to concentration of American troops.

Third, the operation of this service (the American Forces Network) while headquartered in London did not cover the metropolitan area at all, except by a system of closed circuit land-line (wired wireless) amplifiers. Therefore, the majority of the British people did not listen to our programs, much as they might have liked to. (Fifty watt transmitters and inefficient antennas were not then, or now, considered Grade A coverage of the whole of the British Isles.)

Fourth, rather than give the British and the BBC (who were and are my good friends) credit for the outstanding radio coverage of the GI's during the war in England, let's not forget that it was an all-American inception, operation and construction with the cooperation (in material and labor and spirit) of the BBC, Chas. Gurney (then Lt. Colonel), John S. Hayes (Major, then Lt. Colonel), Richard M. Condon and many others of the OWI made this first inroad of American broadcasting into the BBC. Well, yes, a popular American radio comedian did get on the BBC Forces Program; Bob Hope made it, live. But AFN originated the remote and fed the BBC.

Don V. R. Drenner, Engineer
KGIF Coffeyville, Kans.
(Ex-RAF, BBC, "Force-upon-a-time chief engineer, AFN [London]."

Canadian Market Story
EDITOR:
This is just a brief note to say "thank you" for your recently published Canadian market story [B&T, July 18]. I am sure that this information will prove useful in the future.

Richard C. Pickett, Timebuyer
Foote, Cone & Belding, New York

EDITOR:
. . . Wish to draw your attention to the [part of the] story concerning Montreal radio stations, wherein reference is made that CIAD uses part French and part English programming. For your information, CIAD broadcasts exclusively in the English language. . . .

CIAD Montreal

National and Local Rates
EDITOR:
I read with interest the editorial, "On the Spot," which appeared in the July 18th issue of B&T.

The topic of national and local rates has long been one of question to persons associated in the advertising field. Just what is it that makes an account national? Is it the fact that an agency is involved, justifying a higher rate? Or is it the fact that a product advertised is available in many points of distribution? At any rate, the question seems to be limited greatly to product advertising.

Newspapers have a feature in classified advertising which, I am sure, contributes a substantial amount to the claim of national advertising. I don't refer to the "Find a House For Rent-HELP WANTED" advertisements. Many radio stations feature a "Classified Page of the Air" program, at least we do. What I refer to is the section devoted to legal advertising which accounts for column after column of whereas, hereby," etc.

Do you know of any newspaper which doesn't charge the highest, one-time open space rate for this service?

Let's have the boys at ANPA determine whether or not this amount is included in national advertising.

Michael J. Cuneen, V. P. & Gen. Mgr.
WDLA Walton, N. Y.
to win with FULL 316,000 WATTS POWER coming in early fall. Maximum coverage of the Ark-La-Tex from Louisiana's tallest tower!

to place advertising at Shreveport's LOWEST TV COST PER 1,000 because LOW 1955 rates are in effect for established clients HALF-WAY THROUGH 1956!

to show adjacent to CBS-ABC and established local programs ... backed by the 19 months experience of Shreveport's FIRST TV station.

Let your Raymer Man put you on the inside track!

KSLA \text{ CHANNEL 12}\nFIRST IN SHREVEPORT, LOUISIANA

PAUL H. RAYMER CO., INC. / NATIONAL REPRESENTATIVES
Time Buyers!

HERE'S WHY YOU SHOULD BUY

WBRE-TV Ch. 28
Wilkes-Barre, Pa.

America's First Million Watt Station!

AN NBC BASIC BUY!

National Representative The Headley-Reed Co.

WBRE-TV NOW AMERICA'S MOST POWERFUL STATION WITH One Million Watts

POWER...PUNCH...PERFORMANCE...PERFECT PICTURE...PERFORMANCE...PERSONNEL
PROGRAMMING...PERSONNEL...POWER...PEOPLE!!!
And now...a MILLION WATTS of power to make even our previous achievements seem picaresque.

WBRE-TV has to its record some outstanding "firsts" but none greater than being the FIRST MILLION WATT TV STATION IN THE NATION. WBRE-TV applied for and received the first million watt TV station grant from the F.C.C. It is a source of satisfaction that we have been able to get the grant in less than two years.

WBRE-CH 28 Wilkes- Barre, Pa.
AN NBC BASIC BUY!

News Coverage

WBRE-TV Serves a 17 County Area in a Matter of Minutes

WBRE-TV's Regional News Coverage is produced by a 10 man news staff, with cameramen strategically located at vantage points over the vast area served by WBRE-TV. News is received, developed and aired the same day it happens...often while the news is still being made. For news WBRE-TV is the only medium to cover the above 17 Counties.

WBRE-TV Nov. 1, 1954 Wilkes-Barre-Scranton
Television Evening News Ratings were as follows:
WBRE-TV 17.4
Station B 3.8
Station C 2.4
Set Count as of March 1, 245,000

WBRE -TV Ch. 28 Wilkes-Barre, Pa.
AN NBC BASIC BUY!
WBRE-TV's Powerful Influence makes it an NBC Network Basic Buy.

Now First Million Watt Station in the Nation!
Serving 2,000,000 Population!
Verified Set Count 225,000!

Stop ... and consider that now you can serve the entire Northeastern area of Pennsylvania with the Nation's Most Powerful Station ... WBRE-TV!!!

With a full schedule of NBC shows ... outstanding local shows ... news and sports coverage of local, regional and national interest, WBRE-TV is the "basic station" in this quietly populated industrial-agricultural market.

WBRE-TV Ch. 28 Wilkes-Barre, Pa. AN NBC BASIC BUY

WBRE-TV Always Head of the Class

GREATEST COVERAGE!

The nation's first Million Watt Station serves a 70-mile radius, comprising 17-counties (plus) in N. E. Pennsylvania with a population of over 2,000,000.

AR & PULSE surveys show that WBRE-TV has an average weekly share of audience of over 40% and leads by 23% to 400% over the other stations!

One station ... WBRE-TV ... delivers the viewers in the key marketing areas of Wilkes-Barre, Scranton, Hazelton, Sunbury and Williamsport.

GREATEST AUDIENCE!

Your Headley-Reed representative has these and many more facts to prove the consistent class leadership WBRE-TV ... he'll be glad to show them!

GREATEST ADVERTISING BUY!

VERIFIED SET COUNT OF 250,000 as of April 1955

Here is Proof...

WBRE-TV's Superior Sales Potential

Based on 1953 Retail Sales Figures Reported by 

...of WBRE-TV

Sales Management

Of the Nation's 100 Metropolitan County areas, Wilkes-Barre, Luzerne County ranked 160th ... Scranton, Lackawanna County 99th ... yet the combined retail sales of these two major Pennsylvania markets covered by WBRE-TV exceeded those of the Nation's 60th smallest sales market, San Bernardino, California.

In addition to the impressive fact, WBRE-TV with a million watts covers 17 of the 67 counties in Pennsylvania having a combined retail sales equal to the Nation's 121st market, Baltimore, Md.

WBRE-TV is the "POWERHOUSE" of Northeast Pennsylvania ... serving over 2,000,000, sets with the most powerful program schedule of local, regional and national interest.

WBRE-TV Ch. 28 Wilkes-Barre, Pa. AN NBC BASIC BUY

COVERAGE LEADERSHIP

VERIFIED

by ARB* and PULSE*

* WBRE-TV ... the nation's first MILLION WATT STATION delivers to the advertiser the maximum of exposure in the key marketing areas of Wilkes-Barre, Scranton, Hazleton, Sunbury and Williamsport with an average weekly share of audience of over 40% and leads all other stations serving in this most manufacturing and agricultural center by 23% to 400%.

* WBRE-TV is not only head of performance ratings in the Wilkes-Barre Scranton area, but also delivers more than 400,000 more sets than the second station in the market.

* These two thoroughly competent survey organizations show that WBRE-TV unquestionably is the leading TV station in Northeastern Pennsylvania which comprises more than 17 Counties and a population of over 2,000,000.

WBRE-TV Ch. 28 Wilkes-Barre, Pa. AN NBC BASIC BUY

VERIFIED SET COUNT OF 250,000 as of June 1, 1955.
our respects
to RALPH WILLIAMS HARDY

SEVERAL years ago Ralph Hardy, then NARTB's new government relations director, wowed a district meeting audience—and he's an experienced wower of audiences—with an anecdote about his professional activity.

"I was visiting my grandmother out in Salt Lake City last summer," his story went. "She asked me what I was doing in Washington."

"I'm a lobbyist, Grandma."

"To think that we would have one in our family," she said, recalling with misgivings the newspaper stories about five-potsted and sleight-of-handers who ply Capitol corridors.

Bishop Ralph Williams Hardy—he presided over the East Ensign Ward Congregation, Church of Jesus Christ of Latter Day Saints (Mormon), in Salt Lake City, 1942-49—was proud of the fact he was a lobbyist and proud of the special approach he took to this important Washington broadcast assignment.

Day after tomorrow (Aug. 10), Mr. Hardy leaves NARTB to become CBS Washington vice president following retirement of Earl H. Gammons, holder of the network's key Washington post for 13 years [BT, June 20]. He takes the new post Sept. 1.

When Mr. Hardy was first named NARTB's lobbyist in 1950 he quickly became appalled at Capitol Hill's lack of familiarity with broadcasting's regulatory and economic problems. Using the man-to-man approach, as contrasted with Washington's legendary frosty-glass, file-t-mignon technique, he found Senators and Congressmen not only willing but eager to listen to the radio-tv story. They asked questions, too—all this during their office hours and without the usual fat expense account.

The famed Hardy skill on the rostrum traces back to his childhood (he was born May 6, 1916) when the elder Hardy, vice president of Bankers Trust Co. in Salt Lake City, handled the receivership of Baldwin Radio Co., an early manufacturer of microphones and other electronic gear. The four Hardy kids rigged loud-speakers all over the house and every room was a juvenile studio turning out programs for family consumption. At the U. of Utah, Ralph Hardy was active in speech and dramatics.

After graduation from the university he became a Mormon missionary. For three years, 1935-37, he served his church in Great Britain under the shadow of the British Broadcasting Corp., deciding this government-controlled type of radio service wasn't for him and gaining a new appreciation of the American version as well as a desire to become a broadcaster. He joined KSL Salt Lake City on his return to the United States.

His service in England included preaching and speaking at church services and other places—especially that most famous of all rostrums, Hyde Park. Competing against some of the world's wildest orators, and heckled by professionals, he picked up a thick skin and a backlog of audience-handling maneuvers that have been helpful in appearances before Congressional committees.

Mr. Hardy's government relations work during a period of intensive legislative activity, much of which was unfavorable from an industry standpoint, attracted wide industry attention. Chairman Percy Priest, of the House Commerce Committee, said of Mr. Hardy last May's NARTB convention, "I know of no man who has a higher respect of members of Congress...he has been very helpful to the Committee."

Thus he was a natural choice of CBS Inc. officials when Mr. Gammons decided to retire from the network's Washington assignment. The Gammons chair will be a tough one to fill, but Ralph Hardy has the necessary training and personal attributes.

In his six years at NARTB Mr. Hardy has accumulated a fund of corollary titles and honors with his participation in various official functions. From 1949 to 1953 he represented NARTB on the board of The Advertising Council. In 1951 he was elected to the board of governors of the Assn. of Better Business Broadcasters. During the regime of Charles Sawyer as Secretary of Commerce, he served on the first Advertising Advisory Committee.

He became a member of the U. S. National Commission for UNESCO, and recently has been vice chairman of the commission. He was a member of the American delegation to the Eight World UNESCO Conference held in 1954 at Montevideo, Uruguay.

Mr. Hardy's appointment to a high NARTB post in 1949 by Judge Justin Miller, then president, was based on extensive association experience. In January 1944, Mr. Hardy became chairman of the old NAB District 14 Program Managers Committee, representing KSL where he was assistant general manager. This led to his appointment later that year as a member of the NAB National Program Managers Executive Committee and chairman of the new Educational Standards Committee in 1947.

Impressed by the young chairman's enthusiasm for the committee work, Judge Miller in August 1949 picked him for his new Radio Division, and then government relations director.

Mr. Hardy's relaxed smile and his ringing voice have been fixtures at NARTB meetings for years. He is on the short side, quite blondish and exceedingly earnest about his work. He is married to the former Maren Eccles, of Ogden, Utah. They have five children, ranging from two to 14.

Here's our Jimmy Vinson, Middle Georgia's jam-up, top-notch, really outstanding disc jockey. (Fred Robbins had him on "Disc Derby" not long ago). Jimmy's been spinning records round these parts for nearly 12 years. Right now he's heard at the mike over WMAZ Radio from 7 til 10 each morning and from 4 to 6 every afternoon. Jimmy's a Georgia boy, active in his church, with the PTA and his Cub Scout pack. When it comes to radio, he knows his stuff, and he knows what Middle Georgians like. And best of all, his bright cheery voice is one that radio listeners round here have taken a hankerin' to.

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

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

SOUTHEASTERN BROADCASTING COMPANY
MACON, GA.
Our Stadium holds Millions!

...and every week WKMH thrills the millions with this double football treat!

What a gang of football lovers we have in Michigan! And, because WKMH brings the best in the mid-west to those rabid fans... the tune in is tremendous each and every Saturday of the football season. Not just ONE... but 2 MAJOR GAMES... one right after the other! No wonder advertisers are giving millions of cheers for the results they're scoring!

save 10%

Buy any 2 or more of these powerful stations and save 10% from rate card.

WKMH—Dearborn—Detroit
WKMF—Flint, Michigan
WKHM—Jackson, Michigan
WSAM—Saginaw, Michigan

Represented By Headley-Reed

August 8, 1955 • Page 19
KDKA GUIDE POST

66% OF ALL FAMILIES, ALLEGHENY COUNTY
74% OF RADIO FAMILIES
More than 12% over next station

KDKA NIELSEN
FIRST IN 8 COUNTY
FIRST IN 4 COUNTY
WITH 34% SHARE
WITH 28% LEAD
FIRST IN TOTAL AREA
WITH 23.5% SHARE
KDKA AHEAD EVERYWHERE!

That's the short story these dapper lads are telling the world. And what a best-seller it is! Because KDKA makes your advertising dollars count in every county.

Take a look at all three and see. Whatever rating service you use—KDKA comes out on top in these latest surveys. In Allegheny County, in 4 counties, 8 counties, 15 counties, or in the entire area!

No wonder advertisers commanding the biggest audiences demand KDKA-Radio! Take advantage of these rave ratings. For availabilities, call John Stilli, Sales Manager, GRant 1-4200. Or call Eldon Campbell, WBC National Sales Manager, MUrray Hill 7-0808, New York.

KDKA—Pittsburgh

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO  TELEVISION
BOSTON—WBZ—WBZA  BOSTON—WBZ-TV
PHILADELPHIA—KYW  PHILADELPHIA—WPTZ
PITTSBURGH—KDKA  PITTSBURGH—KDKA-TV
FORT WAYNE—WOWO  SAN FRANCISCO—KPIX
PORTLAND—KEX

KPIX REPRESENTED BY THE KAEY AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY FREE & PETERS, INC.

No selling campaign is complete without the WBC stations
If your sales are lagging in Buffalo, the nation’s 14th largest market, try WGR-TV.

WGR-TV is Buffalo’s “most-watched” station. For instance, WGR-TV leads in 19 of 24 quarter-hour segments from 6 p.m. to midnight.

Get complete coverage of 470,436 sets throughout rich Western New York and 443,349 Canadian sets by putting your sales message on WGR-TV.

MOST BUFFALONIANS WATCH

WGR-TV

CHANNEL 2
BUFFALO

NBC BASIC

REPRESENTATIVES — Headley-Reed
In Canada — Andy McDermott-Toronto

BERNARD BROWNOLD

BERNARD (BIB) BROWNOLD, vice president, account supervisor and stockholder at Grey Adv., New York, is celebrating his 35th anniversary with the agency, coincident with the agency’s own 38th birthday this week.

Mr. Brownold started his advertising career at McCann-Erickson as an office boy. He had completed a course at the National Academy of Design and joined the agency in the hopes that he would be able to become a commercial artist. But his artistic attempts were abandoned when his executive ability was discovered. Within two years he had travelled from office boy to assistant account executive.

One day shortly thereafter he answered a blind newspaper advertisement for an advertising “executive.” The ad was from Grey Adv. He joined the firm and except for one brief period has been with them ever since. Today it has expanded to include 385.

Among the accounts the agency handled in the early days was Orbach’s, which through the agency was a pioneer sponsor on NBC Radio when it underwrote the Phil Spitalny show.

The short leave from Grey Adv. occurred when Milgrim (women’s clothier), one of Grey’s accounts, lured him away from the agency to be its advertising sales director for two years.

He returned to the agency in 1930 and became account executive of a number of Grey’s original accounts. In 1937 he was appointed account executive on Firestone’s new consumer products, other than tires and the Deltox rug Co., which today is a division of Armstrong. Both clients are still with Grey.

Last year when Grum Watch Co. renamed Grey to handle its advertising, Mr. Brownold again became the account supervisor for the account. Currently the latter participates on Home and Today on NBC-TV and Monitor on NBC Radio. In addition Mr. Brownold has supervised J. B. Watchbands, which sponsors Stop the Music on ABC-TV, Dan River fabrics, and Anchor Hocking (glassware).

Mr. Brownold affirms that “the new sense of programming is bringing radio into its rightful media position again. Every advertiser today is seriously considering and looking at radio as well as television.”

Mr. Brownold has been married to the former Dorothy McGiehan for the past 18 years. They have a son, James, 9, and live in Scarsdale, N. Y. Hobbies: skiing, tennis, golf.
And Anne Hayes, KCMO's Director of Women's Activities, covers every bit of it admirably — from how you drape a picture window to when you use a pinch of marjoram. Every weekday, she's on the air with a fifteen-minute radio program and a half-hour television show. Keeping Mid-America's discriminating homemakers interested (which Anne does with ease) takes background and experience, training and talent. Of these, she has a sufficiency.

Her informative and helpful advice to women has won her an impressive list of citations — like the Foster Parents Plan Award, Advisory Board appointment for the American Women Broadcasters for the United Nations, First Honorary Member of The American Women's Business Association and special recognition from the Women's Chamber of Commerce, as well as a Community Service Award from the United Funds Campaign Agencies.

Covering a woman's world is all in the day's work for Anne. Hearing and seeing her is all in the day's schedule for women audiences in Mid-America.
NEW STUDIO SYNC GENERATOR TG-2A (Field Generator is Type TG-12A). Combines sync generator, dot generator, Genlock, grating generator, regulated power supply—an single chassis. Automatic Changeover Switch MI-26289 (illustrated) is a companion unit for convenient switching between two sync generators.

NEW COLOR FREQUENCY STANDARD MI-40201. Source of 3.58 mc color subcarrier used with sync generator to complete synchronizing function for color operation. A counter chain is included to provide means for locking the sync generator to the color subcarrier.

NEW COLOR STABILIZING AMPLIFIER TA-7B. In the studio, it performs all normal Stabilizing Amplifier functions—plus improved operation with the Genlock. At transmitter, it provides the white stretch required for color operation. Corrects frequency response for transmission losses.


NEW COLORPLEXER TX-1B combines on a single chassis all circuits needed to produce a composite color signal from color primary signals of the live camera, film camera, or color bar generator. New Carrier Balance Control automatically corrects for "drift."

NEW VIDEO SWITCHER MI-26277. Ideal for monitor switching in announce booth, projection room, program consoles... wherever monitors may be located. The inexpensive means for modernizing your present switching installation.
NEW TV EQUIPMENTS

...for better monochrome and color

Illustrated here are a few of RCA's new, improved video designs for monochrome and color operation—from the most comprehensive line of television equipment in the industry.

Engineered in accordance with the best television practice, these units are designed for progressive TV stations looking for new ways to keep picture quality "up-to-the-minute." They offer improved operating efficiency and economy. They save as much as 2/3 the rack space of previous designs.

RCA improved Video Equipments are already in operation in well-known TV stations throughout the country—on both monochrome and color. For complete information on the entire line, call your RCA Broadcast Sales Representative. In Canada, write RCA Victor, Ltd., Montreal.

Free technical folders on RCA Video units. Simply tell your RCA Broadcast Sales Representative the number (listed below).

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<tr>
<th>Item</th>
<th>Description</th>
<th>Cat. No.</th>
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<tr>
<td>TA-3A</td>
<td>Video Distribution Amplifier</td>
<td>B.2502</td>
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<tr>
<td>TA-4A</td>
<td>Pulse Distribution Amplifier</td>
<td>B.2304</td>
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<td>TA-7B</td>
<td>Color Stabilizing Amplifier</td>
<td>B.86</td>
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<td>TG-2A</td>
<td>Studio Sync Generator</td>
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<td>MI-40202A</td>
<td>Burst Flag Generator</td>
<td>B.2304</td>
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RADIO CORPORATION OF AMERICA
ENGINEERING PRODUCTS DIVISION
CAMDEN, N. J.
“make mine a double... wabi and wabi-tv!”

Now there's a smart time-buyer for you! No chance this maitre d'hôtel (name of Gus) at Hollywood's Brown Derby will ever mistake him for one of those peasants that wander in from Vine Street.

The young man has just given a substantial opinion on one of the best radio-TV buys in New England. You can see for yourself how the young lady is mighty proud of having latched onto a smart guy.

You'll be mighty proud of yourself, too, when you see the results WABI (radio) and WABI-TV salesmanship can conjure up for your products in the fastest-growing part of Maine. As Gus puts it: “the real gentlemen among my time-buying patrons always specify WABI - WABI-TV when establishing their spot advertising schedules for maximum effectiveness.” He's hep, that boy is! How about you?

wabi AM TV

BANGOR, MAINE
General manager: Leon P. Gorman, Jr.
CAN WE GET 200 MORE V'S?
BOLD PLAN TELLS FCC HOW

- Idea would liberalize mileage separations
- To drop in channels between existing stations
- And give the uhf operators a new place to go
- FCC has drafted its own schemes to aid uhf
- But hasn't found anyone who wants to use them

AN AMBITIOUS PLAN to put 200 more vhf channel assignments within reach of the nation's telecasters—or more particularly the nation's unconverted vhf sets—was handed to the FCC last week. It is the brainchild of attorneys Welch, Mott & Morgan and engineer John Mullaney.

The FCC itself has offered several stopgap plans to meet that problem. They would, variously, boost power, cut power, boost antenna limits, permit remote operation, and so on. The big drawback: nobody seems to care.

HOW TO GET 200 MORE V'S

A FORMAL recommendation that the FCC liberalize its mileage separation factors in tv allocations to permit more than 200 additional vhf assignments was presented to the FCC last week (CLOSED CIRCUIT, August 1).

The plan also advocated the use of directional antennas in television.

Submitted by the Washington law firm of Welch, Mott & Morgan and consulting engineer John H. Mullaney, the recommendation is understood to have powerful backing on Capitol Hill as well as at the FCC.

The idea in essence is this:
- Present FCC rules—adopted in 1952 when the Sixth Report & Order was issued after the 43-month-long freeze—require that co-channel vhf stations be separated by 170 miles in Zone I, 190 miles in Zone II and 220 miles in Zone III. They also prohibit the use of directional antennas.
- Zone I encompasses the crowded northeastern, middle Atlantic and north central states. Zone II is all the remainder of the country except the Gulf Coast area; Zone III is the Gulf Coast area.
- However, fully half the stations in the Zone I area, for example, are separated by as much as 250 miles.
- If Zone I stations were truly separated by 170 miles, their interference-free contours would reach out only about 49 miles (for ch. 2-6) or 56 miles (for chs. 7-13).
- Since this is so, it should be possible to drop in vhf channels wherever it can be shown that no greater interference would be suffered by an existing Zone I station than it is liable to under the 170-mile rule.
- Similar reasoning would permit additional vhf assignments in Zones II and III.

In detailed computation, the report suggested that protection-free contours for Zone II maximum power and antenna height stations are 58 miles for chs. 2-6, and 64 miles for chs. 7-13. For Zone III stations, the figures were given as 68 and 74 miles for the low and high vhf band, respectively.

Adjacent channel separation, now 60 miles throughout all zones, could be lowered to 30 miles, it was said.

The plan estimated that a low powered (100 w at 500 ft.), ch. 2-6 station could be placed about 85.5 miles from an existing co-channel Zone I maximum power-maximum antenna height station without causing any more interference than the existing station is liable to from a full-strength, co-channel outlet 170 miles away.

For chs. 7-13 in Zone I, the separation would have to be 90.5 miles, the report indicated.

For Zone II, such drop-ins would have to be 93 miles for chs. 2-6, and 95 miles for chs. 7-13. In Zone III the distances would be 113 and 117, respectively, for the low and high vhf bands.

These low powered stations, however, the document emphasized, would receive heavy interference from some dominant stations. This could be overcome, it recommended strongly, by permitting the use of directional antennas to boost signal strength in the direction of the populated area, with concurrent reduction in the direction of the dominant station.

These "drop-in" stations, the recommendation explained, could use power anywhere from 100 w to 300 kw and antenna heights up to 2,000 ft., depending on circumstances.

Iterated and reiterated through the 56-page document (plus a five-page appendix and 21 charts) was the belief that the Commission need not hold rule-making proceedings to put the idea into effect.

It can be utilized immediately on a case-by-case basis, it was emphasized.

Underscored also was the belief that no change by existing stations would be required in order to adopt the plan. Stations would be untouched as to channel assignment, power and antenna height, it was declared.

In fact, it was pointed out, if viewers in interference areas still wanted to receive the dominant station, they could continue to do so by orienting their receiving antennas.

The only revision necessary is regarding mileage separation and the use of directional antennas, the proponents pointed out.

This has been recommended from time to time during the last year or more as the plight of uhf operators worsened. It was suggested strongly by several witnesses testifying before the Potter subcommittee last year.

Former FCC Comr. Robert F. Jones' dissent to the 1952 Sixth Report was alluded to several times in the new plan. His prophecies regarding the fate of uhf were commended by the writers of the document.

The plan was originally worked up in behalf of Robert W. Rounsaville, owner of the now dark ch. 36 WQXI-TV Atlanta, it was learned.

However, following the tentative first research, it was realized that a major overhaul in FCC thinking on mileage separation and directional antennas was required. A full-scale study was initiated under the direction of Harold B. Rotherock, consulting engineer.

At a news conference in Washington last Thursday, Mr. Mullaney declined to specify where the additional vhf channels could be squeezed in under his plan. He did say, however, that he had checked such areas as Scranton-Wilkes-Barre, Atlanta, Buffalo and Harrisburg-York-Reading and that he was sure that all uhf stations in those communities could be accommodated with vhf channels.

Present at the news conference also was Ed Kirby, former Army radio-tv chief and former NARTB public relations director, acting on behalf of the proponents of the plan as public relations consultant.

Paying tribute to FCC Comr. Robert E. Lee for his "long-range" reallocation plan professed at the NARTB convention last May (BWT, May 30), Mr. Mullaney suggested that the latest recommendation was for the immediate...
future and could do much to succor ailing telecasters. Mr. Lee had suggested a spectrum reallocation to give tv 47 vhf channels in the 60-342 mc band.

Mr. Lee is scheduled to address the first circuit meeting of NARTB in Chicago Sept. 20. It is understood he again may discuss possible allocation plans for the unused vhf.

Mr. Mullaney admitted that the recommendations submitted to the FCC last week give short shrift to uhf, "It isn't the fault of uhf," Mr. Mullaney explained, "of the economics of telecasting, like converion.

"This puts telecasters on an equal basis," he added. "Competition becomes one of simple programming with no artificial barriers to audience building."

Uhf frequencies can be used for other services demanding more space, Mr. Mullaney said. He suggested taxicab services as one possibility.

There have been discussions with FCC commissioners and staff members, Mr. Mullaney acknowledged. Also with congressmen and senators, he said. He declined to name them.

It was understood that among those who have been kept informed are Comr. Lee, William B. Campbell, Mr. Lee's engineering assistant; Edward W. Allen, FCC chief engineer, and Christian Roseberry, engineering assistant to FCC Chairman George C. McConnaughy.

The idea has the blessing of Sen. John W. Bricker (R-Ohio), it was learned. Sen. Bricker is senior minority member of the Senate Commerce Committee.

No action is anticipated before the Commission resumes official business after Labor Day. The FCC has suspended formal meetings during August.

After the summer recess, the Commission will be faced not only with this plan, but also with petitions for de-intermixture in a number of cities.

Arguments on this plan were heard last month [BT, July 4]. They envisage deleting the vhf channel from cities where uhf stations are now operating.

The cities are Madison, Wis.; Peoria, Ill.; Evansville, Ind., and Hartford, Conn.

There also are a dozen or more similar requests on file with the FCC. They involve such cities as Miami, Albany and Fresno, among others.

THE FCC CAN'T FIND TAKERS

SOMETIMES the wheels of the FCC grind exceedingly slow.

Not many months ago, the Commission was reaching in all directions to alleviate the plight of uhf operators. One of these steps was the liberalizing of various rules to reduce the cost of building and of operating tv stations. Another was to allow uhf stations to gain equality in coverage with vhf stations.

The object was to help failing tv stations remain on the air and at the same time encourage the smaller investor in the smaller city to try a tv station.

But all this activity has failed to generate the results expected.

What has happened, it has become obvious to most observers, is that additional steps are needed, with uhf granting the goal of low cost stations to be made.

In the last few months, the FCC has taken the road of low power and high power operation as a means of the goal. The latest formal action taken by the Commission in this direction was the authorization to establish tv stations with radiated power as low as 100 w and with no antenna minimums.

Heretofore, the FCC required that stations radiate not less than 1 kw with a 300 ft. antenna in communities with 30,000 or less population.

The new rule was passed last June [BT, June 27] and was effective August 1.

On the assumption that there should be a goodly number of low power applications either already piled high on some FCC functionary's desktop awaiting deadline—or in the offices of Washington lawyers and engineers, BT went scouting last week.

It found—none.

There is no application asking for 100 w tv operation at all. There have been inquiries from clients of lawyers and engineers, either.

The only interest has been more or less casual, as far as BT could learn. There have been inquiries from clients of lawyers and engineers, either.

WILL THEY BUY UHF?

THE REAL stickler of the uhf problem is whether or not the advertisers, if their agencies, will buy it. FCC Comr. Robert E. Lee made a week's trip to New York's Madison Avenue to find out just what the agencies' attitude is. In essence, they told him that they're not circulation-averse, but they don't care much whether that circulation is uhf or vhf. The impressions Comr. Lee gained on that trip are quoted in an exclusive interview with BT editors beginning on PAGE 35.

neers, but none has told his counsel or consultant to start preparing an application.

Why not?" we asked one busy and highly regarded uhf executive, "It will be profitable for the FCC to eliminate it.

"Well," he remarked, "it's because, basically, it's not worth while spending $25,000 for a 100 watt station when for another $15,000 you can have a real signal from a 1 kw transmitter."

"Actually," he colloquialized, "100 watts ain't hardly gonna get your signal beyond the antenna, if you want my opinion."

"Anyway," he concluded, "it's not the initial investment that bothers me, it's the operating cost. And that's about the same for a 100 watt station or a 1 kw job."

That attitude, that 100 w isn't going to give a useful signal, is being taken to the unexpected lack of interest as of this moment.

This stark situation is true as of now; it doesn't mean that no one will ever take advantage of this opportunity to establish the electronic equivalent of a weekly newspaper.

In fact, FCC staff professionals are quick to admit the drawbacks. They hope that they can do other things for low power, low cost tv: eliminate the requirement for expensive monitors, sideband filters and other test gear; permit remote control so the expense of operators can be eliminated. In fact, they are eager to lend a hand in any direction in order to bring operating costs down to the minimum.

Manufacturers of low power tv gear aren't too happy about this situation, but they aren't ready to give up yet.

Ben Adler, head of Adler Communications Labs, New Rochelle, N. Y., chairman of the Radio- Electronics-Tv Manufacturers Assn.'s committee on satellites, is certain that a few more steps on the engineering side could reduce some of the requirements that add to operating costs would be the spark that could set off a landrush for low power tv outlets.

Among the added moves Mr. Adler feels necessary is permission to use directional antennas to spray signals into the specific areas where there may be 10,000 to 15,000 people without tv service. By using low power transmitters and high gain directional antennas, strong signals could be put out over the unserved area, Mr. Adler points out.

Another step, which would pare operating costs, according to Mr. Adler, would be permission to operate the tv outlet unattended—or at least by remote control. This would slice off a chunk of expenses, the New Rochelle manufacturer believes.

In fact, in order to energize Commission activity on these lines, the RETMA satellite committee is preparing a formal letter to the Commission urging just such moves. This will be filed with the Commission as soon as it is coordinated among committee members.

Sarkis Tarzian, whose firm of the same name in Bloomington, Ind., has a $35,000 package for low power, small scale uhf and vhf tv operation had a dozen inquiries, but has had to enter the market research field in order to develop a basis for potential customers. It is too soon to determine exactly how this has turned out, but it is an indication of the lengths to which equipment makers must go these days to sell equipment.

The only low-power transmitter manufacturer who is publicly pleased with the present situation is Dage Electronics, a Thompson Products Inc. subsidiary, Michigan City, Ind. A Dage spokesman says it has ordered a purchase of a low power package and has every expectation of wrapping up six more in the next four months. Dage has been active in packaging $50,000 low power, low cost tv for the military services at remote bases overseas.

The antithesis of low power is the proposed FCC rule permitting uhf stations to blast out with five megawatts. This also was proffered last June [BT, June 21] and is based on the assumption that if 1,000 kw does not make uhf competitive to vhf in coverage, quintupling the power should do it.

Comments on the 5,000 kw proposal are due Sept. 1.

So far the only move along these lines is the grant of an experimental permit to ch. 20 WJMR-TV New Orleans to test out the possibility of raising a 1,000 kw transmitter to 5,000 kw. This was granted two weeks ago [BT, Aug. 1]. The development will be made in conjunction with GE, which plans to try sub-stituting four 10 kw Klystrons tubes for the present four 12.5 kw Klystrons in its 1 million watt gear.

WJMR-TV is authorized 1 million watts and is due to commence such operation soon.

The only fly in the super-duper power oment is the belief in many quarters that this is too rich for uhf operators' blood. Although uhf's were authorized to broadcast 1,000 kw immediately on the issuance of the 1952 Sixth Report & Order, it was only three years later—in January of this year to be exact—that two stations actually began using this power. These are WJMR-TV and WILK-TV, both in Wilkes-Barre, Pa. The former was equipped with RCA gear; the latter, with GE apparatus.

The next 1 million watt station aside from WJMR-TV apparently will be the Storer-owned WJTV, KFPTV (TV) Portland, Ore. in which RCA has delivered equipment and which is in the process of readying for its peak power debut [BT, July 4].

There have been announcements by about a dozen other uhf stations that they intend to power themselves with the maximum million-watt output, but the abovementioned are the only ones doing something about it at the present time.
FOUR BUY SPOT, PROGRAM CAMPAIGNS

Luden’s candy, Griffin shoe polish, National Biscuit and Ballantine beer ready fall television drives. The first two have dropped network in favor of spot.

TV spot and programs were picked up last week by four major advertisers—Luden’s 5th Ave. candy bar, Griffin Mfg. Co. (shoe polish), National Biscuit Co., and P. Ballantine & Son—preparing fall campaigns.

Both Luden’s 5th Ave. and Griffin have abandoned participation in network TV and allocated their budgets into spot television.

For the candy bar, Luden’s Inc., Reading Pa., which sponsored Howdy Doody on NBC-TV, is preparing a 10-second spot announcement which will be launched on Sept. 12 in about 90 markets. The campaign will run for 26 weeks, Saturdays through Saturdays, in adacities to local and network children’s shows.

J. M. Mathes Inc., New York, is the agency.

Griffin Mfg. Co., Brooklyn, which had sponsored a portion of the Imagine Coca Show on NBC-TV, is using a part of that budget for an expanded television spot campaign in addition to continuing its radio spot schedule which started last April. The television spots—minutes and 20 seconds—are to be launched early in August on varying starting dates in 85 to 100 television markets. The campaign will run for approximately 13 to 18 weeks depending on the area. Griffin’s pattern on spot buying is in a series of four tiers, southern markets first, followed by upper south, mid-north and north. Binghamton, Castleman & Pierce, New York, is the agency.

National Biscuit Co., in addition to its sponsorship of Rin Tin Tin on ABC-TV, will promote Clubhouse Gang three times weekly on WPIX TV New York and in four other major markets. The New York sponsorship starts Sept. 10 on behalf of the company’s Nabisco Rice Honeys and Nabisco Wheat Honeys.

Kenyon & Eckhardt, New York, is the agency. P. Ballantine & Son, New York, has purchased its second series of TV film to start in October. The beer firm bought Highway Patrol, starring Broderick Crawford, in 30 markets. This is in addition to its sponsorship of another Ziv Television package, the Esther Canady Comedy Theatre, which it will sponsor in 28 markets. William Esty & Co., New York, is the agency for Ballantine.

In addition to the Ballantine deal, Highway Patrol has been sold to Kroger Grocery & Baking Co. through Ralph Jones Agency, Cincinnati, for use in six markets; Carnation Milk (Mission marcaroni) through Taskett Agency as alternate sponsor in two markets; Prudential Life through Harris Agency for Salt Lake City, and the Pheiffer Brewing Co., through Maxon Inc., in 11 markets. The show will be sponsored in 75 markets.

Grey Adv. Lady Execs Explain ‘Woman’s Touch’

AS PART OF the 38th anniversary celebration of Grey Adv., New York, four woman executives of the agency appeared as a panel—and upheld the importance of women in advertising—on the Virginia Graham Food for Thought show on WABD (TV) New York last Thursday.

Over a huge birthday cake, Miss Graham congratulated Larry Valenstein and Arthur Fatt, respectively president and executive vice president of the agency, on the firm’s 38th birthday—traced its history from its beginning in a one-room office in 1917 to its present five-floor layout at 44 Park Ave.

Miss Graham then introduced the panel of Grey women—Mrs. Florence Oldwin, a vice president and director of women’s products; Estelle McBride, a copy supervisor; Eva Hoffman, art director, and Sue Davis, television commercial writer—who were queried by a group of college girls on the theme of women in advertising. In addition, the advertising women explained how a campaign for one of its clients, Indian Head, is conceived and developed.

They also said that although getting a job in advertising was often up to chance, once the opportunity opened up, one must be prepared with proper schooling and work interest to be able to make her way as a woman in advertising.

Mutual of Omaha Buys Safety Spots on NBC Radio

EXTENSIVE three-day safety campaign over the Labor Day weekend has been purchased by Mutual & Benefit Assn. of Omaha on a number of NBC Radio programs including Monitor. The order effects a sell-out for Monitor over that weekend.

The schedule will include 30 one-minute participations on the network’s new weekend service Sept. 3-4, as well as sponsorship, on Sept. 5 only, of: Kenneth Banghart news broadcast, 10:55-11 a.m.; News With Ben Grauer, 3:30-5 p.m.; special weather and traffic report, 5:55-6 p.m.; a sports round-up, 8:15-8:30 p.m., and an announcement on Fibber McGee & Molly, 10:10-1:15 p.m. Bozelli & Jacobs handles the Mutual account.

L. A. Soap Buys Sam Hayes

LOS ANGELES SOAP Co., for its White King detergent, has signed a 52-week contract to sponsor the Sam Hayes 8:45-5 p.m. PDT news-cast on WOR Don Lee, Arizona and Intermountain Network stations, it was announced last week by Norman Boggs, vice president in charge of sales for Don Lee, and William J. Tormey, vice president in charge of sales and advertising for White King. Firm last Wednesday began sponsoring two broadcasts each week on an alternating basis, Wednesday-Friday and Tuesday-Thursday. Agency is the Raymond R. Morgan Co., Los Angeles.

William G. Mennen Jr. (r), executive vice president of the Mennen Co., and Leonard V. Colson, Mennen advertising director, give a product briefing to Miss Frances Horwitz, founder and hostess of NBC-TV’s Ding Dong School, which Men- nen (Baby Magic, Baby Oil, Skin Magic for adults) will sponsor, effective Sept. 12. The demonstration took place during a tour of Mennen’s Morristown, N. J., plant.
'Clyde and Gert' came to life as a humor routine to sell a beer in the Kansas City area. They became conversation pieces overnight, and before long were in tv, newspapers and other media. And, best of all, they sold lots of Muehlebach beer.

THEY don't look like salesmen, but "Clyde and Gert," two fictional characters, have turned out to be the most successful salesmen that the George Muehlebach Brewing Co., Kansas City, Mo., ever hired.

When Standart & O'Hern Adv. Agency Inc. of Kansas City obtained the Muehlebach beer account it decided to build a radio campaign around a humorous idea, but one that carried a strong, yet friendly, sales message that always "asked for the order." The agency created Clyde and Gert, and placed them in fantastic, humorous situations. The commercials were climaxied by the question, "Have You Tried Muehlebach ... Lately?", which always served to solve Clyde's problems.

The campaign combined humor for its attention-getting and remembrance value with a strong sales message that asked for the order in a friendly way.

The drive was launched Feb. 17 this year in metropolitan Kansas City with a heavy saturation schedule.

Four new "Clyde and Gert" mellow-dramas are added to the radio schedule each month. The Kansas City area campaign used stations WHB, KMBC, KCMO, KCKN, KUDL, KPRS and KIMO (Independence). It later expanded to include radio stations in the entire Muehlebach trade area of Missouri, Kansas, Oklahoma, Nebraska, Iowa, Arkansas, Colorado, Texas, Louisiana and New Mexico.

This is the original script of the "Clyde and Gert" series. It is a typical one:

MUEHLEBACH Clyde and Gert and Bank Robber Radio Spot (60 seconds)

GERT: Oh, Clyde! You're a hero!

SOUND: (BIG KISS)

CLYDE: Awww-wwwwwwwwwww.

GERT: You captured the bank robber single handed.

CLYDE: Shucks, I didn't nothin' any normal, red-blooded American he-man like me couldn't do!

GERT: Oh, tell me how it happened.

CLYDE: Well, there I was . . . back against the wall. He had two guns in each hand, and a knife in his teeth. He came closer . . .

GERT: And you grabbed him?

CLYDE: What 'er you tryin' to do? Get me killed? Shucks, no. I just stood there. He came closer and closer. Then he says to me: 'Okay, buddy. Any last words?' So I swallows hard . . . and then — then I says . . .

GERT: Yes?

CLYDE: I pulls myself up to my full height, and I says: (TIMIDLY) "Have You Tried Muehlebach . . . Lately?" That did it. His jaw drops open. He drops the guns.

GERT: And you picked 'em up?

CLYDE: Naw. I just stood there and told him about that mild, mellow Muehlebach beer . . . that well-aged, full-bodied richness. Tears came to his eyes, and I knew I had him.

GERT: And then —?

CLYDE: Then we both went out for Muehlebach. Muehlebach beer sure does break the ice! Come on, Gertrude, me love. Let's go.

GERT: To get your reward?

CLYDE: Yep! I'm a-goin' for Muehlebach!

END

The audiences enjoyed the commercials, and the campaign became the talk of metropolitan Kansas City. That "Clyde and Gert" became conversation pieces is proven by some of the following incidents:

In June, Boy Scouts were presenting playlets for parents visiting Camp Naish, a Boy Scout camp near Bonner Springs, Kan.

One skit was about Davy Crockett. In an exciting scene, Davy was tried by a bear. Davy clung to his tree, just out of reach of the bear. As the scouts played the scene to its fullest, the audience quietly and tensely waited for Davy to escape from his predicament. Then the bear looked up at Davy and asked: "Have You Tried Muehlebach . . . Lately?"

Two "Clyde and Gert" playlets were presented in high school assembly programs; one in Kansas and the other in Missouri.

A Kansas City sorority presented "Clyde and Gert" skits as comedy routines to patients in veterans hospitals.

"Clyde and Gert" found their fans even in the confines of a federal prison. When a speech class at the Leavenworth Federal Prison was presenting a program, two class members acted out a "Clyde and Gert" commercial. The question "Have You Tried Muehlebach . . . Lately?" was amusing even to those who hadn't had any Muehlebach beer for years.

Women's groups that often find liquor and beer advertising objectionable were heard discussing "Clyde and Gert" mellow-dramas "as casually as they discuss their favorite radio and television programs.

Two of the participating radio stations, KXOL Fort Worth, Tex., and KXXX Colby, Kan., wrote to Standart & O'Hern that they were receiving several calls a day asking when the next "Clyde and Gert" commercials could be heard.

When Standart & O'Hern had a survey conducted in supermarkets four months after the campaign started, they learned that 43% of the persons questioned had actually tried Muehlebach during that time.

Sales figures prove that the series is boosting sales to new highs for the Muehlebach brewery. With the success of the radio campaign, Standart & O'Hern also created television, newspaper, billboard poster and point of purchase material to tie in with the successful "Clyde and Gert" series.

The television series is an adaptation of the radio spots. One features Clyde and Gert and the bank robber. This is a 60-second spot using cartoon illustrations and the voices of the actors who portray Clyde and Gert on radio.

Only a portion of the "Clyde and Gert" television script is reproduced here. A comparison with the radio spot shows the adaptation.

Clyde and Gert and Bank Robber Television Spot (60-seconds)

AUDIO VIDEO

GERT: Oh, Clyde, yer a hero!

SOUND: On open medium long shot of Clyde. Gertrude slides on, back toward us. She comes up to Clyde to kiss him at end of next line. Then she moves back slightly after kiss.

CLYDE: Aww . . .

GERT: You captured the bank robber single handed.

CLYDE: Shucks, Iweren't nothin' any red-blooded American he-man like me couldn't do.

GERT: Well, there I was, back against the wall. He had two guns in each hand, and a knife between his teeth. He came closer.

CLYDE: And you grabbed him?

GERT: Fast pan to crook. At this point, all we see is two hands holding guns pointed at camera.

CLYDE: What are you tryin' to do?

GERT: (Of crook's face) Cut to side view showing Clyde at one side of screen, and crook at other. Crook is huge, while Clyde looks like an ant beside him.

CLYDE: Yes?

GERT: (To crook) Cut to medium shot of crook, then on
Get me killed? next line do a two
Shucks no! step zoom in.
I just stood there. Cut to profile of Cyan's head.
He came closer and closer...and
closer...

out of the water and asks the question:
“Have You Tried Muehlebach...Lately?”

Another shows Clyde hunting bear. He
is walking along very cautiously on tiptoe.
A step behind him, is the bear, also creep-
ing on tiptoe, and asking Clyde: “Have You
Tried Muehlebach...Lately?”

Another popular item is a six-pack carton
display piece showing Clyde climbing a wall
on which Gert stands pointing to a six-pack
of Muehlebach beer. The piece is a success-
ful attention-getter in the package sales area
of taverns as well as in super markets.

Clyde and Gert have won a huge follow-
ing because they are lovable characters.
They have proven their value because folks
all over the 10-state Muehlebach territory
are responding to Clyde and Gert’s friendly
invitation: “Have You Tried Muehlebach
...Lately?”

WHAT BEGAN as a radio campaign
quickly invaded other advertising fields.
The catchy “Have you tried Muehlebach
... latterly?” slogan soon was displayed
in television spots (top left), point-of-
purchase displays (center left), billboards
(lower left) and newspaper ads (right).
And all Kansas City was talking.
ALCOA TO TRY ‘VERTICAL TV’

Aluminum Co. of America buys $140,000 in NBC-TV time during one day in December to promote Christmas products. Sponsor drops option on 10:30 p.m. Tuesday spot on CBS-TV.

ESTABLISHING what is believed to be the first “vertical saturation plan” in network tv, the Aluminum Co. of America has purchased all availabilities on eight NBC-TV programs for a single saturation campaign on Dec. 6 at a cost estimated at $140,000. Commercial announcements will be spotted throughout the broadcast day from early morning to late evening.

Alcoa has dropped its option on the Tuesday-10:30 p.m. time on CBS-TV (Closed Circuit, Aug. 1), but is still looking for a new half-hour TV show, which presumably will be placed on a TV network later in the season.

In announcing the Dec. 6 purchase George H. Frey, vice president in charge of sales for NBC-TV, said the Alcoa advertising schedule on the network will promote “Christmas Creations of Aluminum,” including 18 categories of aluminum products manufactured by more than 300 U. S. manufacturers. The “vertical saturation” plan was conceived by Fuller & Smith & Ross Inc., New York, Alcoa advertising agency, in cooperation with the NBC-TV sales dept., with Frank Chizzini as the network account executive.

The saturation campaign is designed to reach about 10 million unduplicated TV homes and deliver some 40 million advertising impressions during the single day of Dec. 6. It will be composed of two participations each on Today, Home, Tonight and on a new afternoon drama series, plus quarter-hour segments on Ding Dong School (10:30-10:30 a.m. EST), The Tennessee Ernie Ford Show (12 noon-12:30 p.m. EST), Feather Your Nest (12:30-1:00 p.m. EST) and The World of Mr. Sweeney (4:30-4:45 p.m. EST).

In addition to the network TV patch, major department store tods in 60 of the TV markets covered by the Alcoa-NBC-TV promotion will be tied in by means of an extensive merchandising campaign. Through the use of local cut-ins each of the 60 cities, the department stores featuring “Christmas Creations of Aluminum” will obtain video identification and support from the network programs.

“We believe this precedent-making order from Alcoa may well establish a new advertising technique for television,” Mr. Frey said. “The Alcoa schedule is an example of a new kind of flexibility which enables an advertiser to achieve single-day saturation keyed in with his major marketing objectives. It is also an example of our ability to hand-tailor a television campaign to meet an advertiser’s requirements, no matter how unusual and orthodox they may be.”

Baseball Survey Says Fans Prefer TV’ing to Attending

A PREFERENCE for watching baseball games on TV has been cited as one of four major reasons why some fans are staying away from major league ball parks.

This “finding” was contained in a survey conducted by Stephen Fitzgerald Co., New York public relations firm, at the request of Baseball Com. Ford Frick. The preliminary report, based on 10,000 replies to a mail questionnaire, was outlined to officials of the American and National Leagues at their summer meeting in Chicago Monday.

Other reasons “uncovered” by the public relations firm were car parking and other difficulties in getting to the ball park, cost of attending and a dislike for length and slow pace of games. Total of 49% of those polled reported an increased interest in baseball and 39% unchanged during the past 10 years.

Simultaneously, a poll of 763 sports editors indicated that 64% felt people in their areas would support some form of toll TV to some degree.

The public relations firm said the survey is still “incomplete” but contains “sufficient amount of material . . . factual information . . . to enable owners and Mr. Frick to formulate ‘policy decisions.”

Grace McElveen Winner
In Lehn & Fink Contest

GRACE McELVEEN, promotion manager, WABF-TV Baton Rouge, was awarded first prize in Lehn & Fink Products Corp.’s nationwide contest among CBS-TV station promotion managers for merchandising the Sunday Lucy Show and the Lehn & Fink products advertised on the show. First prize was $600 in cash.

Second prize of $300 went to W. D. Evans Jr., KGUL-TV Galveston-Houston, Tex. Robert R. Kenney, promotion chief for WMT-TV Cedar Rapids, received the $50 award for third place.

In addition to receiving first-prize money, Miss McElveen will fly to New York this month for an expense-paid vacation including an appearance on the CBS-TV Morning Show.

[AKA continues on page 51]

LATEST RATINGS

PULSE

MULTI-MARKET RADIO PULSE

Weeks May 1-7, June 1-7

EVENING

Program Average Rating

May 12

June 3

Jack Benny, Misc. (CBS)

4.1

2.9

Our Miss Brooks (CBS)

5.1

4.3

Amos ‘n Andy, Misc. (CBS)

5.5

5.7

Lux Radio Theatre (NBC)

5.4

5.8

My Little Margie (CBS)

4.2

4.5

Dragnet (NBC)

4.8

5.0

L. Thomas (6:45 p.m., M-F) (CBS)

4.6

5.4

Rudy Vallain (CBS)

4.5

4.7

E. R. Morgan (7:45 p.m., A-F) (CBS)

4.4

4.3

Whistler (CBS)


MONDAY-FRIDAY DAYTIME

Program Average Rating

May 12

June 3

Helen Trent (CBS)

5.8

5.9

My Little Margie (CBS)

5.7

5.8

Our Gal Sunday (CBS)

5.7

6.0

Arthur Godfrey (CBS)

5.6

5.7

Guiding Light (CBS)

5.6

5.8

Perry Mason (CBS)

5.6

5.9

Our Miss Brooks (CBS)

5.6

5.7

Nora Drake (CBS)

5.5

5.6

Wayne Woman (CBS)

5.5

5.6

Make Up Your Mind (CBS)

5.4

5.7

Rosemary (CBS)

5.4

5.6

Young Dr. Malone (CBS)

5.4

5.6

SATURDAY & SUNDAY DAYTIME

Program Average Rating

May 12

June 3

Gunsnake (CBS)

4.1

4.0

Romance (CBS)

3.8

3.7

Robert Q. Lewis (CBS)

3.7

3.7

Masquerader (MBS)

3.2

3.1

Rin Tin Tin (MBS)

3.1

3.6

* Weighted Program Average for 19 Regular Pulse Markets.

VIDEODEX

Advance Schedule

Of Network Color Shows

CBS-TV

August color schedules not yet announced.

NBC-TV

Aug. 8. (7:30-7:45 p.m. EDT) Matt Dennis (Also Aug. 10, 12, 17, 19, 24, 26, 29). Sustaining.

Aug. 9. (7:30 - 7:45 p.m. EDT) Vaughn Monroe Show (Also Aug. 11, 16, 18, 23, 25, 30, Sept. 3). Sustaining.

Aug. 15-17. (11 a.m.-Noon EDT) Home Color Inserts daily at 11:45 a.m.-Noon. Participating sponsors.

Aug. 22 (8:30-9:30 p.m. EDT) Producers Showcase, “The King and Mrs. Candle,” Ford through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Grey and Al Paul LeFon

Aug. 27 (2:30-5 p.m. EDT) Davis Cup Matches. (Also Aug. 28, 2-5 p.m.). Sustaining.

Copyright 1955 Videodex, Inc.
In all segments of the broadcast day, Television leadership in the Baltimore market means WMAR-TV, pioneer video station of The Sunpapers of Baltimore. This leadership adds IMPACT, PRESTIGE and AUDIENCE to your advertising message, with resultant action at the point of purchase. In Maryland, most people watch WMAR-TV.

*Based on June, 1955, survey of the American Research Bureau, Washington, D.C.

WMAR-TV ... 231
STATION B ... 142.5
STATION C ... 72.5

WMAR-TV also led the list of "Top Ten" programs in June...

6 out of First 10 Programs in Baltimore are on...

WMAR-TV
CHANNEL 2
REACHES MORE
In Baltimore
Spots are available on "Cartoon Carnival," producing ratings as high as 16.8, with an audience that's growing daily. Further details from The Katz Agency, our National representatives.

Greater Nashville watches channel 5

the outlet for 62 Tennessee and Kentucky counties reaching a quarter of a million TV families—a billion dollar market—with Nashville's highest towered, maximum powered equipment. In addition to complete coverage of Nashville, WLAC-TV delivers a consistently clear signal to an area that's "fringe" to others, "basic fabric" to Channel 5. This exclusive WLAC-TV bonus area produced $247,718,000 in retail sales last year.

WLAC-TV

100,000 watts • Channel 5
CBS Basic Affiliate
Nashville, Tennessee
THE AD MEN TELL LEE

BE IT U OR V,
WE BUY CIRCULATION

FCC COMMISSIONER Robert E. Lee had heard many references to the "Madison Avenue Philosophy." He wanted to find out what it meant, so he packed his bags and made a one-man tour of advertising's most famous street. It was an informative trip.

Back in Washington, he sat down with B*T editors and told what he'd learned. Here are his recorded impressions.

Q: Mr. Commissioner, we understand that you spent a week on a safari to deepest Madison Avenue. Did you find the natives friendly?
A: Yes, indeed, I found the sidewalk jungle very receptive.

Q: Could you understand their peculiar language without an interpreter?
A: I found, like most things, that there is less mystery there than one would expect. I picked up a few new phrases and I suppose I can now qualify as a semi-expert.

Q: Do you want to roll this all up into one big ball of wax for us today?
A: I'd like to. My reasons for taking this little jaunt were primarily the pending rulemakings on deintermixture in various places in the country. I was intrigued, during the oral arguments, by the many references to the Madison Avenue philosophy, the attitude of Madison Avenue, the discrimination, if any, against uhf, and so on. I found no one who had talked directly to these men behind the scenes who divide up the dollars, so I thought it would be helpful to me to pick up some real on-the-ground background.

Q: Did you find that there is a Madison Avenue philosophy? That they live in a little world all their own?
A: I expect that if there is a Madison Avenue philosophy it can be summed up by saying that since they're spending their clients' money they are interested in getting the maximum circulation for minimum cost.

Q: That's cost-per-thousand?
A: Cost per thousand is one phrase. For example, they explained to me that for a particular product in a particular market the only possibility of sales might be in the urban area. Therefore, if there is a vhf station that has coverage well out into the rural area and a uhf station with good urban area coverage, under those conditions they would prefer the uhf station if the hourly rate was consistent with that coverage.

Q: What sort of product would that be? Did they give you some examples?
A: It might be some of the modern soap powders that farm families just don't seem to use. Automatic dishwasher detergents, for example, and many other products not necessarily for the rural market.

Q: Then, in that case it would be cost-per-thousand prospects rather than cost-per-thousand viewers, would you say?
A: I think that might be so. I was very much impressed with the simplicity of this business and also with its physical arrangement. I heard some reference to the fact that the advertising industry, while operating in the largest city in the world, in a sense could be said to operate in the smallest city in the world. Within a space of some two or three square blocks you find all of the people who handle something like 70% of all national advertising.

Q: Both network and national spot?
A: Right. You can reach them by walking across the street or around the corner or going up in an elevator. It's all very highly concentrated. Also, I expect that probably 75% of that 70% is placed by perhaps the ten top firms in the advertising agency field.

Q: Did you visit the ten top agencies?
A: I visited every major agency and quite a number of the others. I can't identify them for you because I told them at the time that I was just interested in background and wanted facts rather than guarded quotations. I didn't even take a note of the names or the addresses because I didn't want to have them feel they had to be restrained in their conversations with me. My concern was probably not necessary. I think I had an idea that there was something real mysterious about this business, but I found no mystery at all. It's just a question of people trying to sell a product and using their best judgment to put the limited number of dollars in the place where they hope it will get the maximum return.

Q: Did you talk to the presidents, the top executives of the agencies, or . . . ?
A: No. I went to the— I don't know what echelon it might be—but I went to the men and women who actually were on the telephone placing this advertising—the timebuyers. I thought they
For 3 Solid MONTHS Now... LOCAL BUSINESS Hits NEW HIGH on KRNT, DES MOINES!

Yes — for three straight months, local business has hit a new all-time high in dollar volume and in number of accounts on KRNT, Des Moines. Repeating—the biggest local weekly billings in the history of this very successful station, regardless of year or season, have been racked up in the last three months. Much of this gain was made in nighttime sales, with 66 shrewd advertisers buying nighttime radio on KRNT.

KRNT has proved that it can sell anything from aspirin to swimming pools... from diamonds to cake mix. No wonder! This is the station with the fabulous personalities that sell for you... the station that's the Hooper and Pulse leader in Des Moines — morning, afternoon and evening.

If you're not selling like you know you should in Iowa, take a tip from the many KRNT sponsors who must have cash register results the very next day... put your chips on KRNT-CBS, the BASIC BUY in Iowa.

KATZ HAS THE FACTS ON HOW YOU, TOO, CAN GET THE "LOCAL SELL"!
It's big news for Iowa viewers and big news for you if you sell in Iowa... KRNT-TV is now on the air with all the big, popular CBS television shows that have led Central Iowa ratings for years... PLUS the favorite local personalities with established audiences and proved power to move merchandise!

Your Iowa campaign starts with Des Moines and KRNT-TV, so call Katz now and discuss availabilities on the showmanship station in Des Moines, KRNT-TV... affiliated with highly-cooperated KRNT Radio and the nation's largest legitimate theater, KRNT Theater.

KATZ HAS ALL THE FACTS—FULL POWER 316,000 WATTS
would have the picture and I was quite delighted at their tremendous knowledge and their grasp of each particular market. They had statistics at their fingertips and I'm convinced they're a very efficient group of people.

Q: How many advertising agencies did you visit in all?
A: I would guess possibly 15.

Q: And how many station representatives?
A: Probably about eight or nine.

Q: What were the main questions that you put to the agency people and what would you say were the common answers you got?
A: I found some differences of opinion but I was concerned primarily with how did they decide where they would put this money. The money for advertising originally comes from the firm which manufactures the product which has an advertising budget for the ensuing year. They have an advertising department. They earmark a certain amount of money for advertising and the department decides how much will go into the various media. Then the advertising agencies get into the act and they develop these campaigns.

RESISTANCE, NOT PREJUDICE

I asked all of them whether or not there was any particular prejudice with respect to uhf. While there were differences of opinion, I would say that the word "prejudice" was probably not a wise choice. My impression is that there is some sales resistance to uhf, not on the part of the advertising agencies, but perhaps the companies. It might be summed up by saying that where uhf is used they sometimes require a little more of an explanation than for vhf because there is the general feeling that the vhf station has greater coverage. But in many instances, despite this, uhf is still a good buy.

Q: Did you find any particular formula for using uhf?
A: No, I did not. It varied with the product and with the relative markets that the advertiser was interested in. I did find that apparently nobody has enough money to cover all markets. A campaign to reach only the first 30 or 40 markets calls for a very high expenditure. I think they told me they divided the country into about 240 television markets, but I didn't find anyone who knew of any individual tv campaign that reached more than 100 markets. I was impressed at the fact that a good many of them indicated that know-how and good business management meant a lot when they selected a station, whether it was uhf or vhf.

Q: Could you interpret that? What did they mean by good business management?
A: I think that there was a little bit of an impression that some of the u's who were in trouble could do more to help themselves, I assume primarily through some original programming or better programming, or better business practices. Basically it gets back to circulation—or as my broadcasting friends tell me, the worst that can happen to a piece of music is that it never be heard and the worst thing that can happen to a tv picture is that it never be seen.

Q: Do you feel that you can do a better job in dealing with the uhf-vhf problems that reach the Commission now that you have gotten this first-hand knowledge of the business side of broadcasting?
A: Yes I do think so. As a matter fact, I now intend next to look into the technical comparisons between a uhf and a vhf receiving set. I'm somewhat confused at this point and I hope that before Labor Day I can go into some market where both u's and v's are in existence. I want to talk to the dealers and the repairmen. I want to see how many sets they repair and how many of them are u's and how many of them are v's, what technical advantages or disadvantages does either have, how much more it costs a year to maintain—that sort of thing.

I hope shortly to present to the Commission some concrete proposals, not necessarily a Lee plan, but rather a compendium of the best advice I have been able to find. I have sought engineering advice as well, looking toward suggestions for possible reallocations.

Q: There has been a good deal of misunderstanding about conversion costs. Do you think you can clear things up by such a visit?
A: I would like to if I could. I'm afraid that I might run into the same problem that I suppose other people have and that is that the situation varies in different places in the country. I understand Miami and Norfolk-Newport News are handling conversion very cheaply, while in other places it runs a lot higher, so I don't know how conclusive a story I can get from a visit to one market, which is all I'll have time for. Even so, I think I'll learn enough to make it worthwhile.

Q: Going back to the Madison Avenue trip, on matters such as the uhf problem before the Commission, would you say that you would advocate soliciting comments of agencies and advertisers who are using these media?
A: I'm not sure that would be of much help, because it gets right back to this proposition of where the circulation is. If they think that the u has a circulation there's no hesitancy in using it and I don't think they care much whether a market is u or v. They'll use whatever means they can to get into the market. I couldn't get much help on whether or not the advertising dollar would be at least partly weaned away from tv in all u markets, in favor of perhaps newspapers or some other medium. I couldn't tie that down. The only answer I got was that where there is circulation and the cost is right the buyers will use whatever means there is to get into the market.

Q: On that very point, what about the proposal of Commissioner Doerfer dealing with major market conversion to all uhf, leaving vhf to serve the smaller markets, the outlying and what he calls, the peripheral areas. Would you say that the Madison Avenue concept coincides with Mr. Doerfer's approach?
A: I don't know as it would make any particular difference to them, if the circulation was there. At first blush, a proposal like John's seems pretty unreasonable, but you think about it a little bit and you say: "Well, is the government going to do something about uhf and if it is why not go whole-hog and really convert the biggest markets?" That's one side of the coin. The other side is how to explain to eight million people why they have to spend another hundred dollars and obsolete every vhf set they have. I don't know the answers but I'm certainly going to give John's suggestion the same consideration that I would any other.

Q: Can we assume, then, that you agree with both Comr. Doerfer and Comr. Hyde on the importance of the economic aspect of television allocations?
A: Yes. I don't see how it can be ignored. I think it is a factor we'll have to take into consideration continuously, despite the fact that the tendency over the years has been that this is something we perhaps shouldn't get into. It's something I would rather not get into as a free enterprise problem, but I don't see how we can avoid it in this particular situation. In other words, if there is a way to get another channel into a particular market my thinking at this time would certainly indicate that I want to know whether or not that market would support that additional channel.

The real and sole responsibility of the Commission, it seems to me, is: Will the addition of a new station improve the present service in the area, or will it so financially weaken the present service that deterioration of the existing service is threatened? The riding consideration is to see that the public in every area gets...
most diversified and efficient television service economically and technically possible.

Q: A decision doesn't necessarily have to be based on that knowledge, but you want that knowledge?

A: That's right. It's another factor.

Q: It's my understanding that the Commission has always said: "If from an engineering point of view you can get another station on the air in a certain market, we have no concern with the economics of the situation." Do you mean that if someone came to you and said, you can put this channel here and it won't interfere, that you might deny that application if in your judgment the market wouldn't support another station?

A: Speaking solely for myself, I think that I would certainly give that consideration. In other words, you might have a market with two or three channels operating and if we could put another one in I would want to know whether by dividing up whatever revenue there is now you might wind up at some future period with less than you started with before you put the new channel in. It doesn't help to add a new station if that addition takes enough income away from the stations already there to give them all trouble.

I do not want to be misunderstood on this point. I will not encourage monopoly or discourage free enterprise. I merely expect to consider economics consistent with the overall public interest.

Q: Where you have a market that now has two uhf stations on the air and somebody found a way to drop in vhf, wouldn't that be the kind of situation you're thinking of?

A: Yes. If it demonstrably indicated that one of the u's was going off the air as a result of the new v going in you'd have a very serious question as to whether or not that fellow who has the existing u shouldn't be given some preference for the prospective v. At least to the extent of filing a competing application for a comparative hearing.

Q: Isn't that getting into the public utility theory?

A: Maybe so. I do not know that the public utility question is necessarily raised in this situation. Now, I am likewise not convinced that the fact that a v goes into an existing u market automatically and per se means the end of the u's. That certainly isn't necessarily so.

Q: Did you specifically ask your advertising agency people what they thought about deintermixture?

A: Yes. I think that it might be said that they felt that if there had been deintermixture in the original allocation we would all be better off, but that the dislocations of unscrambling that egg now would make it a pretty difficult problem. In essence, I think it could be said that they didn't particularly care, as long as there was an outlet to the people.

Q: If they get the circulation they don't care . . . ?

A: They don't care whether it's u or v as long as the circulation is there.

Q: Based on your impressions obtained from talking with the agency buyers and your obviously considerable technological information obtained from your couple of years at the Commission, what would you say were the chances of working out a practical system based on the existing allocations plan?

A: I think a practical solution within the broad area of the existing allocation plan is feasible and I hope to pass on some specific suggestions, which I am not prepared to discuss at this time, to the Commission.

Q: Mr. Commissioner, have you come back from your Madison Avenue trip feeling that the problem is not insoluble and that the economic wherewithal is there for both u's and v's?

A: I would say that I do not see a solution to the problem if a solution means that we guarantee all existing operators that they're going to either get in the black or remain in the black. I think that whatever steps we take we are going to make somebody unhappy, and by not doing anything I think we would make everybody unhappy. I think that this is one of the situations where the Commission as such isn't going to win.

Q: Would you say, then, that you feel some sort of action is indicated but you also recognize that it is not the function of the Commission to assure a profit for everyone who might be authorized by this Commission?

A: That's right. Some steps are indicated. I am very frank to say that over the period of the last month or so my mind has changed on certain aspects of this three or four times, but I think when it comes time to settle these things I'll be pretty firm, at least in my own mind, as to what should be done.

Q: That last answer you gave, doesn't that conflict with the point you made that you think the economic situation of
NICE

it's always there to do the heavyweight
the Campana Sales Company chose
sell Ayds Reducing Candy during their
a 59.7% increase in sales. And
what counts most is a healthy sales
thing about network radio . . .
selling. Of all the ways to advertise,
the CBS Radio Network exclusively to
slimmest selling season. Result:
no matter how you measure media,

Morning segments of CBS Radio's Arthur Godfrey Time tipped the scales for Ayds. And of the resultant sales gain Campana wrote, "All in all, we feel that you have paved the way to give us our biggest year for Ayds through 1955." To assure this end, Campana has wisely elected to continue on the CBS Radio Network through the heat of summer competition.
a market should be considered among other things?

A: I think I would consider it on a basis of new applications going into a market. I think there would be a difference when you're looking at an existing situation and you're going to say that somebody is losing money here and we've got to do something to make sure that he doesn't, as contrasted with the fellow who is trying to get into a market where perhaps a couple of stations are now doing all right.

Q: Then you don't think you'll upset the present situation, the present allocations, but when they want to drop in new channels . . . ?

A: I wouldn't upset the existing situation primarily on economic grounds.

Q: Mr. Commissioner, isn't the primary consideration service to the listening-viewing public, service to the citizens who have spent anywhere from $199 up for their tv sets? If the stations go bankrupt and go out of business the public is left with a piece of furniture that's not much good to it?

A: I think that's quite true. If you start with the premise that vhf is superior to uhf, you say to yourself what right do I have to deny vhf service to citizens of any particular community because there are existing u's there who might be troubled by a new v? Then, on the other side of the coin, you ask do I serve the public interest by putting in additional v's if I am convinced that the u's are going to go out of business because of this and in the final analysis you wind up with less of a choice of service to the public? Now, there's no complete answer.

Q: On that sort of approach, wouldn't you give the existing u's some sort of priority in the way of application for the drop-in v's that have become available in the market? Wouldn't the decision finally be made on the basis of public interest, which includes economics?

A: That's right. I don't know just how far I'd go, but I would certainly want to give preference to an existing u which became an applicant for a new v if it was available, if I was convinced that he was a good operator but couldn't make the u go for reasons beyond those of management, assuming of course, that this could legally be done. If it went as far as a comparative hearing, I would certainly put a lot of weight on the side of that u fellow in the various factors that we compare. Naturally, this is assuming that I was satisfied he was a good operator.

Q: Is this conversation tending in the direction of the hope that more vhf channels can be found and utilized and perhaps the number of u's reduced by that same amount?

A: I've been hopeful right along that somebody could do something through reallocations. I've been hopeful that the military could help us out a little bit. I understand the Senate Committee is looking at that. Perhaps the present allocations plan isn't as good an answer as is possible. I would like to see additional channels made available and my staff is looking just like many other people.

Q: Where will they come from?

A: That's the question. I certainly don't want what I've said to be construed as meaning that I'm ready to give up fm. I'm going to hang onto that. I would be against a raid on any particular service. I think there is a way that the appropriate government officials, perhaps at a higher level than the FCC, could really study this matter. There just might be a way we could get additional v's.

Q: Are steps being taken to do something about that?

A: I've been pretty hopeful about the Senate Committee. I think Sen. Magnuson was on the right track when he asked these engineers to kind of look at the thing. I hope that they can get something started pretty soon.

Q: Do you mean the ad hoc committee?

A: Yes.

Q: Is this your personal opinion or do you think there are other members of the Commission who think along the same lines as you do?

A: No, this is strictly my own thinking. Actually, what it amounts to is thinking out loud. I hope that we'll have a series of meetings on these matters shortly after the recess. I'll express my views and I hope they'll be given some weight. I'll certainly listen to the others and I'd go a long way toward modifying my views in order to get a good firm solid Commission determination. I'd hate to see a bunch of separate views, although it might come to that.

Q: I have another question that I've been waiting to ask some Commissioner directly. The Commission has taken a lot of action recently to help uhf—100 watt stations, 5 megawatt, boosters, the 5-mile rule—you know all of them. This isn't going to accomplish anything. Even when you add them all up, a uhf station is still going to have a difficult time of it. What, then, is the purpose of all this activity on behalf of uhf?

A: It's an effort to try everything, to see what can be developed. I don't know about the 5 megawatt proposal; I'm not an engineer; I don't know of the existence of a transmitter of that power. I think there might be some engineering questions as to whether or not it will do what they say.

I think in that connection that in trying to equalize competition, let's say between uhf and vhf, we permit the u 5 megawatts, the v maybe 50 kilowatts. The very investment that each of them has to make again tends to de-equalize that competition, since the u has a much larger investment. So there he is back behind the 8-ball again.

Q: Would you say that on your trip to wildest Madison Avenue, you found that they weren't all wildcats—that maybe they were hepcats in this business?

A: I thought they were a pretty bright bunch of fellows and girls, a rather young age group, as a matter of fact, and full of dynamics. As a matter of fact they looked much more like the movie version of the busy timebuyer than I expected them to.
33,736 interviews in 14 hours!

KONO San Antonio's leading independent, completed a coincidental automobile-listener survey at 10 traffic light locations, June 19-25.

Here are the facts:

<table>
<thead>
<tr>
<th>INDIVIDUAL STATIONS SHARE-OF-AUDIENCE</th>
<th>5-7 AM June 20</th>
<th>7-9 AM June 21</th>
<th>9-11 AM June 22</th>
<th>11 AM - 1 PM June 25</th>
<th>1-3 PM June 19</th>
<th>3-5 PM June 24</th>
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For Complete Information and a Personal Survey Copy, Contact

H. R. Representatives, Inc.*
Clarke Brown Co.
or
KONO

*After August 15
RADIO'S BULLISH ON WALL STREET

BACHE & CO.'S NEWS AND MARKET PROGRAMS GO AFTER (AND GET) THE INVESTOR'S DOLLAR

A FORMIDABLE segment of the country's middle-income holds ownership in the many corporations which run U. S. business and industry.

With this in mind, Bache & Co., second largest firm among investment brokers and underwriters, has built an advertising-public relations program that seeks to reach the greatest number of the public in the fastest, most flexible way possible.

Bache tried radio three years ago, was satisfied with it, continued to use it and has all intentions to increase use of it.

There is the try-it and then forget-it approach to radio, and there is the Bache way. Bache thinks of radio as a dynamic salesman and also as a showcase, i.e., presenting the firm as the public's financial representative and servuant.

In a short radio association, Bache already has carved these benchmarks:

- An advertising program that puts into radio about 50% of a more than half million dollar total budget. The overall budget will be increased an estimated 25% next year, with radio allocated some 60%. (Between 25-30% of the budget goes into newspapers, perhaps as much as 8% in national magazines.)
- A live radio report from Geneva last month on the possible effect of the four power conference on world events and the U. S. economy.
- When a 10-day newspaper strike in New York in December 1955 shut down six major news dailies, Bache stepped up its radio schedule, buying three additional five-minute news reports per day on WOR. These three and Bache's regular five-minute news program all had commercials deleted during the strike period.

In a wrapping up of all of Bache's radio activity, it becomes obvious why the company now is considered along Wall Street to be the most air-minded among brokerage houses. Bache sponsors a five-minute, daily news summary—dealing with stocks, bonds, loans, Federal Reserve Board actions etc.—on nine radio stations. Also, it has been a user of overseas radio for the past 25 years, beaming daily market quotations via short-wave on WGEW Schenectady, N. Y., and WRUL Boston. Bache supplies financial news to the Voice of America and the Armed Forces Network and buys time for stock prices and market commentary on Radio Luxembourg, and, to make the saturation complete, feeds via radio (United Press) all ships at sea.

Radio has caught Bache's advertising fancy because of the "after dinner," companion approach as contrasted to a more "distracting" appeal of a television show.

The association permits Bache to emphasize a sophisticated approach in its advertising, creating a word picture of personal honesty and conviction, while selling its services to the public.

Thus encouraged, Bache now is adding WIP Philadelphia and, in the fall, KHJ Los Angeles to the nine radio outlets already carrying its nightly news program.

The heartbeat of this far-flung financial operation—Bache operates a string of more than 70 offices in key U. S. cities as well as its overseas branches—is at 36 Wall Street, New York City.

At this headquarters and information center, a market analyzer writes a news script that is relayed to WOR New York where Henry Gladstone conducts the Today's Business program. This script also is tele-typed by Bache to its offices in nine cities there. The five-minute summary of business and financial news, sponsored and prepared by Bache, is on WOR; WGBS Cleveland; WGBS Miami; WGN Chicago; WOAI San Antonio; WBBM Chicago; WTOP Washington; WCAU Philadelphia and WGBI Scranton, Pa.

The man overseeing this growing radio operation is Henry Gellerman, director of Bache's advertising and public relations. Much of the material for the news scripts is supplied by Martin Gilbert, a market analyst with Bache.

Mr. Gellerman voices Bache's feeling on radio this way (from a letter last March to WOR). "In studying our annual budget and related cost accounting, I found that over the past three years WOR has consistently outpulled all other advertising media.

THE DAY'S quotations are gone over by Henry Gellerman, Bache director of advertising and public relations, and Martin Gilbert, market analyst and news writer with the investment brokers.
The Heartland of Louisiana has $899,481,000.00 Purchasing Power!

WBRZ, Channel 2
BATON ROUGE, LOUISIANA

is the only TV station completely covering an area rich in spendable income from OIL, GAS, SULPHUR, INDUSTRY, AGRICULTURE

MARKET DATA PREDICTED SERVICE AREA* WBRZ, Channel 2

<table>
<thead>
<tr>
<th>Population</th>
<th>860,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV sets in area</td>
<td>164,650</td>
</tr>
<tr>
<td>Effective Buying Power</td>
<td>$899,481,000</td>
</tr>
<tr>
<td>Retail Sales</td>
<td>$580,937,000</td>
</tr>
<tr>
<td>Food Sales</td>
<td>$129,460,000</td>
</tr>
<tr>
<td>Automotive Sales</td>
<td>$122,571,000</td>
</tr>
<tr>
<td>Drug Sales</td>
<td>$16,371,000</td>
</tr>
</tbody>
</table>

SOURCE: Sales Management's Survey of Buying Power, 1954
*Class "B" †Television Magazine

NBC-ABC
POWER: 100,000 watts
MORE TOWER: 1001 ft. 6 inches
Largest TV Antenna in the United States
12 Bays—Channel 2
Represented by Hollingbery

RETAIL SALES: $580,937,000.00
He made the jungle famous.
He'll make you...

JOHN WEISSM

Star of the new Screen Gems Syndicated

Astounding publicity... extraordinary merchandising... unique premiums

Clean, outdoor, action-adventure entertainment with wide family appeal

"Jungle Jim" audience pre-sold by motion pictures, comic strips and comic books

First-run syndication—suitable for any time period—write, wire or phone

S C R

TELEVISION

JOHN

Henry Gillespie
310 Main Ave. N.
Mpls. 2, Minn.

John Millos
220 N. Michigan Ave.
Chicago, Ill.

Teletype 1320
January 11, 1965
We've done it before with "The Adventures of Rin Tin Tin" - Now we've done it again with "Jungle Jim"
we have used in our entire system throughout the U. S. Moreover, it has produced the lowest cost per inquiry in the advertising history of our company."

He notes that Mr. Gladstone's show on WOR alone "in a broader sense has immeasurably contributed toward broadening the public understanding of the investment market, thereby sharing in the major credit for the firm's overall public relations activities."

These activities include, among other things, sponsorship of a year-end program on WOR which brings together a top Bache executive with the presidents of the American and New York Stock exchanges.

On every newscast (Bache started on WOR in May 1952 with a three-times weekly broadcast which in six months was increased to five -times weekly), Bache offers listeners pamphlets on a variety of business subjects related to investments. These leads are for Bache salesmen to follow up in the objective of obtaining general investment and mutual -fund investment business.

Not every lead, of course, materializes. Those that do are labeled "conversions." The leads, and particularly the conversions, measure radio's excellence. WOR estimates that the weekly program pulled 274% more responses last year than in 1952 and 48% more than in 1953. Cost per inquiry for Bache declined 29% over the three-year sponsorship. Bache and Albert Frank-Guenther Law Inc. (Bache's agency) join in praising the ability of the program to attract "seasoned" investors as well as people who never before bought a share of stock.

**RADIO 3 TO 1**

Mr. Gellerman estimates that conversions run 3 to 1 higher in radio than in Bache's newspaper advertising. Bache also figures that 70% of the mail it receives is postal cards. These cards are handled by its Customers Relations Dept., which breaks the home town into regional areas and then sends it to regional offices.

With each Bache mailing, a card is enclosed asking what securities the listener owns and what he wishes to know—e. g., tax matters, further investments, stock trades, etc. The portfolio requested is studied by Bache's research department for status on life insurance, savings bonds, savings for emergencies, etc., and finally, money available. An analysis is drawn comparing stock dividends and bank interest—in other words, what can your money do? In all, a series of three letters is sent before a "lead" is dropped as "dead."

Bache, in fact, finds radio quite "alive" in its ability to convert the company's investment in the medium to new and "good" business.

Often, the company's radio use returns a rather unique reward. For example, Bache files relate a story of a scribbled postcard sent in by an elderly woman listener, born at about the time Bache & Co. first opened its doors 76 years ago on Wall Street. The writer noted that she was sending along a portfolio on holdings. Bache experts, expecting a piddling few shares of stock that the lady had been worrying over for sustenance in the twilight period of her life, were shocked to find listed blue chip stocks—of the AT&T and General Motors variety—dating back a number of years and worth all of a quarter million dollars.

Bache staffers, "seasoned" investment brokers, now are becoming "seasoned" observers of the power of radio advertising.

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**MODEL HOME, MODEL PROMOTION**

BECAUSE WROL Knoxville refused to believe that when TV came to town radio had no choice but to roll over and die, the station has just concluded what it calls its most successful promotion, the "WROL-Dawn Model Home" five-week campaign.

Developed by Rodger May, WROL station manager, and Wayne Hudson, promotion manager, the plan, briefly, was this: Find a builder with a new house he'll turn over to the station for five weeks in exchange for advertising he'd get. Require clients to buy time on the air in order to participate in furnishing the home and to get in on the open house held the last eight days of the campaign.

The promotion was planned for five weeks, with most clients buying air time for that period, although some smaller packages were sold, most of them for three week schedules. All schedules were sold at regular rates, no premium being charged for the eight-day showing of client's products in the home. The only stipulation made by the station was that all model home copy for clients must mention the fact that the client was one of the participants, giving the dates for open house. Thus the name "WROL-Dawn Model Home" was heard constantly by listeners, providing the builder, W. C. Dawn, with lots of advertising which cost him nothing except the use of his house.

In addition to the commercial copy on the home, WROL ran copy of its own throughout the five-week campaign, plus a two-day "teaser" campaign in advance of the initial announcement. Some small ads in the "classified" sections of newspapers were used, plus larger ads on the radio pages.

In the sales "pitch" to advertisers, here are some of the added features which WROL salesmen feel helped clinch the sales... an attractive folder listing name, address and product of participating advertisers was given to every visitor to the home... WROL's daily "Homemaker Harmonies" (women's show) originated at the home during open house week... participating advertisers' names appeared on cards next to their products... hostesses were on duty at all times during open house week to assure proper attention to all visitors... a door prize of a $399.50 Philco electric range was given, to encourage attendance.

During the eight-day open house, April 24-May 1, a total of 6,648 people went through the house. More than that, they bought practically everything in sight, making the builder (who sold the house for $18,950 on the fifth day) and the 16 participating sponsors pretty happy. The furnishings in the house, the power mowers on the lawn, even the $1,577 boat displayed in the car port, were sold to visitors attracted by the radio campaign, and other participants reported sales or good leads resulting from contacts made at the home.

As for WROL, Mr. Hudson told Broadcasting: "We consider this the most successful promotion stunt we have ever pulled, and we will probably do it annually. It paid off royally in sales for both the station and the clients and it had everybody talking about WROL."
the most popular programs in the Indianapolis area are now on WISH-TV
KNX STEALS A MARCH WITH AFTERNOON RADIO

LOS ANGELES STATION GETS AWAY FROM RECORDS, SCORES A HIT WITH LIVE, 85-MINUTE 'MATINEE'

AT THE time KNX Hollywood Matinee started a year ago, the trend of much Hondal afternoon radio programming in Southern California—and across the country for that matter—was toward a monotonous sameness.

Generally, it consisted of a disc m.c., who interrupted plays of somebody's "best 10" record list only for an occasional newscast and a number of spot announcements and participations. The disc m.c. still exists and still plays his records, but KNX Matinee, now well past the stage of bouncing infancy, is proof that a well-planned and well-executed music-and-personality program, broadcast live on a local station five times weekly, can pay off and pay off well for both advertiser and station. "The decision to put on an 85-minute live talent program on a single station at a time when most program authorities were headed in exactly the opposite direction was not made without thought," states Bert S. West, general sales manager of the CBS O.K.O station. "In fact, 'thought' is an understatement. At KNX, we mulled over the idea for weeks. We discussed it from every conceivable angle."

"We finally reached the conclusion that KNX listeners would take to a first-class afternoon show with live music, live singers, live comedy, brief newscasts, audience participations—and more live music."

Definite ideas of what he wanted on Matinee were held by Robert P. Sutton, KNX program director. "The program philosophy is to make everyone on a show a warm, believable person," he observes. "This automatically turns them into good salesmen—and as a matter of fact, everyone on the show does a commercial at one time or another."

Station executives point out that the production cost of Matinee, the most elaborate afternoon live radio program in Los Angeles, runs to approximately $1,000 weekly. That KNX's idea has paid off is shown by the fact that the program has been in the black from the fourth week it was on the air.

There has been no slackening since, Mr. West adds. "We need five or more participations a day to break even. We average 10 to 12," he observes.

A partial list of the wide variety of advertisers who have used Matinee to good advantage include: Rheingold beer, Folger's coffee, Hunt's foods, Pontiac automobiles, Nescafe, Motor Truck Assn. of California, Los Angeles Metropolitan Buick Dealers Assn., Van Nuys Federal Savings & Loan Assn., Tintex dyes, Life magazine, Herbert Tareyton cigarettes, O'Keefe & Merritt gas ranges, Bank of America, Colgate-Palmolive Soap Co., Red Heart dog food, Birdseye frozen foods, Republic Pictures, Barker Bros. furniture stores, Slenderella reducing treatment salons, General Motors Motorama show, Tasti-Diet foods and Union Oil Co.

In all, Matinee utilizes the services of six regular cast members, with Bob Hafter producing and directing. They are humorist-monologist Bill Ballance, host-m.c. Johnny Jacobs, singer Louise O'Brien (who, as a former Miss Oklahoma and fourth-place winner in the 1951 Miss America contest, lends a touch of beauty to the program as well), newscasters Max Roby, organist Ramona Gebhardt and pianist Art Shuttt.

Another program feature is the daily interviews of popular personalities by Mr. Ballance. With Hollywood, a major entertain-}

llicity stunts. Among other things, he has been first prize in a baby-sitting contest won by the mother of eight children. She attended Matinee and he sat with the kids.

Also in the name of Matinee promotion, Mr. Jacobs has taken over the duties of a supermarket check stand girl and emceed a male beauty contest for Los Angeles Straw Hat Week.

Matinee utilizes games and contests for both studio and home audiences. Prizes have included vacuum cleaners, stoves, a Buick Riviera, an automatic dryer, a number of Las Vegas weekends and, of course, the aforementioned services of Mr. Jacobs as a baby sitter.

Advertisers still find that live radio—and particularly KNX Matinee—is a most effective selling medium. Letters from satisfied Matinee users prove this point.

Wrote Porter F. Anderson, vice president in charge of the San Francisco office of Raymond R. Morgan Co., agency for J. A. Folger Co., there (Folger's coffee).

"Many thanks for sending us that part of the . . . program in which Tennessee Ernie Ford appeared as a guest star and gave some wonderful ad lib plugs for Folger's coffee. The entire staff of Folger's advertising department thought it was great—a wonderful 'plus' for Folger's coffee and the doorbell ringing promotion."

". . . Your great gang at KNX is doing a great job to make this doorbell promotion another outstanding success in southern California."

In another letter, Robert S. Hendrickson, account executive for the Calso Water account at Young & Rubicam Inc., San Francisco, states: "Probably the most impressive of all the things which you sent was the air check of the commercials given by . . . Bill Ballance of Matinee. How I wish we had had commercials like those ever since last December, when we started our radio campaign in Los Angeles."

KNX Matinee shows that with imagination and intelligent production, live radio does not need to be "re-discovered." A solid and potent force in both entertainment and advertising, it has never really been away.

Broadcasting • Telecasting
HEATH TO BECOME ARF PRESIDENT

DuPont ad director, retiring after 31 years, named to succeed Kobak as head of Advertising Research Foundation.

WILLIAM A. HART, retiring after 31 years as director of advertising of E. I. du Pont De Nemours Inc., will become president of the Advertising Research Foundation Nov. 1 succeeding Edgar F. Kobak, who is resigning because of business pressure and other interests.

In announcing last week that Mr. Hart had accepted the ARF presidency, Fred B. Man- chee, foundation chairman, paid tribute to Mr. Kobak for having served the Foundation "with rare competence and faithfulness—and well beyond the originally-seen upon length of service." He cited Mr. Hart's long experience in advertising as qualifying him eminently to succeed Mr. Kobak.

Mr. Hart is a former president, vice president and director of the Assn. of National Advertisers, and formerly president of the National Better Business Bureau and the Advertising Foundation. He has been a member of the ARF board since December 1953, and is chairman of the foundation's projects Development Committee.

He has been a director of the Audit Bureau of Circulations since 1937 and served as chairman of the board from 1952 to 1954. Mr. Hart also is coordinator on the ACTION campaign of the Advertising Council, and a member of Alpha Delta Sigma, advertising fraternity.

Mr. Kobak, business consultant and station owner, has held the ARF presidency since 1952, when he agreed to serve on a part-time basis for "a year or so." ARF said "the heavy demand on his time as a business consultant to several clients, plus volunteer work, including presidency of the National Society for Crippled Children & Adults, have forced him to step aside." Mr. Kobak will continue to serve the foundation in a volunteer capacity.

HEATH PRESIDENT OF LEO BURNETT

ELECTION of Richard N. Heath as president and Leo Burnett as board chairman of Leo Burnett Co. Friday at Chicago advertising agency on the occasion of its 20th anniversary.

Mr. Heath, with the agency the past 19 years, has been executive vice president since 1940 and a member of its plans supervisory and executive committees, and has specialized in Burnett's new business presentation activities, with functions of marketing director under Mr. Burnett. Previously Mr. Heath was with Curtis Publishing Co.'s advertising department.

Mr. Burnett announced he will continue in an "active capacity," stressing creative work. Elected new directors were William T. Young, vice president in charge of creative planning, who joined the agency in 1946; Andrew Arm- strong, vice president in charge of art, with the agency since 1946, and F. Strother Carr Jr., administrative vice president, with Burnett since its inception in 1935.

Simultaneously with the announcement, the Burnett agency reported it expects to spend $5 million in overall billings this year, with 75% in radio and television. Last year 63% of all billings came from broadcast media (8% in radio, 55% in tv), while the 1955 breakdown is expected to approximate 5% radio, 70% tv.

Broadcasting • Telecasting

Ford's Cameron Dies at 76

WILLIAM J. CAMERON, 76, regarded for many years as the "voice" and "spokesman" of the Ford Motor Co. and also commentator on theFord Sunday Evening Hour on CBS Radio from 1934 to 1942, died last Monday in Oakland, Calif. Mr. Cameron was associated with the Ford Motor Co. from 1918 until 1946.

Tv, But Not All Tv

SIMPLICITY PATTERN Co., previously reported by B&T as placing its entire budget in television, said through a spokesman last week that "while it is true that Simplicity has signed a contract for television advertising, this program does not, by any means, eliminate Simple- ity's magazine advertising." Simplicity will sponsor a portion of Today and Home on NBC-TV next fall.

Adman Dies in Plane Crash

ROBERT ZELENS, 35, radio-tv director in Chicago office of Erwin, Wasey & Co., was among 30 passengers killed Thursday in a crash of an American Airlines plane at Fort Leonard Wood, Mo. Mr. Zelens joined the agency last September and was active on the Carling's Stag Beer and other accounts. Previ- ously, for 26 weeks on over 100 stations, Chicago, in cooperative promotion of corn brooms are buying three-week spot announce- ment campaign in Chicago, Detroit & Grand Rapids, Mich., effective in September.

Anshist Co., Yonkers, N. Y., preparing tv spot campaign using nighttime minutes, effective Sept. 19, for 26 weeks on over 100 stations. Radio plans also being considered. Agency: Ted Bates Inc., N. Y.

SPOT NEW BUSINESS


Advertising Age
AT LAST!
AVAILABLE TO LOCAL ADVERTISERS AND STATIONS—
126 TOP RATED COMEDY PROGRAMS WITH 100% FAMILY APPEAL

AVERAGE NATIONAL AUDIENCE RATING
30.4 OVER PAST 3 YEARS

PRODUCED BY HAL ROACH, JR.
A ROLAND REED PRODUCTION
"MY LITTLE MARGIE"
starring GALE STORM & CHARLES FARRELL

DON'T BUY MAYBE'S!
LET "MY LITTLE MARGIE"
SELL YOUR PRODUCT
—The Results Will
Astound You!

This Series sponsored for
3 successful years
by Philip Morris Cigarettes
and Scott Paper Co.
over NBC and CBS
Networks

OFFICIAL FILMS, Inc.
23 WEST 45th ST., NEW YORK 36, N. Y.  PL 7-0100

Los Angeles—121 S. Lapeer Drive
San Francisco—150 Font Blvd.
Boston—419 Boylston Street
St. Louis—415 North 12th Blvd.
Dallas—Second Unit Santa Fe Bldg.

Chicago—360 No. Michigan Ave.
Minneapolis—3100 Raleigh Ave.
Atlanta—333 Candler Bldg.
Philadelphia—1420 Walnut Street
Memphis—2254 Madison Ave.
AGENCY SHORTS


Larry Stevens & Co., 835 Keaumoku St., Honolulu, opened by Larry Stevens, formerly local sales manager, KGMB-TV there, effective last week, serving mainland agencies in associate capacity.

Vignolle & Powell, L. A., has moved to 8226 Sunset Blvd.; telephone: Crestview 6-7165.

A&A PEOPLE

Arthur W. Ramsdell, formerly in charge merchandising dept., Weiss & Geller, Chicago, to MacDonald-Cook Co., same city, as vice president and account executive.


Franklyn W. Dyson, formerly partner, Turner & Dyson Inc., N. Y., to Platt, Dyson & O'Donnell Inc., same city, formerly Platt, Zachary & Sutton, as partner, vice president and treasurer.

A. J. Cason appointed publicity and public relations director, Glenn, Jordan, Stetzel, Chicago.

Robert D. Everly, formerly with Lever Bros., N. Y., to Joseph Katz Co., Baltimore, as marketing and merchandising dept. director.

Harold M. Tutchin, vice president in charge of production, Sterling Television Co., N. Y., to

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FALSTAFF BREWING Corp., Son Francisco, signs with KGO-TV there for the half-hour across-the-board purchase of the station's Son Francisco Tonight (Mon.-Fri., 10:30-11:30 p.m.). The purchase, for 12 consecutive 13-week cycles, is described by KGO-TV as "the most extensive campaign in local live west coast tv," is effective today (Monday). Concluding the deal between the brewery and the ABC-affiliated outlet are (1 to r) James H. Connolly, ABC vice president; Charles L. Hotchkiss, vice president, Dancer-Fitzgerald-Sample, and Harold Effenbeck, divisional manager for Falstaff.

Hutchins Adv., same city, as commercial tv director and film dept. manager.


Gordon White, assistant business manager, tv radio dept., Kenyon & Eckhardt, N. Y., appointed business manager; George Cadenas, public relations, publicity and promotion director, Ellington Co., N. Y., to Kenyon & Eckhardt as feature copy and plans editor and handling promotion and publicity for agency.


Stephen Gardner, national sales manager, Hazel Bishop Inc., N. Y., to Bigo-Bein-Toigo, same city, as assistant to president; George DePue Jr., account executive, Bryan Houston Inc., N. Y., to Bigo-Bein-Toigo as account executive.

Irwin Dunston, research dept., Kenyon & Eckhardt, N. Y., appointed marketing research director, Serutan Co. and Pharmaceutical Inc., both N. Y.

Rus Paulson, Ford Dealer and Shell Oil southwestern region account executive, J. Walter Thompson Co., Atlanta office, transfers to S. F. office on Ford Motor Co. and Ford Dealer accounts.

Jack Chandler, account executive, KONA (TV) Honolulu, to Lund & Heitman, same city, as account executive.


Joseph E. Elliott Jr. to Young & Rubicam, Chicago, as account executive.

Ray Hermann, formerly with Foote, Cone & Belding, Chicago, to Dancer-Fitzgerald-Sample, N. Y., as account executive.

Catharine Oglesby, formerly head of own ad agency, appointed special consultant on creative work, Grant Adv., Chicago.

Connie Ryan, DuMont TV Network, to Lennen & Newell, N. Y., handling contract assignments.

Rufus Carlson, special events director, KVI Seattle, to Frederick E. Baker & Assoc., same city, as assistant radio-tv copy director.

Lawrence C. Roth to copy-contact group, Aubrey, Finlay, Marley & Hodgson, Chicago.

Donald E. Booth, tv creative dept., Ted Bates & Co., N. Y., to copy staff, Foote, Cone & Belding, same city.

Harry Nye, Benton & Bowles, N. Y., to copy dept., Warwick & Legler, N. Y.

Alvin Epstein, Alvin Epstein Adv., Washington, is visiting abroad and will stop in Munich, Germany, where he will supervise first of series of tv commercials for Valley Forge Beer and Rums Head Ale.

Don P. Nathanson, vice president, Weiss & Geller Inc., Chicago, appointed co-chairman for sixth consecutive year, public relations div., 1956 Chicago Heart Assn. fund drive.

Walter Bows, timebuyer, Sullivan, Stauffer, Colwell & Bayles, N. Y., father of boy, Kevin Paul, July 30.


Betty Nau Gilmsledt LeFrock, 38, one-time regional supervisor for Crossley Inc. (rating service), and polio victim, died of pneumonia July 4.

James Neale, vice president of Dancer-Fitzgerald-Sample, has assumed duties of director of radio and tv at the agency [BWT, Aug. 1]. Picture of Eugene Burr, newly-named director of scripts and development of new programs at D-P-S, was incorrectly identified as Mr. Neale in last issue.
lookin' fer kivverage?...

look to wfmy-tv!

Davy Crockett's big business in the Prosperous Piedmont section of North Carolina and Virginia. Include WFMY-TV in your schedule and your product will be big business here, too.

With nearly six years TV selling experience—plus CBS (basic) network programming—WFMY-TV "puts over" your sales story fast to some 2 million people in the Prosperous Piedmont.

Telecasting with full 100,000 watts power to this 46 county industrial area of the South, WFMY-TV completely covers this entire $2.3 billion market.

To get Crockett-like sales in the Prosperous Piedmont, call your H-R-P man today.
EMP ADVERTISERS

Amana Refrigeration, Inc.
American Home Products Corp.
American Oil Company
American Tobacco Company
Anheuser Busch, Inc.
Carnation Company
CBS-Columbia
Chrysler Corporation
Electric Companies Advertising Program
Falstaff Brewing Corporation
General Electric Company
General Foods Corporation
General Motors Corporation
Hamm Brewing Company
Helene Curtis Industries, Inc.
Kellogg Company
Lehman & Fink Products Corp.
Ligget & Myers Tobacco Company
Lincoln-Mercury Dealers
P. Lorillard Company
Pet Milk Company
Presto & Gamble Company
Regal Amber Brewing Company
Revlon Products Corporation
R. J. Reynolds Tobacco Company
Slsit Brewing Company
C. A. Swanson & Sons
The Toni Company
United States Steel Corporation
Westinghouse Electric Corporation

EMP STATIONS

KVOS-TV Bellingham, Wash.
KBST-TV Big Spring, Tex.
WCRI-TV Columbus, Miss.
WMAL-TV Decatur, Ala.
WTVY Dothan, Ala.
WFLB-TV Fayetteville, N. C.
WINK-TV Ft. Myers, Fla.
KFXJ-TV Grand Junction, Colo.
WXLI-TV Jackson, Tenn.
WKTN-TV Kingston, N. Y.
WFAM-TV Lafayette, Ind.
KLFF-TV Lafayette, La.
KTAG-TV Lake Charles, La.
KLAS-TV Las Vegas, Nev.
KGVO-TV Missoula, Mont.
KTVD-Ottumwa, Iowa
WJDS-TV Panama City, Fla.
KOTA-TV Rapid City, S. D.
WBTC-TV Salisbury, Md.
KVEC-TV San Luis Obispo, Calif.
KLDX-TV Twin Falls, Idaho

*As of July 15, 1955
Thirty CBS Television Network advertisers are now reaching out to sell an extra market of close to one million families. And they are doing it at one third less cost than was possible six months ago!

Their network line-ups now embrace the small-market stations available individually or as a group under CBS Television’s Extended Market Plan (EMP).

Combined these 22 stations deliver a market with a population larger than Boston...an effective buying income greater than Washington, D.C....and total annual retail sales larger than Pittsburgh. And each advertiser is reaching these 22 markets at the same favorable cost per thousand as stations serving the largest metropolitan areas—a cost made still more attractive by discounts ranging up to 15%.

The Extended Market Plan is one of the best package buys in all television—for each of the participating advertisers gets as a “bonus”:

*Unqualified enthusiasm of dealers now enjoying the powerful support of network television...*

*Goodwill of millions of prospects grateful for the opportunity to see outstanding network programs...*

*The vigorous support of each station which recognizes that strong network programs make the station stronger in its local community.*

Call your CBS Television sales representative for details on the CBS Television Extended Market Plan. He will show you how to make even more effective what is already the most effective buy in advertising...

*The CBS Television Network*
On the Dotted Line...

BAY GASOLINE and KOA Denver, Colo., finalize a pact which will bring the complete 10-game football schedule of Colorado U. to the air. L to r: Art Schwartzter, Bay advertising manager; Jay Tallant, Bill Bonsib Adv. Agency account executive; Gene Grubb, KOA salesman; John Henry, KOA sports director who will handle the play-by-play, and Leo Leabo (seated), Bay executive vice president and general manager.

FOOTBALL season gets underway early for WIPC Lake Wales, Fla., as the local Cadillac-Oldsmobile dealer contracts for sponsorship of all U. of Florida 1955 games. Bill Van Steenburgh, WIPC sales representative (I), and George Williamson, auto dealer, look over the agreement.

FOR THIRD straight year Portland's Schmitt Steel Co. will sponsor Notre Dame football games on KEX in that city. Bill Schmitt, president of the steel firm, looks up at the off-field pigskin handling of KEX Sales Manager Bob Rudolph (I) and Manager Steve Conley.

CONTRACT for 13-week sponsorship of Runyon Reporting (Saturdays, 11-11:20 p.m.) on WOOD-TV Grand Rapids, Mich., is agreed to by Waterman-Waterbury Co. (heating, air conditioning equipment), Minneapolis, Minn. L to r: Willard Schroeder, WOOD-TV general manager; E. M. Delaney, W-W sales promotion manager; Bob Runyon, WOOD TV newscaster (standing), and F. J. DePauw, sales manager for Automatic Heating Equipment, local distributing company. Fifty-five western Michigan equipment dealers will cooperate in the telecasts. Olimsted & Foley Adv., Minneapolis, is agency.
with **WAVE**

**you don't buy the tree**

**YOU BUY THE SYRUP!**

WAVE gives you the sweetest part of Kentucky —
and at a price that’s sweet, too!

**MORE THAN LOUISVILLE — LESS THAN THE STATE!**

WAVE’s 50% daytime coverage area almost exactly parallels
the 27-county Louisville Trading Area. (42.5% of the State’s
total Effective Buying Income is concentrated in this one
important market!)

**SPARKLING PROGRAMMING — NETWORK AND LOCAL!**

WAVE is the ONLY NBC station in or near Louisville.
We invest heavily in local programming, too. Our radio staff alone
numbers 62 people, with more than 70% of them devoting
themselves to on-the-air activities, exclusively.

Don’t buy the Maple tree — buy the syrup. NBC Spot Sales
has the figures.

**WAVE**
**5000 WATTS**
**LOUISVILLE**
**NBC AFFILIATE**

**NBC SPOT SALES**
National Representatives
In Cincinnati

THE LATEST WCKY STORY

81.4%

of the radio homes in the Cincinnati Area listen each week to WCKY

* Pulse C.P.A. Dec. '54

NEW YORK
Tom Weisbord
Eastern Sales Mgr.
52 E. 51st St.
Phone: Eldorado 5-1127

CINCINNATI
C. H. "Top" Stoppler
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A. M. Cine Sales
Jerry Glynis
420 N. Michigan Ave.
Phone: Mahawk 4-6555

WCKY... ON THE AIR EVERYWHERE • TWENTY
—Get This Penetration

Only Radio — and in Cincinnati, Only

WCKY

gives this high penetration
at lowest rates

Your advertising message reaches
the greatest number of
Cincinnati homes, at the

Lowest Possible Cost

or phone collect

SAN FRANCISCO
A.M. Radio Sales
Ken Carey
607 Market St.
Phone: Garfield 1-0716

LOS ANGELES
A.M. Radio Sales
Rob Block
5939 Sunset Blvd.
Phone: Hollyw'd 5-0695

-Four Hours A Day • Seven Days A Week
O'NEIL NAMES O'SHEA TO HEAD RKO

CBS vice president will replace James Grainger as president of General Teledisco's newly-acquired motion picture company. C. R. Manby named GT vice president and liaison to film operations.

IN MOVES designed to implement the acquisition of RKO Radio Pictures by General Teledisco Inc. (Nov. 7, July 25), Thomas F. O'Neil, chairman of the board of both companies, last week announced the appointments of Daniel T. O'Shea as president of RKO Radio Pictures and of C. R. (Bob) Manby as a vice president of General Teledisco. Mr. Manby will serve as liaison between the motion picture company and GT.

Mr. O'Shea, veteran executive in the motion picture and radio and television broadcasting fields, has been a vice president of CBS Inc. since 1950. In his new post, he replaces James R. Grainger, who has resigned but will continue to have "a relationship with the company" (RKO Radio Pictures) in an advisory capacity.

Following his graduation from Harvard Law School, Mr. O'Shea joined RKO as an attorney in 1930 and went to Hollywood as its counsel in 1932. In 1936 he joined David O. Selznick in independent film production as secretary of Selznick International Pictures Co. Subsequently he became vice president and, later, president of Vanguard Films, successor company to Selznick International.

During his five-year tenure at CBS, Mr. O'Shea has served as a corporate vice president and general executive in a consultative and advisory capacity to all divisions of that organization. He is expected to assume the RKO presidency some time this week. Mr. O'Shea will make his headquarters in New York.

At the time that RKO Radio was purchased for $25 million from Howard Hughes, Mr. O'Neil said production and distribution of theatrical motion pictures would get initial emphasis rather than tv distribution of the RKO catalogue of feature films, estimated at 800. Last week he said that Mr. O'Shea would re-activate film production and distribution at the studio, where they have been at a virtual standstill for many months.

Mr. Manby, a member of the General Teleradio executive staff for the past two years, is credited with having developed and expanded the Phillips H. Lord radio, television and film properties acquired by GT. Among these are the currently-released "Gangbusters" feature-length film, now on theatre exhibition, and the new Gangbusters tv series, now being syndicated.

Mr. Manby formerly was advertising and promotion manager of WJW Cleveland; manager of WONS (now WGMT) Hartford; manager of WGYR Worcester and an executive of the Yankee Network in Boston. He is a graduate of Hillsdale (Michigan) College and the Harvard Graduate School of Business Administration.

CBS-UPA PACT IN NEGOTIATION

Network and motion picture firm discuss terms for all-color variety cartoon series. Also in talking stage: deal with De Rochemont for feature and cartoon series.

IN THE latest move exemplifying cooperation between the motion picture and television industries, CBS-TV and United Productions of America last week entered into a long-term agreement for the creation of a UPA series of all-color variety-cartoon programs for showing over CBS-TV.

In a joint announcement J. L. Van Volkenburg, CBS-TV president, and Stephen Bosustow, president of UPA, noted that the agreement also calls upon CBS-TV to participate financially in the production of a full-length animated film for motion picture theatres.

In another major move, CBS-TV was understood to be nearing agreement with Louis De Rochemont Assoc. for production of feature films and also for a cartoon series, both for television.

Although spokesman for the De Rochemont firm said negotiations were in progress with ABC-TV and NBC-TV as well as CBS, the latter organization was generally believed in responsible quarters to have the inside track as of late last week.

One collateral possibility that was hinted at in the De Rochemont negotiations: that the contract, whenever terms are agreed upon, may leave the network involved free to arrange for theatrical distribution of the feature films to help defray production costs.

Coincidentally with these developments, NBC-TV authorities confirmed that it had obtained rights to a major feature property, "Richard III," which will have its premiere on the network before its theatrical release. NBC-TV completed the transaction with London Films, agency for Alexander Korda Productions.

$2 Million for 'Looney T's'

MORE THAN $2 million in sales of Looney Tunes, Guild Films' cartoon package, was announced last week by Erwin Ezees, general sales manager.

In some cases, the cartoons are marketed simultaneously to station and advertiser, Mr. Ezees said, but in the majority of sales stations acquire the films for later spot participations. The series of 191 films is available as a library for unlimited use over a two-year period.

To Syndicate 'Monte Cristo'

MILTON A. GORDON, president of Television Programs of America, New York, is announcing today (Monday) that effective Aug. 15, The Count of Monte Cristo, a new tv film series based on the Alexandre Dumas classic, will be placed in syndication. Producer of the series is Edward H. Small, TPA board chairman, who produced the Monte Cristo film which

Ziv Tv Realigns Staff Under National Sales Setup

IN LINE with the expansion of Ziv Television Programs into the national sales field [Nov. 7, Aug. 1], M. J. Rifkin, vice president in charge of sales, last week announced a series of staff promotions and appointments, headed by the advancement of Jack Gregory from spot sales manager to western division sales manager.

Mr. Gregory, replacing Mr. Gregory, will be assisted by Allen Martini, who joined Ziv three years ago as an account executive. New additions to the western division are Paul Schiner, formerly sales manager of KGO San Francisco, who will serve that area; Jack O'Connor, previously assistant general manager of KOPO Tucson, who will cover Arizona and New Mexico, and Terry Hatch, salesman with KOMO Seattle, who will be account executive in the California Valley territory.

Appointments to the eastern sales division include those of Paul Kempner, formerly with Richard Ullman Co., Buffalo, who will have headquarters in that city, and Ralph J. Baron, previously with WAMS Wilmington and WITB Baltimore, who will serve southern New England. Len Firestone, formerly vice president in charge of sales for Unity Television, has been named an account executive on Ziv's New York sales staff.

Broadcasting • Telescasting
G.E. OFFERS EVERYTHING YOU NEED
FOR FINER COLOR TELECASTING!

If your station is considering color TV, this is the right time to check with General Electric

You can put G.E.'s years of television experience to work for your station. The finest technical assistance ...the latest equipment developments in color—both are General Electric's regular stock in trade.

The new color equipment shown here is but a small part of the G-E Color Equipment Line...a sample of G-E progress in new station facilities for color telecasting.

For the answers to your station's color problems—whether for new equipment or a modification of your present monochrome operation—call in your local G-E representative. Or, write to: General Electric Company, Section X285-8, Broadcast Equipment, Electronics Park, Syracuse, New York. In Canada write: C.G.E. Electronics, 830 Lakedowne Ave., Toronto.

G.E. COLOR FILM CENTER for rock-steady pictures from film or slides, color or monochrome. Dual 2" x 2" slide system. 2 continuous motion 16 mm film scanners feed into scanner channel pick up. Block-build...install the slide scanner now, add the projectors later.

G.E. CHROMACODER for economical live color. One piece of equipment remote from camera locations handles output from all live color cameras.

G.E. COLOR SWITCHERS for large or small switching systems for large or small stations. Provide accurate and superior picture quality for color and B & W.

G.E. UNILEVEL AMPLIFIER for automatic supervision of audio gain. Plug-in or rack mounted with built-in AC power supply. Improves broadcasting quality by controlling levels between program sources. Boosts coverage—gives higher average transmitter output.

Progress Is Our Most Important Product

GENERAL ELECTRIC

BROADCASTING • TELECASTING

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Hollywood Film Processor Builds Two-Story Annex

CONSTRUCTION of a new two-story annex at Consolidated Film Industries, Hollywood film processing laboratory, began Wednesday, it was announced last week by Sidney P. Solow, vice president and general manager. The firm claims to handle three-fourths of the tv film processing in that area, including network kinescopes.

When completed, Mr. Solow said, the expanded Consolidated plant will have a black-and-white 35mm production potential almost double its present negative and positive output. Additional 16mm facilities also are incorporated, with conversion quickly available for color processing. Second floor of the new annex will include eight film editing rooms and housing for 16mm and 35mm closed circuit tv production facilities. Consolidated is a subsidiary of Republic Pictures Corp.

Ziv Offers 3 Selling Aids To Sponsors of New Series

THREE new selling aids for sponsors of a new tv series, "Highway Patrol," were announced last week by Ziv Television Programs Inc., New York. The "Highway Patrol" is an "enthus" kit, a promotion kit and a safety kit.

The "enthus" kit, first used in connection with Ziv's "Science Fiction Theatre," is designed to increase interest in a series within Ziv's selling force. The safety kit provides special safety promotions and tie-ins which offer sponsors a public service campaign based on highway safety. The promotion kit suggests community events and special attention to the promotion of safety in teen-age groups, giveaway booklets, four-color cartoon books and letters from Broderick Crawford to sponsor employees and their wives.

FILM SALES

Sterling Television Co., N. Y., has sold "Animal Time" to WKAR-TV East Lansing, Mich.; "Sterling Spotlight Feature Package" to WHO-TV Des Moines; "For the Ladies to WPBF-TV Indianapolis; "Tales of Tomorrow" to Gambles stores for KBOV-TV Albuquerque, N. M.

Sportsvision Inc., S. F., reports renewals of "All American Game of the Week" by Southern Arizona Bank, Tucson, 3 day; Ford Dealers, Augusta, Ga.; Kaufman Buick, Spokane, Wash.; Hart Albin Co., Billings, Mont.; Pac-A-Sak Service grocery, Baton Rouge, Shreveport, La.; Big Ten Hi-Lites renewed by Smith Oil Co. for WTVO (TV) Rochester, Ill., 3 day; Gridiron Caveculde sold for showing on KGNV-TV Aamarillo, Tex.; KFMB-TV San Diego, Calif.; WPBF-TV Indianapolis, Ind. Total sales for firm's four football film series is 62.

NBC Film Div., N. Y., has sold Great Gildersleeve tv film series to Colonial Stores, Norfolk, Va., for 11 major southern markets, raising total markets to 65. Agency: Liller, Neal & Battle, Atlanta.

MAC Studios, Chicago, has sold 77 feature films to KTWV (TV) Oklahoma City; 40 features to KANG-TV Waco, Tex.; 16 features to KFDM-TV Beaumont, Tex., and to Ziffren's Appliance Center for WOC-TV Davenport, Iowa; 52 short subjects to KTRK (TV) Houston, Tex.

Sterling Television Co., N. Y., has sold Armchair Adventure and Kings Crossroads to Dun-}

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 announce production for NBC of 39-week film series based on original stories by James Jones, author of From Here to Eternity.

Princeton Film Center, Princeton, N. J., has produced five tv film commercials featuring Norman Brokenseh for National Lead Co. (Dutch Boy paints), N. Y., which sponsors Mr. Brokenseh in The Handyman tv series. Agen-

Danny Thomas' Marrero tv film production company is filming third season of 39-film Make Room for Daddy series in Hollywood. Program, see Tues. on ABC-TV, stars Mr. Thomas, Jean Hagen, Rusty Hamer and Sherry Jackson and is produced by Louis F. Edelman with Sheldon Leonard directing. Show, alter-

Four Star Productions will shoot 26 films of Dupont Cavalcade Theatre at KKO-Palisade Stu-

Circle Film Labs Inc., N. Y., is preparing post-production directory of syndicated tv series available in N. Y. C., to be distributed free to agencies, industrial firms, film producers, pro-

Bodde Screen Co. and Bodde Projector Co. have moved to 11541 Bradley Ave., San Berna-

ASSN. Films, national distributor of industry-sponsored free films, is continuing film exchange in Chicago and opening new, enlarged film exchange in La Grange, Ill., 561 Hillgrove Ave.

FILM PEOPLE

Don Zabel, assistant director, Klink Film Produc-

William J. Carpenter, formerly with WHYN-

Joseph Cotten signed to host upcoming hour-

 broadcasts by TCF Television Productions, Holly-

broadcasts by ABC-TV Pittsburgh and latter on WJAC-TV Johnstown, Pa.

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This paper discusses the history of television and film production, focusing on the distribution of television programs such as "Highway Patrol" and "Animal Time," and the sale of feature films to television networks and film series. The text highlights the success of Ziv Productions and the challenges faced by film producers in the industry. It also mentions the expansion of film production and distribution companies, such as Consolidated Film Industries, which built a new two-story annex to handle increased demand. The text concludes with an overview of the film industry's growth and the variety of films produced, including educational and promotional material. The article underscores the importance of television as a medium for film distribution and the evolving landscape of film and television production.
AUTUMN'S annual juggling of network and station program schedules, with its intricate and painful mambo at the local level, will become a double-barreled problem in many areas as the national networks extend their daylight saving operation through October.

Normally daylight time ends the last Sunday of September—the 25th this year. New York State, and at least a half-dozen other states, will continue daylight time an extra month (see adjoining list). Actually it will be five full weeks in most cases because standard time will be resumed between Oct. 29 and 31.

New York-originated network programs will be based on daylight time until the end of October. In the case of radio programs, the local plans for the fall any by the use of triple repeats. TV offers more complications, since hot kinescope prints provide the nearest thing to tape and they involve at least a half-hour delay.

Already broadcasters are winding up their planning for the October extension of daylight time. Their own problems are relatively simple but at the affiliates the shuffling of accounts is often highly complicated and painful.

In addition to local headaches, there arise, also, a group of public service problems that are especially severe in the case of time zones west of the Eastern zone. These problems develop from the practice of scheduling programs designed for adults at late evening hours when most youngsters are likely to be in bed.

Some of these programs broadcast in the East at 9 or 10 p.m., for example, are picked up in the Midwest two hours earlier, in the case of areas on standard time. Thus they are on the air at hours when the whole family is likely to be looking at television.

A long-range campaign by NARTB and other industry groups to bring about uniform national time is advocated by C. Wrede Petersmeyer, president of KOTV, Tulsa, Okla. Petersmeyer has urged NARTB and networks to work jointly for uniform time (see story next page).

At NARTB it was indicated the association favors uniform national time as desirable for broadcasters. While Congressional legislation has appeared from time to time, the problem is a local one for which there is no easy solution.

The question arises, too, of the federal government's power to usurp state rights. Two bills (HR 3341, HR 6721) calling for uniform standard time in interstate commerce were introduced in Congress last session by Rep. Joseph P. O'Hara (R-Minn.) but they were pigeonholed.

Through long experience, the national radio and tv networks have developed techniques to handle the semi-annual time transition. Their affiliates have cooperated, but the detailed routine at the local level poses difficult problems.

Spot checks by BT of radio and television networks in New York revealed they expected few complications to arise from the extension of daylight time in some areas of the country to Oct. 30.

A CBS-TV official said his network does not consider the difference in time changes "serious" as it has had to cope with a similar problem in past years—every time there is a change—because of local differences. He said reports coming in from stations as to when programs will be in standard time and after the outlets will revise their schedules, when necessary.

In the event a network show conflicts with a sponsored local show, he said, the network will give the station the opportunity of carrying the network show by hot kine in another available time period. The West Coast goes on standard time Sept. 25, he said. This creates no problem as programs there are carried either on film or by hot kine throughout the year, and this procedure will be continued.

An NBC-TV spokesman voiced a similar view. He said stations replying to a network questionnaire have expressed a desire to cooperate by rearranging their local schedules, when necessary, NBC-TV provided BT with a breakdown of its own questionnaire on extended daylight time. On the basis of replies, it was shown that 22 stations, mainly in the East, will stay on daylight time through Oct. 30; 9 stations will return to standard time Sept. 25; 105 stations, mainly in the South and Midwest, are not on daylight time but remain on standard throughout the year; four stations in the West remain on daylight time throughout the year.

Radio networks plan to remain on daylight time through Oct. 30. Arrangements have been made to extend the one-hour delay service not only to regular standard time stations of the summertime but also to stations which revert to standard time earlier than the end of October. A spokesman for the DuMont Television Network said its three remaining network shows will be carried on New York time, and affiliated stations have reported no complications in time schedules.

ABC was in the process of developing its full plans for the fall and is expected shortly to announce any adjustments it may have to make to compensate for the extension of daylight saving time.

The Midwest time schedules have remained relatively stable throughout the summer. As in past seasons, Chicago has retained daylight time. Radio networks, in some instances, serve as focal origination points for other network affiliates in the area.

A typical radio example is that of NBC Central Div., which annually sets up a "Green Sheet" of stations operating among the engineering personnel, using recording studio "F" in Chicago as a feed for the whole NBC radio network and servicing 145 affiliates. Provision is made for tape-recorded delayed broadcasts to affiliates in areas not observing DST during the summer.

There are, however, peculiar situations in parts of Ohio, Wisconsin and other states. For instance ABC Radio's Breakfast Club is carried in Dayton and Cincinnati, and Arthur Godfrey's morning show, on their network affiliates at 8 and 9 a.m., respectively, despite the fact that Dayton and Cincinnati remain on Central Standard Time, an hour behind Chicago and two behind New York.

In Michigan, as in Chicago, there have been no great upheavals in network tv programs, with NBC and CBS odo outlets carrying New York originated shows two hours behind the East Coast, and the clock and an additional hour back of Chicago. Few kinescopes are utilized.

There were actual conflicts in parts of Indiana this past summer in a drive led by newspaper and business interests as South Bend and other cities fell into line behind the Central Standard Time. At the time stations felt the measures, adopted on the basis of referendum and local council actions, would disrupt local shows, particularly in overlapping market areas, but stations made the best of it.

While CST is standard in Indiana, a number of cities observed DST by urging business firms to open and close an hour earlier. Radio-town officials staged an unofficial form of DST, including Anderson, Columbus, Fort Wayne, Warsaw, New Albany, New Castle, Indianapolis, Marion, Muncie, Portland, Richmond, and Elkhart. Actually, all of them operate on CST all year around.

On the West Coast producers and program executives report no unusual problems are expected since they have been in a sense, working on a daylight saving schedule all along. Network officials explain this is because of the ordinary time lag encountered in Hollywood originations for the East and Midwest the year round.

When it's 9 p.m. in New York it's 6 p.m. in Hollywood, they point out. Live originations are staggered if the sponsor asks 9 p.m. on the network across the country. Shows showing at later hours supplied by hot kine run for tv and tape for radio.

Radio network officials particularly have been accustomed to meeting the different time gaps with tape. Its use permits even greater flexibility in matching times in various areas than does tv kinescope, although the latter can be filmed one hour and be ready for re-run by the end of another hour.

In practice there is about two hours, network program people said, with many being held for re-run the third hour.

Typical of comments by network executives concerning the extended daylight time problem is this comment by an NBC spokesman, "We don't consider it a problem at all. It's routine especially now that we use..."
tape." An ABC official whose network is using tape origination said in San Francisco, "It's real simple these days. Double origina-
tions are no problem at all any more."

Don Lee Mutual's West Coast radio network expects no trouble this fall from the time
differentials.

Consolidated Film Industries, a major kine-
scope processing laboratory which claims to
handle 85% of the network business, re-
ported it can run a film through in less than
a half-hour. The traffic problem for the mes-
senger to and from a network is the biggest
headache, a company representative told BWT.

Television network officials were equally
optimistic concerning West Coast originations.

ABC, CBS and NBC representatives related
they will continue to use kinescopes for match-
ing program time to local time in solving any
daylight time difference, although the CBS re-
presentative admitted there may be some slight
dislocation of daytime schedules in certain com-
munities. At most the network will only be an
hour or two off, he said, indicating this is not critical
for this part of the day. Kinescopes and shifting of
daylight times solve the problem at night, he noted.

**TRIANGLE PUBLISHING DICKERS TO BUY
WFBG-AM-TV ALTOONA FOR $3,650,000**

Deal now being negotiated between Philadelphia group and Annen-
berg-Gable interests would be for $2.9 million in cash plus $750,000
over 10-year period. Triangle is out to get a 'full quota' of tv stations.

IN LINE with its quest for its "full quota" of television stations. Triangle Publications Inc. (WFIL-AM-FM-TV Philadelphia, Philadelphia
Inquirer, and other properties) is negotiating to purchase WFBG-AM-TV Altoona, Pa., for
an aggregate price of $3,650,000, BWT learned last
week.

Conversations, which have been in progress
for some 60 days, are understood to have
reached the contract-writing stage between the
Walter Annenberg and Gable Dept. Store
interests, founders and owners of the Altoona
stations. Roger W. Clipp, general manager of
Triangle's radio and television properties, and
George C. Gable, president, and W. Stanly
Truby, vice president of Altoona Broadcasting
Co., subsidiary of the department store, have
been the participants.

**PETERSMEYER SEeks Uniform Time System**

**BROADCASTERS,** particularly in tv, face
the danger of public resentment against
scheduling of crime and mystery programs
in the Midwest and Far West at all-family
viewing hours because of daylight time, ac-
cording to C. Wrede Petersmeyer, president of
KOTV (TV) Tulsa, Okla. (see daylight
roundup story page 65).

Mr. Petersmeyer has urged NARTB and
networks to join a campaign of public dis-
cussion and legislative activity in an effort
to work out the ethical difficulties inherent
in the nation's daylight-standard time shamb-
les. He explained the programming
problem this way:

"The networks spend a great deal of time
and money on the day -that-night scheduling. In
general, this programming dictates that crime
and mystery stories come in the late even-
ing along with beer advertising, fights, etc.,
and that family-type programming comes in
the early evening periods.

"Approximately 40% of the population of
the country resides in the Central time zone
where such programs that originate in the
East, even in the winter months, are shown
an hour earlier than in the eastern markets.
In areas in the Central time zone that are
not on daylight saving time, these shows come
two hours earlier during the summer
months."

"Hence, in Tulsa for instance, Playhouse of
Stars sponsored by Schlitz is now shown at
8 p.m., while in the West it is on ch. 2.

"Many of these programs are tough
shows not designed for the viewing of small,
impresionable children. My own six- and
eight-year-old children are often up in the
summer after 8 o'clock and are bound to
hear and see the thoroughly adult fare that
now falls here in the early evening. The
legislators criticize the networks for their
programming, and yet the networks cannot
completely control the situation because of
differences in time."

This time difficulty is worse in tv than
radio, he said, noting the approaching ex-
tension of daylight time until the end of
October in some areas.

Mr. Petersmeyer said solution of the
problem is difficult because decisions are
up to local lawmakers. "Thus far, many
legislators have stubbornly refused to adopt
daylight saving time," he said. "However,
something new has been added now with
television. Legislators have children, and
television plays an important part in the
lives of legislators and their families as in
those of their constituents. If their own
families spend an average of 4½ hours a
day watching television, they must be
informed of what is happening in the
mem-
bers of the industry themselves."

On that basis, he said, the industry should start
"an all-out effort to persuade legisla-
tors to adopt uniform daylight saving time
policies."

Mr. Petersmeyer has some ideas on the
subject:

1. I suggest that the three major networks
devote panel discussions during their sus-
taining time on Sundays to a discussion of
this important problem and that in those
shows they request that their viewers write
to their local legislatures requesting action on
the problem.

2. Secondly, I suggest that NARTB work
up a program to be presented to its
members outlining the promotion spots
that might be used on station to develop
public opinion on the problem and the
method by which the stations can instigate
legislation in their states. NARTB might
even include the names of the key legis-
lators in respective cities that should be
prevalent upon to present bills recommend-
ing adoption of daylight saving time. I be-
lieve that with the combination of network
programming devoted to the subject and
work by the local stations through the
NARTB something can be done to correct
the situation before 1956."

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BROADCASTING • TELECASTING
TV star that nobody sees

One of the real TV network "stars" is this technician at work in one of the scores of Bell System TV control rooms across the country.

You never see him on a television screen. But because of his work, television network programs—black and white or color—are successfully transmitted from city to city.

His job is to keep an eye on TV—to make sure that the picture is high quality, to switch programs from one pickup city to another, to add stations to the network, to change channels as necessary.

He is one of more than a thousand trained technicians who are engaged in this work.

They use special equipment, like that shown above, to provide the finest possible television transmission on nearly 70,000 channel miles of Bell System network.

BELL TELEPHONE SYSTEM

Providing transmission channels for intercity television today and tomorrow.
WHAT IS BETTER THAN A GOOD NIGHT’S SLEEP?

TELEVISION, so adept in getting you up in the morning, hustling you off to work on time, keeping you informed and entertained with story, music, song and dance, teaching the little woman new and exciting ways to cook, sew, run her household more smoothly and keep her husband and kiddies happy, has ventured a step further. Now it puts you to bed.

WRCA-TV New York has designed a program to combat insomnia. The show is appropriately titled COUNT SHEEP, and is available to the restless public from 1-1:05 a.m. Tuesday through Saturday, following NBC-TV’s Tonight.

The focal point of COUNT SHEEP is Nancy Berg, a model who pockets a tidy $100 per hour posing for fashion magazine photographs. In addition to her poise, talent, charm and exceptionally good looks, since her WRCA-TV debut you might also term Miss Berg a rather potent nightcap, as the accompanying pictures illustrate.

When you get right down to it, all Miss Berg would have to do in her television assignment is be there and WRCA-TV would never be neglected by insomniacs—particularly trowsers-wearing insomniacs. But COUNT SHEEP keeps her busy with a variety of pre-bedtime chores.

To the restful strains of Brahms’ “Lullaby,” Miss Berg, in lacy negligee, floats about the set, counting animated sheep as they jump over a fence. She also buses herself generally with the routine things pretty ladies do before retiring, such as combing her hair. In the interest of public service, Miss Berg also gives helpful hints on how to go about getting a good night’s sleep. Among her suggestions to date are pouring ice water in a plastic pillow for summer slumber, doing exercises to relax, selecting appropriate bedtime reading, and—of all things—learning to sleep-walk properly.

If Miss Berg is to stimulate relaxation in the viewer she too must be relaxed. One method she reportedly uses is to say over and over to herself “I am an iceberg, I am an iceberg, I mean I am a Nancy Berg.” This trick works best if your last name happens to be Berg. The repetition of such witticisms helps keep Miss Berg psychologically cool, the station says.

Of course, it’s perfectly clear that behind COUNT SHEEP—which is being offered to sponsors who have lambs or sheep for trademarks as well as to manufacturers of blankets, beds, nightgowns and pajamas—lurks a sinister plot. WRCA-TV isn’t at all interested in putting viewers to sleep. By displaying Miss Berg in filmy nighties, the station counts on snatching the audience to wide-eyed alertness. The visual memory of Miss Berg slipping off to sleepy slumber could keep a viewer staring at his screen until Today comes on at 7 o’clock next morning.

And... so... to... sleep.

KFJZ-TV NAMES EXECUTIVE STAFF

Charles B. Jordan named general manager of the new outlet, which expects to start operation next month.

CHARLES B. JORDAN, for the past seven years vice president and assistant general manager of the Texas State Network, has been appointed general manager of KFJZ-TV Fort Worth, Tex., according to an announcement by Gene L. Cagle, KFJZ-TV and TSR president. Prior to joining TSR Mr. Jordan was manager of WRR Dallas for 20 years.

At the same time Mr. Cagle announced the completion of executive staff appointments at the station, which expects to take to the airwaves next month. Dale Drake, TSR national sales manager, has been named to handle KFJZ-TV national sales. He also is a former manager of WRR. Buck Long, formerly program director of KFJA-TV Amarillo, Tex., and before that with WFBA-TV Dallas, is operations manager of the new outlet. Arno Mueller, assistant to the treasurer in the accounting department of TSR, is operations coordinator.

Commercial Manager John Hopkins formerly was general manager of KTOK Oklahoma City and KFDA-AM-TV. Previously he had been with KFJZ radio. News editor is Porter Randall who has been with KFJZ and TSR for 15 years. John Steegall, formerly director at KFDA-TV, is production supervisor. He previously was with Reed-Petty Adv. Agency. Joseph B. Haigh is chief engineer and has been an engineer with TSR since 1938. Publicity and Sales Promotion Director J. Bert Mitchell Jr. formerly was associated with KRBC-TV Abilene, Tex. Previously he was sales-program coordinator for KOA Denver.

KFJZ-TV, ch. 11, aimed at the Fort Worth-Dallas market, will operate on 210 kw with a 1074-ft. tower.

LANFORD BUYS OUT ALLEN, TAKES OVER KALB-AM-FM-TV

T. B. LANFORD, 47.2% owner of KALB-AM-FM-TV Alexandria, La., has become 99% owner of the stations with the purchase of 52% interest from W. H. Allen for $200,000, plus additional considerations of about $30,000. Application for FCC approval was filed last week. Grove Stafford, a director, owns less than 1%.

The sale agreement stated that Mr. Allen will receive $150,000 net plus about $50,000 to cover federal and state taxes which occur as a result of the sale. Mr. Allen, who is entering semi-retirement, will be retained as consultant on a part-time basis for $1,000 a month for 21/2 years. In addition, the application noted, Mr. Allen will pay Alexandria Broadcasting Co., licensee, $100 for the firm’s Cadillac he has.

As of June 30, Alexandria Broadcasting listed current assets of $128,499, including radio accounts receivable of $29,813 and TV receivables of $42,015. Total assets were set at $313,928. Total liabilities, the application showed, were $187,047, including notes payable of $110,974 due General Electric and $7,921 due DuMont Labs.

Mr. Lanford also has interests in KPLC-AM-TV Lake Charles, La.; KRMD-AM-FM Shreveport, La.; WSLI-WJTV (TV) Jackson, Miss., and KRRV Sherman, Tex.

KALB-TV (ch. 5) began operating in October 1954 and is affiliated with all four networks. KALB is on 580 kc with 5 kw day, 1 kw night.
CBS TV Spot Sales Offers Test Program

UNDER a new service of CBS Television Spot Sales, stations represented by that organization are now offering advertisers and their agencies a new opportunity to test the sales effectiveness of spot tv.

As outlined last week by Clark George, general manager of CBS TV Spot Sales, the new service, known as the “spot-check plan,” provides advertisers with a means of measuring the selling impact of spot tv with a variety of testing possibilities, including types of copy, length of announcements, live versus film, responsiveness of audience at different times of day.

Mr. George reported that the first advertiser to use the new plan will be E. I. Du Pont de Nemours & Co., which on Aug. 29 starts 13-week campaigns in three southern markets. The products will include Du Pont No. 7 auto polish, Du Pont paints, and Duco enamel. Agency for Du Pont is BBDO, New York.

Market Tests

An important feature of the “spot-check plan,” according to Mr. George, is a series of “be fore and after” interviews made in a large panel of test market homes by The Pulse Inc. He said interviewers were in the field last week pre-testing for Du Pont.

“The plan,” Mr. George explained, “was initiated by the CBS company-owned stations and was developed by CBS Television Spot Sales to include represented stations in other leading markets. The spot sales research department is prepared to work with the advertisers and their agencies in the planning of each test to gather data regarding the medium and its techniques.”

NBC Spot Sales Signs New British TV System

OVERSEAS activities of NBC Spot Sales were expanded last week when arrangements were completed by the sales unit to represent Associated Broadcasting Co. Ltd., program contractor in England’s forthcoming commercial tv system, in the U. S. The agreement was reached by Harry Alan Towers and Richard L. Meyer, directors of the British broadcasting groups, and Thomas B. McFadden, vice president in charge of NBC Spot Sales.

The representation organization plans to emphasize services other than selling, since most of the commercial business in British television will be placed through London offices of advertising agencies. NBC Spot Sales will be on call for assistance or advice in technical, traffic and other broadcasting matters, Mr. McFadden said.

When the commercial system is inaugurated in Great Britain on Sept. 22, four groups of broadcasters will share commercial programming on a rotating basis. Associated will program in London on Saturdays and Sundays and in Birmingham Monday through Friday.

In addition to this overseas arrangement, NBC Spot Sales also represents KONA (TV) and KGU Honolulu—some 8,430 air miles from London—as well as NBC O&O stations and others.

Three Radio, Two TV Outlets Added to Avery-Knode List

avery-KNODEL announced last week that as an outgrowth of its staff expansion during the past year, the company has been named as new national sales representative for two tv stations and three radio stations. New stations clients are WKRG-AM-TV Mobile, KWWL-AM-TV Waterloo and WROW Albany, N. Y. WKRG-TV (ch. 5) is to begin operations on Sept. 5 as a primary CBS-TV affiliate. KWWL-TV (ch. 7) is an NBC-TV station and has been on the air since November 1953. WROW on 590 kc, with 5 kw daytime and 1 kw nighttime, shortly will become a CBS Radio affiliate.

Huntress, Express Pub. Head, Dies; Operated KENS-AM-TV

FRANK G. HUNTRESS Sr., chairman of the board of The Express Publishing Co., publisher of the San Antonio Express and licensee of KENS-AM-TV San Antonio, died in his sleep July 30. He was 85.

Mr. Huntress had been with Express Publishing for 71 years, starting as a newsboy in 1884, 1910 was made vice president and general manager. The following year he became president and publisher and in 1918 started the San Antonio Evening News.

Mr. Huntress organized the Sunshine Broadcasting Co. in 1949 to operate KTXA San Antonio. Express sold KTXA in 1954 to purchase KENS-AM-TV from Storer Broadcasting Co.

With failing health during the past two years, Mr. Huntress gradually relinquished control of Express to his son, Frank Jr., its president. Survivors in addition to Frank Jr. are his wife, Katherine, and a daughter, Mrs. Merton Minter.

2,343 TONS OF COFFEE!!

Just one pound of your coffee sold to the radio homes in WGN’s area would mean 2,343 tons sold—$4,218,174 at ninety cents a pound!*

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

*Nielsen Coverage Service

A Clear Channel Station Serving the Middle West

**WGN**

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 E. 41st Street, New York 17, N. Y., for New York City, Philadelphia and Barba

Representative: Geo. P. B. Holodmery Co.

Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—233 Peachtree Street

California—467 N. Mission Avenue • San Francisco—418 Market Street

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ALABAMA OUTLETS SWEPT BY FIRE

Damage to WCOV-AM-TV
Montgomery, Ala., exceeds $350,000 as result of Friday morning blaze. Emergency gear shipped at once by RCA.

VIRTUALLY all technical equipment of WCOV-AM-TV Montgomery, Ala., and studio equipment of WCOV were reported destroyed and studios and offices were damaged in a fire that swept the studio and tv transmitter building early Friday morning.

General Manager Hugh M. Smith, in New York on business, said he had been informed the ch. 20 television station's technical equipment was "a complete washout." He estimated this loss at approximately $350,000. With luck in securing new equipment promptly, he said, the station should be able to return to the air in a few weeks, possibly two. At midnight Friday Mr. Smith said RCA was shipping emergency equipment that day.

Mr. Smith said the studio equipment of WCOV-AM also was destroyed but that operations would continue from the transmitter without delay.

The loss was fully covered by insurance.

In addition to the technical loss, according to reports from the stations, about half of the building housing the radio and tv studios and the tv transmitter was damaged or destroyed. Some of the girders buckled from the heat and there was damage from smoke as well as flame. The fire occurred about 4:30 a.m. Friday and apparently originated, so far as first investigations could determine, in a master time clock.

WCOV-TV has been on the air since April 1953 and has been operating "in the black" almost from the start, Mr. Smith said. It is affiliated with CBS-TV and ABC-TV. WCOV, on 1170 kc with 10 kw day and 1 kw night and affiliated with CBS Radio, has been operating since 1939.

WRCA-TV Sets Drive With 2 Dept. Stores

AGREEMENT on a 10-week advertising campaign was completed last week by WRCA-TV New York with Macy's and Abraham & Straus, New York department stores, "to test the selling muscles of television" for stores of this type, it was announced by Hamilton Shea, NBC vice president in charge of WRCA-AM-TV. The drive will get under way Aug. 15.

Mr. Shea said the station's merchandising staff will team up with the advertising-creative-merchandising executives of the retail corporations to develop advertising programs whose results will serve as a guide for future advertising campaigns.

Head of the WRCA-TV staff which will work on the project is Max E. Buck, director of advertising, promotion and merchandising. Peggan Fitzgerald, a department store merchandising executive before she became a radio performer, has joined Mr. Buck's staff.

The campaign calls for 15 and 20-second station-break announcements and one-minute commercial participations in WRCA-TV programs. Subject matter of the commercials will range from departmental promotions to specific items on sale. The stores will furnish WRCA-TV with information on their success as a source of case history material in the use of tv to move goods.

Mr. Shea estimated that each campaign will register nearly 17 million viewer impressions a week. By carefully analyzing results, he said, the station will be able to advise retailers on what they should not do as well as what they should do in using television.

William M. Davidson Named To WRCA-AM-TV Position

APPOINTMENT of William M. Davidson as assistant general manager of WRCA-AM-TV New York was announced last week by Hamilton Shea, NBC vice president in charge of odo WRCA-AM-TV. The assignment is effective Sept. 1.

Mr. Davidson currently is assistant general manager and director of sales for WTAM and WNBK (TV) Cleveland, NBC odo stations there. From 1952 to 1954 he was national manager of NBC Radio Spot Sales. He formerly was with ABC, Free & Peters representative firm, Benton & Bowles and J. Walter Thompson Co.

Roberts to Manage KRLD; Cuny to KRLD-TV Sales Job

WILLIAM A. ROBERTS, assistant general manager in charge of advertising sales for KRLD-AM-Dallas, has been promoted to manager of KRLD, Clyde W. Rembert, presi- dent of the stations, announced last week. Simultaneously, Mr. Rembert announced the promotion of Gene Cuny to commercial manager of KRLD-TV.

Mr. Rembert said that Mr. Roberts, a more than 25-year radio-tv veteran, "... will devote his entire talent and efforts exclusively to radio management and sales where he has made an outstanding record."

Referring to Mr. Cuny's appointment, Mr. Rembert said, "... a younger member of the KRLD station's organization, [he] brings with him a lot of fine training and experience that will benefit both our advertiser and our station operations."

KEYT (TV) Local Sales Jump

KEYT (TV) Santa Barbara, Calif., reports that local sales for the first six months of 1955 have shown a 35% increase over the corresponding months of 1954. The ch. 3 station further reports that consistent monthly increases in local sales indicate that fall the increase may rise to as high as 50% over last year. The station is affiliated with the four tv networks and is represented by George P. Hollingbery Co.
Shawd Files Affidavit
Denying WKBJ Sale Offer

ARCH SHAWD, president and general manager
of WKBJ Muskegon, Mich., has filed an
affidavit denying claims made in a suit filed by
Don Mann, Chicago station salesman, in which
he alleges Mr. Shawd broke an agreement for
sale of his majority interest in WKBJ.

The affidavit, filed in U. S. District Court for
the Western District of Michigan (Southernt,
Div.) July 29, denies there is any cause for
action in connection with the suit filed in
June, according to a station spokesman.

Mr. Shawd has represented as having claimed
the alleged deal was in the form of a so-called
"memorandum" rather than an agreement,
and that it contained the reservation that any such
deal be consummated "with the permission of
Mr. Grant W. Ashbacker."
The station is licensed to the Ashbacker Radio Corp.
Mr. Ashbacker refused to extend permission, it was
explained.

WISN-TV Announces Winners
In Tower Completion Contest

WINNER of the top prize of $400 in the
tower completion guessing contest conducted
by WISN-TV Milwaukee, Wis., is Suzanne Herz
of Biow-Bein-Toog Inc. Construction on the
1,105-ft. tower was completed at 6:10:15 p.m.,
Sunday, July 24, and Miss Herz' guess of July
23, 12:05:44 p.m. was close enough to win,
indicating WISN-TV points out, that most
entrants were not aware that tv stations work on
Sundays.

Richard Scott, American Chicle Co., Long
Island City, N. Y., won the second prize of
$200, and third place of $100 went to Gene
O'Fallon of KFEL-TV Denver, Colo. Topping
the consumer prizes was a 1955 Plymouth
Plaza, which was awarded on a special tv pro-
gram July 24 in celebration of the tower com-
pletion. Over $6000 in merchandise and cash
prizes were given away by WISN-TV.

KTVH (TV) Names Ken Cook

KENNETH H. COOK, formerly chief engineer
for KCKT (TV) Great Bend, Kan., has been
named chief engi-

nere of KTVH (TV)
Hutchinson (Kan.), Kan., Howard
O. Peterson, KTVH
general manager has
announced.

Mr. Cook, a gradu-
ate of Kansas State
College and a regis-
tered professional
engineer, served for
17 years at KMBC-
AM-TV Kansas City,
Mo., and was chief
engineer of the
stations when he moved to KCKT.

KROC-TV Appoints Beckjorden

MRS. Elisabeth Beckjorden, who has been serv-
ing as station network representative for KELO-
TV Sioux Falls, S. D., has been named to act
in a similar capacity for KROC-TV Rochester,
Minn. In the event network sponsors have not
ordered the stations she represents, Mrs. Beck-
jorden negotiates directly with network sponsors.
Mrs. Beckjorden doubles as supervisor of radio-
tv recruitment for Personnel Assosc., New York
employment agency.

An L. A. Indie Puts Its Story on Film

KLAC Los Angeles believes in spending
money to make money.

An independent operation, fighting multi-
ple radio-tv competition by using big-name
personalities and popular music with news
and sports, KLAC last Tuesday introduced
to the trade its latest self-promotion invest-
ment, a $10,000 color film, "The KLAC Story."
It was shown simultaneously at trade luncheons
in both Hollywood and New York.

Boosting the growth and effectiveness of radio
as an advertising medium in general, as
well as KLAC specifically, the film now
goes out on the road to advertising agencies
across the U. S. It will be shown by Adam
Young Jr. Inc., KLAC's national sales repre-
sentative, which also will exhibit the film to
agency clients when so desired by an agency.

The film is a 20-minute radio success story
and was produced under the supervision of
Mortimer Hall, KLAC president, and Felix
Adams, station sales manager.

Mr. Hall said KLAC pioneered the use
of national stars as break station breaks and
other on-air promotions, pointing out
that the station devotes $3,600 worth of
its air time weekly for self-promotion. The
music formula, Mr. Hall said, pivots around
the KLAC "Big Five," the station's roster of
round-the-clock disc jockeys who are fea-
tured in the new film. These are Peter
Potter, Dick Haynes, Jim Ameche, Alex
Cooper and Gene Norman.

KLAC also has just completed its annual
"Christmas in July" trade promotion. In-
stead of passing out gifts at the usual time
around Dec. 25, KLAC does it in mid-
summer and this year gave sport shirts made
of imported fabrics.

SALES Manager Felix Adams (seated)
shows KLAC President Mortimer Hall
some footage from the station's color
film presentation, "The KLAC Story."

Weed Urges Tv Industry
To Keep Control Over Film

CJITING the increasing use of motion pictures
in spot television, Joseph J. Weed, president
of Weed Television Corp., last week warned
against the possible yielding of program con-
trols to the motion picture industry by stations,
sponsors, and agencies.

Mr. Weed observed that he has been "a con-
sistently staunch supporter for films in spot tv."

But he pointed out that "the huge up-
surge" in the scheduled filming of movies, it is
"important for the tv industry to hold
firmly on its programming prerogatives and
to exercise its authority in the shaping
and building of programs in order that all
desired high standards be met." He asserted
that stations, sponsors and agencies must be
assured that "quality goes into the reels at the
very start, rather than worrying over editing
and the order of re-takes at later dates."

WPIX (TV) Again in Garden

WPIX (TV) New York will present for the
sixth straight year a schedule of 58 fall and win-
ter sports events from Madison Square Garden,
starting Oct. 29. The 1955-56 schedule will in-
clude championship events in professional hockey,
professional basketball and college basket-
ball, plus the Westminster Kennel Club Dog Show
and the National Horse Show.

KGNU Reports Business Rise

In a business report for the first six months of
1955, KGNU Missoula, Mont., has an-
ounced that local business and national spot
are up 32% and 13%, respectively, over the
same period for KGNU in 1954. Guy Farns-
worth, station manager, who made the an-
nouncement, attributes the rise to the expand-
ing market and favorable local economic con-
ditions. The CBS-affiliated station operates at
1290 kc with 5000 w, and is now in its 25th
year of operation.

KNX Local Billings Up 24.6%

KNX Los Angeles has announced record local
sales for the first six months of 1955 with billings
24.6% ahead of the same period for last year. Bert West, general sales man-
ger for the station and the Columbia Pacific
Radio Network, attributed the rise to continued
heavy use of daytime programs and announce-
ments plus increased use of nighttime by adver-
sisers.

KTBS-TV Completing Tower

KTBS-TV Shreveport, La., reports that con-
struction on its proposed 1,153-ft. tower is
moving along with work expected to be com-
pleted by Aug. 25. The 3 station is sched-
uled to go on the air Sept. 3. Cost of the 70-
ton tower is $150,000 and, according to KTBS-
TV, it will be the world's 10th tallest man-
made object and the tallest structure in Louisi-
ana. It is expected that the tower will provide
KTBS-TV reception radius of 100 miles.

WROX Opens New Studios

CEREMONIES marking the opening of com-
pletely new and modern studios of WROX
Clarksdale, Miss., has been scheduled for
Wednesday. The station moved to the new
studios, located in the city's Alcazar Hotel, on
July 8, but additional work is required before
all facilities are completed, the station an-
nounced. WROX operates on 1450 kc with 250
w and is owned by Elmer T. Imes of Columbus,
Miss.

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WGBA Ephrata, Pa., Starts

WGBA Ephrata, Pa., new 500 w daytime outlet on 1310 kc, went on the air July 26 after receiving FCC authorization for program tests July 25, and staged dedication of its facilities July 31. The station, with its transmitter and studios on Ephrata Mountain about 10 miles northeast of Lancaster, operates from 6 a.m. until local sunset, programming an all-music format. Its coverage includes Lancaster and Lebanon, as well as Harrisburg and Reading, WGBA reports.

The outlet is owned by Garden Spot Broadcasters Inc. Principals include Samuel R. Youse, Lester J. Grenewalt, John H. Norris and George Kienzle.

WAFB-TV, Local Movies Exchange Promotional Aids

TELEVISION and movies inter-play combined for a mutual merchandising assist when a motion picture chain gave free on-screen publicity to a tv show while a local tv station was plugging the movie houses.

The marriage of the two media was performed by WAFB-TV Baton Rouge, La., a promotion chief Grace McElveen induced the local Ogden theatre chain of three movie houses to rerun "The Long, Long Trailer," a film starring Lucille Ball and Desi Arnez, who are also featured on their own tv show The Sunday Lucy Show. Later program is sponsored by Lehn & Fink Products Corp., on CBS-TV through McCann-Erickson, New York, which has offered a total of $1,000 in cash prizes for the best merchandising job on the show and the sponsor's products.

Charles Bazell, manager of the chain of movie houses, ran 15-second film trailers for three weeks with the copy "It's new! . . . the Sunday Lucy show, 4:00 p.m. Sunday——WAFB-TV Channel 28—sponsored by Lehn & Fink Products." The trailers ran before and after each showing of the film feature.

In return, Mr. Bazell's theater received saturation spot announcements from WAFB-TV and radio whenever the outlet plugged the Sunday Lucy series.

KDAL-TV Heights Tower

KDAL-TV Duluth has added 262.5 feet to its tower, bringing it up to 816.5 feet above ground, according to Odin Ramsland, vice president-commercial manager. Alpha Erection Co., Iowa City, Iowa, handled the erection. Mr. Ramsland said he believed the antenna is the highest in Minnesota or Wisconsin, with greatly improved service and an extended service area. KDAL-TV operates with 100 kw on ch. 3.

C. W. GROVE (I), president of Second Federal Savings & Loan Assn. of Cleveland, contracts for sponsorship of the 11-11:10 p.m. news six nights weekly on WGAR there. Attending the signing are (I to r) Stanley Gee, WGAR sales representative; Carl E. George, general manager of the station, and Jacob E. Hines of Wellman, Buschman & Hines agency.

WBZ-WBZA Names Richards

APPOINTMENT of C. L. (Lud) Richards, advertising and sales promotion manager of WBZ-WBZA Boston, to the new post of national account executive for the station, effective Aug. 29, was announced last week by Paul L. Mills, general manager. Mr. Richards has been with the Westinghouse radio operations in Boston since 1952, and previously was sales promotion manager for WBCC Bethesda, Md., and sales manager of WGMS Washington. As national sales executive, he will coordinate national sales in the New England market with Free & Peters, station representatives for many of the Westinghouse stations.

Crosley Personnel Changes

FOUR personnel changes at Crosley Broadcasting Corp. (WLW-WLWT [TV] Cincinnati, WLWD [TV] Dayton, WLWC [TV] Columbus, WLWA [TV] Atlanta, Ga.) have been announced by James D. Shouse, chairman of the board, and Robert E. Durville, president. James E. Allen, publicity and promotion director, becomes director of special projects for the broadcasting company. Mr. Allen is succeeded by James Bruce, who formerly was program manager for WLWT. Mary Renn, program coordinator for Olympus Films, joins Crosley as program administrator for WLWT.

Anscome Signs for 5 Years

ALFRED E. ANSCOMBE, station manager of WKBU Buffalo, N. Y., has been signed to a five-year contract, Dr. Clinton H. Churchill, president-general manager, has announced. Mr. Anscome joined WKBU in 1948 as director of public relations. In 1951 he was named commercial manager and in August 1953 he was promoted to his present position. He is also a director of WKBU Inc. and vice president of the company.
Steadily Growing Because
It's Constantly Serving . . .
And Serving Better . . .

THAT'S THE TRUCKING INDUSTRY!

And It Pays As It Serves . . . Truck Fleet Doubled, Tax Payments Tripled, In 10-Year Period!

Increasing demands for the fast, flexible service trucks offer shippers and the public have resulted in the trucking industry doubling its fleet of trucks from 1944 to 1954.

Yes, the number of vehicles in the trucking industry's fleet has risen from 4,513,000 in 1944 to 9,412,000 in 1954 — proof of the economical, efficient transportation service motor transport provides.

Every truck you see on the highway is there because it's performing a needed service. It's there because it has a job to do, a job that may be tied right in with your job, your day to day living.

Trucks pay as they serve, too. In this same 10-year period, the taxes trucks pay rose threefold from $561,000,000 to $1,748,000,000! Representing 16% of all vehicles, trucks paid 33% of all state highway user taxes!

Truck transportation provides door-to-door delivery — it's a direct service, with a minimum of freight handling!

Trucks, on the go 24 hours a day, keep the freight moving constantly, get shipments to destination on time!

The flexibility of truck transport puts every community — no matter how small — on a direct receiving line.

AMERICAN TRUCKING INDUSTRY
American Trucking Associations, Inc.
Washington 6, D. C.

If You've Got It . . . A Truck Brought It!
Shor Cites 'Stork Club' Show In $1.2 Million Libel Suit

SUIT for $1.2 million was filed in New York Supreme Court last week by restaurateur Bernard "Toots" Shor against Sherman Billingsley, charging Mr. Billingsley with libel, slander and invasion of privacy. Mr. Shor cited the Stork Club tv show of May 8, presented on WABC-TV New York.

Named also as defendants are American Broadcasting-Paramount Theatres, owners of the station; the Stork Restaurant Inc., operators of the Stork Club restaurant in which the telecast originated, and Mayfair Products Inc., a company which produced the Stork Club tv program.

The complaint asserted that Mr. Billingsley "knowingly, spitefully and maliciously" broadcast statements indicating Mr. Shor was "insolvent, unworthy of credit, and reckless or dishonest."

KFI Announces Rate Changes

CHANGES in its rate structure have been announced by KFI Los Angeles, with a general decrease in Class A time (6:30-10:15 p.m.) and a general increase in Class B time (6:30 a.m.-6:30 p.m.; 10:15-10:30 p.m.). One-minute Class A announcements have been reduced from $125 to $75 and one-minute Class B announcements have been increased from $62.50 to $75, making the rate for Class A and B announcements the same. The Class A one-hour rate remains at $700 with the Class B one-hour rate rising from $350 to $400.

Westinghouse Invites

INVITATION "to join the Billion Dollar Club in a very profitable venture," is being issued in a promotion piece by Westinghouse Broadcasting Co. on behalf of its stations. Copy points out that in 1954, 28 companies in the U. S. sold over $1 billion worth of goods each. Of that number, it is noted, 25 were among the more than 250 national advertisers who advertised on WBC.

STATION PEOPLE

Louis Adelman, former head of European Armed Forces Radio, to WLLY Inc. (WLLY Richmond, Va) as president and general manager; Steve Ross, WLEE Richmond, to WLLY as program director; Dee Deeering to station as assistant manager; Bill Montgomery, program director, W N O R Norfolk, Va., to WLLY as production manager.

Ray Lapics, author and magazine and encyclopedia editor, to KBLA Burbank, Calif., in executive capacity.

Keith W. Horton, vice president in charge of sales, WELM Elmira, N. Y., named general manager; Frederick H. Elliott Jr., sales staff, WTRY Troy, N. Y., to WELM as local and regional sales manager.

Marie Gifford, account executive, KTBS Shreveport, La., appointed commercial manager, KTBS-TV (target date Sept. 3); Charles Saltsgaver, program dept. assistant, KTTS-TV Springfield, Mo., named KTBS-TV production manager, effective that date.

Clifford M. Kirtland Jr. appointed business manager, WGR Corp. (WGR-AM-TV Buffalo, N. Y.), effective today (Mon.)

Jerome D. Greenberg, sales staff, WAAT Newark, N. J., named merchandising director.

ACTIVATING the first live program feed at WNDU-TV South Bend [B*T July 25] ore (1 to r) Rev. Theodore M. Hesburgh, CSC, president of Notre Dame U.; Bernard C. Hart, vice president and general manager of WNDU-TV, and Rev. Edmund P. Joyce, CSC, executive vice president of the university.

WAGA-TV Completes Tower

WAGA-TV Atlanta's 1,100-foot tower, recently completed, is "even higher than a Georgia pine," says Jack Collins, station manager. WAGA-TV Managing Director Glenn Jackson said the Storer Broadcasting Co. ch. 5 station's new tower also is 1,070 feet above average terrain and 2,049 feet above sea level.

STATION SHORTS

KRNT-TV Des Moines, Iowa, has added Associated Press Photofax, still picture-facsimile service, and also has contracted for daily service of CBS News Film Div.

WORL Boston moves to new studios and larger quarters at 705 Beacon St.

KWK-TV St. Louis is installing 12 kw ERP auxiliary transmitter to be used in event of cable failure or main transmitter failure.

WFMY-TV Greensboro, N. C., reports since it opened new quarters last Jan. 2 approximately 20,000 visitors have toured building.

WGMS Washington has opened auxiliary studio complete with turntables and hi fi pickups in store window of Todd's Appliance & Record Store, 11th & F Sts., N. W. Stan Hamilton, chief announcer, is in charge.

WNDU-TV Notre Dame, Ind., has been added as 364th outlet on Bell Telephone System's nationwide tv facilities network, according to long lines dept., American Telephone & Telegraph Co.

WNNC-TV New Haven, Conn., yesterday (Sun.) conducted outing at Holiday Hill, Cheshire, Conn., for employees and more than 1,000 guests from New England and New York.

REPRESENTATIVE APPOINTMENTS

WKBH-WKBT (TV) La Crosse, Wis., appoint Harry S. Hyett, Minneapolis, as regional representative in Minneapolis-St. Paul area.

WHLI-AM-FM Hempstead, L. I., N. Y., appoints Gill-Perna, N. Y., as national representative.

Marie Gifford, account executive, KTBS Shreveport, La., appointed commercial manager, KTBS-TV (target date Sept. 3); Charles Saltsgaver, program dept. assistant, KTTS-TV Springfield, Mo., named KTBS-TV production manager, effective that date.

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NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation’s health and safety.

“The Three Musketeers”...and HIGH BLOOD PRESSURE

Medical guidance, rest and weight control, these might well be called “the three musketeers” fighting high blood pressure. For when they work together, as “The Three Musketeers” did, they may help protect you against the less serious type of this disorder, or prevent complications if you have it. This form of high blood pressure (“essential hypertension”) accounts for more than 90 percent of all cases. Victims of this disorder are often individuals of great drive. To help lessen strain on the heart, a leisurely pace of living should be maintained.

Among other things, the doctor may recommend intervals of rest during the day...and at least eight hours of rest every night. He will also urge patients to avoid situations which cause great tension and anxiety, such as needless arguments.

In addition, the doctor may suggest other things to relieve stress and worries that tend to keep blood pressure up. Mild exercise is not only usually permissible, but even encouraged.

In fact, things that help divert the mind from daily troubles and keep the patient from becoming preoccupied with blood pressure levels can mean the difference between living a useful or an unsatisfactory life with this disorder.

Weight control may be important, too, in relieving high blood pressure. Since the heart works harder when hypertension is present, weight loss helps to lighten its load.

Of course, the doctor’s help is needed. Regular check-ups will enable him to discover complications early, if any occur, and start treatment that may keep them under control. In selected cases, great improvement can often be obtained by special diets or surgery.

If the doctor’s advice is followed and if the patient learns to lead a life of moderation in all things, high blood pressure can be successfully controlled in many cases. If neglected, it may damage the heart, kidneys and brain.

To detect this condition early, it is important for everyone...especially those who are middle-aged or older, are overweight, or have a family history of the disease...to have periodic medical examinations. When high blood pressure is discovered in its early stage, hypertension is usually easier to control.

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Metropolitan Life Insurance Company
(A Mutual Company)
1 Madison Avenue, New York 10, N. Y.

Robert Beringer, newscaster, WOKY Milwaukee, named news director.

Bernie Hargreaves, commercial manager, WNNJ Newton, N. J., additionally assumes duties as local news dept. director; Ronnie Lee, formerly with WPKE Pikesville, Ky., to WNNJ as announcer-salesman.

Robert L. Hoskinson, account executive and production manager, Jones Adv. Agency, Oklahoma City, to KTQV (TV) there as advertising and public relations director.

Joe Coffin, sales development director, KTLA (TV) Los Angeles, to KCOP (TV) there as research and sales development dept. director.

George Vicky to WTJW (TV) Miami as public service director, succeeding Louis G. Jacobs, resigned.

Al Fishler, account executive, KCOP (TV) Los Angeles, promoted to assistant sales manager.

Bob Paris, music librarian, WWDC Washington, appointed assistant program director, succeeding Norman Baum, who has been named station's "roving reporter"; Al Smith named music librarian.

Ralph E. Hutchison, former farm director, WEAU-AM-TV Eau Claire, Wis., appointed agricultural director, KDKA Pittsburgh.

Harriet Runte, secretary to program manager, WLRC (TV) Columbus, Ohio, appointed traffic manager; Pat Ford and Marg Southworth to WLRC as secretary and continuity assistant, respectively; Martha Combs to station as secretary to program director.


James W. Gauth, news editor, KYW Philadelphia, and newsman for 46 years, retires.

Ruth Craoe, women's activities director, WMAL-TV Washington, resigns.

Earl E. Fleming, formerly salesman, Liggett & Myers Tobacco Co., N. Y., named sales representative, WOW Omaha, Neb.

Theodore R. Wold, formerly Central Minn. field representative, Goodyear Tire & Rubber Co., Akron, Ohio, to sales staff, KSTP-TV Minneapolis-St. Paul.

Jerrold Marshall, sales staff, WKNB New

In Unity There Is Sales Strength

FOUR radio stations in West Palm Beach, Fla., busters as lavish newspaper spreads were bought five times annually by department stores and other merchants to promote dollar day sales, decided some aggressive action was needed to divert advertising outlays to radio's coffers.

The project fell to the sales managers: Rome Hartman, WIRK; Bob Monroe, WINO; Cliff Glick, WENT, and Bob Davis, WWPG.

They organized the Radio Stations of The Palm Beaches and submitted a plan to the Merchants Div. of the local Chamber of Commerce. The proposal to influence the merchants to select several days for a midsummer sale test and advertise it primarily on radio was accepted.

What particularly appealed to the businessmen was that they could buy every available spot on the four stations for a three-day period at about half the normal dollar-day budget. To make the purchase of time easier, a single rate was offered and one solicitor was selected to represent the stations. The Radio Stations of The Palm Beaches submitted only one bill to each merchant and later split the revenue.

The sale took place June 27 through 29 (Monday to Wednesday) and the kickoff for the advertising was at 6 p.m. Saturday.

The campaign was called the "Radio Radio Days" and featured extra promotion, the cost of which the stations bore. A total of 1,048 announcements was bought (262 on each station).

The results were well worth the effort. Most of the merchants reported their sales approached, equaled, or in some cases, surpassed similar sales promoted only by newspaper at double the expenditure. Some of the merchants felt there would have been more action on certain leader items if they were promoted by newspapers, but all agreed that the main purpose of bringing spenders downtown, with a resultant increase in dollar volume, was achieved.

The evidence was significant enough to influence the retailers to split their budgets down the middle on all future sale promotions.
What it takes to make—high-quality IMAGE ORTHICONS

Over 20 years of Development Experience

The remarkable performance of RCA Image Orthicons is due in great measure to the unprecedented wealth of research and engineering experience—accumulated through designing pick-up tubes for nearly a quarter century. For example, RCA scientists designed the camera tube that made all-electronic television a commercial possibility. RCA scientists and RCA Tube Engineers are the specialists who revolutionized camera pick-up techniques with development of Image Orthicons—made compatible color TV a practical reality with the Color Image Orthicon. Here is specialized experience within the spheres of physics, chemistry, electronics and mechanics that has no parallel in electronics history.

Over 10 years of Experience in Manufacturing Image Orthicons

Long and extensive training—plus years of special experience in advanced manufacturing techniques—make RCA Image Orthicon technicians the outstanding craftsmen in their field. Think of it—manufacturing regular-production tubes to tolerances running to as close as 0.0001 inch—thicknesses that must be held a few molecules deep—machine work that often is so fine that you can examine it only through a microscope. Only with experience and skill can such tasks be completed—and RCA Image Orthicon technicians are masters of this art.

Today, thousands of RCA Image Orthicons are delivering superior performance in television stations throughout the world. You can count on RCA research and manufacturing leadership to continue in its steady progress to bring you highest-quality Image Orthicons consistent with the best tube engineering practices known today.
SCREEN ACTORS GUILD, PRODUCERS TRY TO REACH COMPROMISE BEFORE STRIKE

Neither side optimistic about agreement before SAG's strike of its 10,000 members last Friday.

(Also see late story, page 7)

ON THE EVE of the nationwide strike of 10,000 members of Screen Actors Guild against producers of television entertainment films, officials of both union and producer groups were in continuous session in Hollywood Thursday in a last-minute effort to reach an agreement permitting independent and network filmpackagers to continue high-gear production of new fall program series.

But the strike began early Friday as scheduled, with cessation of all filming, despite capitulation earlier in the week of four independent firms to SAG demands for extra payment on the first film re-run.

Production of television commercial, educational, institutional films is not involved in the strike action, SAG emphasized.

Whole issue in dispute is the extra payment to actors for the second run (first re-run) of a television entertainment film. Producers have been firm against such payment since they claim they acquire their production profit at this point, not making a profit on the initial run. Actors, under the old pact which expired a fortnight ago, already receive 100% of their original minimum payment on the third to sixth runs (second to fifth re-runs).

Negotiations resumed Tuesday between SAG and the Alliance of Television Film Producers and the Assn. of Motion Picture Producers. The latter represents the movie majors, most of whom now are in the film production in some form. The representatives of the three groups were in continuous session late Thursday at AMPP headquarters.

Joint Release Agreement

Spokesmen for ATFP told BT that the producer groups agreed with SAG not to divulge the status of the talks, with all announcements to be made in a joint news release. The first joint status report was expected Friday. SAG, however, is free at all times to issue its own news releases concerning other aspects of the strike and to make payments to the new demands. SAG Thursday told BT the television entertainment film producing companies of two of Hollywood's leading stars—Jane Wyman and Loretta Young—had that day signed new contracts with SAG providing residual payments to actors on the second to sixth runs inclusive and increased minimum fees. The announcement was made by John L. Dales, the Guild's national executive secretary.


Prior to the signing by the Jane Wyman and Loretta Young companies, new Guild contracts were signed earlier in the week by producers of several companies, covering 39 films for the Judge Roy Bean series, and by Charles E. Skinner Productions, covering 52 half-hour TV films for the Sergeant Preston of the Bush.

Producers signing the new Guild contract agreed to pay at least 75% of minimum salary for the second run of a television film, 50% for the third and fourth runs combined, 25% for the fifth run, and one final payment of 25% covering the sixth and all subsequent runs, SAG said.

Guild minimums were increased from $70 to $82.50 for day players and from $250 to $287.50 for weekly freelance players. All other Guild minimums were increased proportionately and improvements in working conditions also were provided, SAG said. SAG originally demanded $90 and $300, respectively.

Mr. Dales told BT that all Guild members are being instructed that they may work for the four companies that have signed the new contract.

The SAG board of directors called its strike of all actors in television entertainment films throughout the nation last Monday, and the strike started at 12:01 a.m. last Friday.

In a nationwide mail referendum of all Guild members, 4,848 voted "yes" to authorize the board to call a strike, only 184 voted against the walkout. Mr. Dales said. It was the largest membership vote ever cast in the history of the Guild, with a majority of 96.3% authorizing the strike.

In a formal strike call notice mailed early last week to all members, the Guild board stated that the walkout does not apply to the production of theatrical motion pictures, filmed television commercials, or non-television industrial and educational pictures.

Mr. Dales said picket lines would be established immediately if any producer attempts to film television entertainment films, employing actors, during the course of the strike.

The Guild engaged in joint negotiations with the two groups of television entertainment film producers from June 6 to July 13. These negotiations reached an impasse when the producers refused to agree to pay actors anything for the second run of a video film program [BT], July 25, Aug. 1.

This is the second television strike in the history of the Guild. The previous strike was called in December 1952, against the producers of filmed television commercials and was won by the Guild after three months when the employers accepted the producers' offer to agree to a formula for use payments to actors in filmed advertising messages.

The strike notice instructed actors not to accept employment in television entertainment films being made in Mexico, Canada or any other foreign country without first checking with SAG officials. SAG announced its several "sister" unions, including AFTRA and Equity, "are giving us their fullest cooperation."

New Writers' Pact Approved

A NEW contract covering freelance network radio writing has been approved unanimously at concurrent meetings in Los Angeles and New York by the Writers Guild of America.

A WGA West spokesman said the contract, to run until March 1958, is identical to the new television agreement negotiated last May, except for price differentials between radio and TV.

Among the provisions of the radio pact are separation of radio and TV rights; greater participation in subsidiary rights; 100% payment for each radio re-use during the limited period of exclusivity; payments of 133% of the minimum for simulcasts, and payments for outlines and coverage for audience participation writers.
YOUR FUTURE HOME may have electric master panels like this, where you'll control lighting, indoor weather and scores of electric helpers, some not even invented yet. Atomic energy probably will provide much of the additional electricity you will use—electric company engineers are now developing ways to apply it economically and practically.

YOUR FRIEND...THE ATOM

More electricity...improved health...better foods...new products...all coming from the atom

The day is coming when the power of the atom will be used more for peaceful purposes than for weapons.

Probably the widest use of atomic energy will be to produce electric power. It is expected to join coal, gas and other fuels as a vast new source of heat to run power plants.

And it will be needed, too. For you are putting to work more electricity all the time, doubling your use every 10 years or so! In the years to come, America will need much more electric power to maintain and even advance a high standard of living.

That's why the electric light and power companies are studying and planning for atomic-electric power plants. Now that use of the atom is no longer limited to weapons, the people and companies most experienced in producing electricity—and medicines, chemicals, foods and other products—are free to develop its promise for you.

AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*

"YOU ARE THERE"—CBS television—witness history's great events

*Names on request from this magazine
FCC member disagrees again with military and civil aviation interests. New group formed to find compromise solution to tv tower problems.

AN FCC hearing examiner, for the second time within a month, has approved a tall tower for a tv station notwithstanding objections by military and civil aviation interests.

At the same time, the top ranking Joint Industry-Government Tall Structures Committee has come to an impasse in trying to work out a compromise between its aviation and broadcast industry members. It decided to establish a new working group, composed equally of representatives of both sides, to hammer out some compromise in the quest for a solution to the tall tower problem.

And, at another level, the aviation-broadcasting subcommittee of the Airdromes, Air Routes and Ground Aids Subcommittee (AGA) of the Air Coordinating Committee has drawn up a set of changes in marking and lighting radio and tv towers.

FCC Hearing Examiner Hugh B. Hutchison last week issued an initial decision recommending approval of ch. 5 KGEO-GEV Enid, Okla., to a site 31 miles southeast of Enid toward Oklahoma City and to mount its antenna 1,356 ft. above ground. The station now has its transmitter 9.5 miles east of Enid, with its antenna 816 ft. above ground.

Military and civil aviation objections were based on opposition to any tower more than 1,000 ft. above ground [BET, Nov. 29, 1954 et seq.].

Last month, Mr. Hutchison issued an initial decision favoring the erection of a 1,610 ft. antenna by KGS-TV Roswell, N. M. [BET, July 4].

No Hazard to Air Travel

In both instances, Mr. Hutchison held that the tall towers could not be reasonably considered hazards to air navigation.

In the Enid, Okla., situation, Mr. Hutchison found the existing 816-ft. tower was more of a menace to airplanes than the proposed tower would be. The present tower is 4.5 miles from a civilian airport and 12 miles from a military airbase. The proposed tower would be 28 miles southeast of both airports.

He was also impressed with the fact that at its proposed location KGEO-TV would gain 397,667 more viewers in its Grade A coverage area and 280,772 viewers in its Grade B contour. These would be getting prime coverage for the first time, he said.

Answering charges of "straddling"—where a station allocated to one city attempts to cover a nearby, major market by locating its transmitter between the two cities—Mr. Hutchison ruled that KGEO-TV not only was guiltless of this alleged practice, but should be commended for the proposed move. He pointed out that 75%-83% of Enid's tv owners had antennas oriented toward Oklahoma City. KGEO-TV's signal from its present location comes in at right angles to these antennas, and the local station's picture is distorted. By moving toward Oklahoma City, the examiner declared, KGEO-TV's radiation will come into Enid from the same direction to which most of Enid's antennas are pointed.

The initial decision showed that KGEO-TV's revenues had declined from a high of $26,804 in October 1954 to a low of $13,598 in February of this year, while its operating deficit had increased from a low of $8,777 in October last year to a high of $20,100 in February 1955. Its staff has been cut from 44 to 30, it was explained. At the same time, the station is prepared to spend $250,000 in moving to the new transmitter location, it was pointed out.

In hearing is the request of WSLA-TV Selma, Ala., to move its transmitter site nearer Montgomery and to put its antenna 1,993 ft. above ground. Due to be submitted is the request of WHAS-TV Louisville, Ky., for a 2,000-ft. antenna.

The Joint Industry-Government committee was established earlier this year after the military members of the ACC's Airspace Panel formally recommended that all towers 1,000 ft. or more above ground be disallowed. This proposal was discussed by the ACC's Technical Division and then forwarded to the top membership of ACC. Failing to agree among themselves, the ACC established a committee of government and broadcast representatives to work out a solution. It is chaired by CAA Administrator F. B. Lee and FCC Comm. Robert E. Lee.

The first step was the drawing up by each side to the controversy of a bill of particulars. Two weeks ago, these documents were submitted to the full committee which found them "incompatible."

A new working group was then established to review the problem and to attempt some solution acceptable to both industries.

The new working group is headed by J. A. McCray, secretary of the ACC's Technical.lexing, using the abbreviation "HAZ" (for hazard), are on the ground at the southeast guy anchor. Present red rotating beacon atop the WHAS transmitter building as well as the standard flashing beacon and fixed red bracket lights are continued in operation.

For daytime: Rotating, helical mirrors are installed. One is mounted on each face of the square WHAS tower, approximately 10 ft. from the top. On the ground, spaced about 750 ft. from the tower base, are four more reflectors as markers for guy anchors. The 30-ft. HAZ marker is painted international orange for daytime viewing. A 100-ft. diameter circle of white rock, with the tower base as the center, is also in existence to aid in identification. The assumption is that sunlight reflected by the mirrors will form a cone of light, making identification easier for pilots.

The Louisville experiment is being conducted with the cooperation of the marking and lighting study group of the Airdrome, Air Route and Ground Aids subcommittee of the Air Coordinating Committee. This group has been working for the past year in seeking means of improving the marking and lighting of tall structures, including guy wires.

Early last year, tests were made at WFAA-TV Dallas with a neon-blaze source light, developed originally by Westinghouse for airport approach lighting.
Technology Prof. Edward Bowles "is making definite progress" in a study of allocations and "certain uhf-vhf problems"; (2) the FCC has started on its $80,000 study of network broadcasting; (3) the Senate committee staff during the congressional recess "is developing data with respect to networks and other phases of the television industry"; (4) former Sen. Clarence Dill has been and is reviewing the Communications Act of 1934 and will submit recommendations in time for the hearings next January.

Mr. Dill, former Washington Democratic senator who helped create the old Federal Radio Commission and is an author of the 1934 act, apparently will be majority counsel for the investigation until Sen. Magnuson names a successor to Sidney Davis, resigned. Mr. Dill has been acting as a consultant.

Study of Bricker Proposal

Sen. Magnuson said next year's hearings will be held on the committee's study and on several communications bills, including a bill (S 825) introduced by Sen. John W. Bricker (R-Ohio) calling for FCC regulation of the networks.

A spokesman for Sen. Magnuson said progress reports, which the senator said were being submitted by Mr. Davis and minority counsel Robert L'Heureux to cover the TV study to date, are not being released.

Sen. Magnuson cited two of his own efforts in the broadcasting field: (1) his work as chairman of a Senate Appropriations subcommittee in helping the FCC get $80,000 extra for the Commission study of network broadcasting; (2) his request to the Senate Finance Committee to take action to remove the 10% federal excise tax on all-channel sets, a move recommended to the Commerce Committee last May by TV set manufacturers as a means of solving uhf problems.

KSTP Files Objection To WJBK Use of 1500 kc

THE NIGHTTIME operation of WJBK Detroit on 1500 kc came under fire last week for the second time in less than two weeks. KSTP St. Paul, which is licensed 1500 kc, 50 kw, asked the FCC to cancel WJBK's authority to conduct program tests on that frequency.

KSTP cited monitoring readings, supplied by WJBK from Feb. 18 to July 8, to support its stand that the WJBK antenna system is "unstable." These readings, KSTP said, show that in two directions values have been exceeded which "might cause interference" to KSTP. The St. Paul station further stated that if the FCC had been supplied this data, authority for program tests could not have been granted.

The Detroit station, assigned 1490 kc, 250 kw, has been seeking operation on 1500 kc since April 1952, when it was granted a change in permit to move to that frequency with 10 kw day and 5 kw night, with a directional antenna system both day and night. The permit was granted after KSTP and WTOP Washington (also 1500 kc, 50 kw) were made parties to the proceeding.

The WJBK permit, according to KSTP's protest, specified certain conditions to provide a stable antenna system to avoid interference with KSTP and WTOP. These conditions were not met, KSTP noted, and last April WJBK had its 1500 kc permit modified to only 1 kw night. Last July it was granted authority to conduct program tests.

WTOP also has filed similar objections to WJBK's 1500 kc operation (At Deadline, Aug. 1).
KOB Wins Extension To Remain on 770 Kc

ANOTHER STEP in the 14-year-old search to find a new frequency for KOB Albuquerque, N. M., was taken by the FCC last week in extending the station's special authority to operate on 770 kc with 50 kw day and 25 kw night.

The Commission stated that the primary issue involved was to continue KOB operation on 770 kc on a temporary basis pending final determination of the station's request for a regular license on that frequency with 50 kw unlimited.

In granting the extension, the FCC dismissed the protest of American Broadcasting-Paramount Theatres Inc., whose WABC New York is licensed for 770 kc with 50 kw unlimited.

The long-standing case goes back to 1941 when KOB was operating on 1180 kc with 50 kw. In that year, the North American Regional Broadcasting Agreement deleted 1180 kc at Albuquerque. The Commission subsequently assigned and later licensed KOB on 1030 kc. This was opposed by WBZ Boston (also 1030 kc), and the FCC, after studies, granted KOB operation on 770 kc, the clear channel frequency used by WABC (then WJZ). The latter protested and the case has been going through the FCC and courts since.

In last week's ruling, the FCC held that simultaneous operation of KOB and WBZ on 1030 kc would reduce the primary service area of both stations and create a substantial reduction in the secondary service area of WBZ. In addition, it was noted, this move would create "white areas" depriving about 126,321 people of the only primary service available to them.

On the other hand, removal of KOB from 770 kc to 1030 kc would enable WABC to serve a new primary nighttime area that presently receives service from at least one station and about 90% from four or more stations.

Comr. E. M. Webster, dissenting from the ruling, said he would deny KOB's special authority on 770 kc and would reopen the proceeding as requested by WABC.

In a related move last week, ABC told the FCC that KWBU Corpus Christi, Tex., should be limited to daytime-only operation on its licensed 1030 kc, as stated in granting the station license last December. ABC emphasized that any move to block KOB's return to its licensed 1030 kc is prejudicial to ABC (WABC).

Congress Passes Set Tax Bill

THE House July 30 agreed to a Senate amendment to a bill (HR 7024) to exempt from the 10% federal excise tax all radio or television sets used in a business. The bill, now awaiting the President's signature, also exempts from the excise tax radio or tv component parts used as components of or for the manufacture of any other article.

The measure does not exempt radio and tv components from the tax, whether for business or entertainment purposes, except when used in the manufacture of other articles.

Sen. Everett M. Dirksen (R-Ill.) made a statement on the Senate floor the day after Senate approval of the bill in which he said he wanted it to be made clear Congress intends that the bill's tax exemption provisions also should apply to radio-tv equipment sold to states and their instrumentalities for providing fire, police, forestry, civilian defense and other essential services.

309 (c) CHANGE DIDN'T MAKE IT

DESPITE the concerted efforts of its congressional champions, a bill (HR 5614) to amend Sec. 309 (c) "economic protest" provisions of the Communications Act died on the Senate calendar last week at the end of the first session of the 84th Congress.

The measure was doomed for the first session after being brought up on the Senate's "consent" calendar July 30. On such a calendar a bill passes without a vote only if no senatorial objection is registered.

Sen. Alan Bible (D-Ne.), chairman of the Senate's calendar committee, requested that the bill be passed over, not disclosing the identity of the opposing senator or senators.

Senators wishing to object to such a bill when it is brought up may object either from the floor or file their objections with the calendar committee chairman.

Sen. Bible, a member of the Senate Interstate & Foreign Commerce Committee and who as such presumably helped vote the protest amendment on the second session of the 84th Congress when Sen. Dirksen (R-Ill.) moved it in the week [BT, Aug. 1], told BT he couldn't remember who filed objection to the bill, and that even if he knew he was not authorized to tell.

He said that a senator might object not only because of his sentiments concerning a bill, but also if he feels a bill is of such general interest that it should be debated.

The bill remains on the Senate calendar for the second session of the 84th Congress beginning next January.

Stations Applicants' Editorials Held Not Within FCC Scope

THE FCC must not attempt to evaluate the content of the editorials of a newspaper applicant for a radio or tv license in awarding the facility. Rep. William G. Bray (R-Ind.) said in a statement inserted in the Congressional Record.

Rep. Bray criticized an FCC hearing examiner for devoting a considerable portion of his report to a criticism of "the editorial policy of a certain newspaper, the principal owner of which was also the principal stockholder in one of the companies which sought the tv permit." This was an obvious reference to an examiner's initial decision against the award of ch. 13 Indianapolis to WIRE there, affiliated with the Indianapolis Star [BT, June 13].

Rep. Bray last month entered a Star editorial, criticizing the examiner's initial decision, in the Record [BT, July 4].

The Indiana Republican said there is "no evidence that the Commission has adopted the philosophy indicated in this examiner's report." He said evaluation of a newspaper applicant's editorials as a factor in determining award of a radio or tv license "could lead to terrible abuse" and "might well be the beginning of a government step toward thought control.''

In deciding in favor of Mid-West TV for Indianapolis ch. 13, the examiner had criticized the newspaper's editorial policies.

WFLB-TV Relay Granted

WFLB-TV Fayetteville, N. C., has been granted a construction permit by the FCC for a private intercity microwave relay system to connect with WFMY-TV Greensboro, N. C. (ch. 2), and WTVD (TV) Durham, N. C. (ch. 11). Programs of WTVD or WFMY-TV will be picked off the air near Pineview, N. C., and relayed to WFLB-TV (ch. 16).
FCC Dismisses Jurisdiction
On UAW Change to Windsor

THE FCC told a prospective political candidate that it has no jurisdiction over programs aired from a foreign station.

Question came up last May in a letter from Gregory M. Pillon, Detroit attorney, asking the Commission to look into the action of the United Automobile Workers (CIO) in moving its "Meet the UAW-CIO" from WBKB-TV Detroit to CKLW-TV Windsor, Ont. Mr. Pillon suggested that the transfer might deprive a candidate of the equal time provisions of the Communications Act.

Last week the FCC said it had no power to regulate broadcasts originating with a Canadian station. However, the Commission said, if the program originated in the United States then it might exercise jurisdiction. It suggested that Mr. Pillon, who indicated he was going to be a 1956 Congressional candidate, take up his inquiry with the State Dept. since a foreign government is involved.

Last month the UAW-CIO was indicted by a Federal grand jury for violating the U.S. election law forbidding corporations, national banks and labor unions from spending funds in behalf of individual candidates [8*T, July 18, 25]. The indictment charged that the union spent $6,000 during the 1952 primary and general elections.

FCC Chain of Command
Set for War Emergency

A LINE of succession for FCC officials to act in the event of war or other emergency has been established.

Heading the chain of command is FCC Chairman George C. McConnaughey, followed by Comr. Robert B. Lee (defense commissioner) and Comr. Robert T. Bartley (alternate defense commissioner).

If any of these top three is unavailable, any of the other commissioners are in line, according to seniority, to take over FCC activities.

Following the commissioners, the chain of succession encompasses the following, with the incumbent named in parentheses:

Chief, Field Engineering & Monitoring Bureau (George S. Turner), General Counsel (Warren E. Baker), Chief Engineer (Edward W. Allen Jr.), Chief, Safety & Special Services Bureau (Curtis B. Plummer), Chief, Broadcast Bureau (Edward F. Kennehan), Chief, Common Carrier Bureau (Harold C. Cowgill), Executive Officer (Robert W. Cox), Security Officer (William J. Northcutt), Secretary (Mary Jane Morris).

The list continues with the assistant chiefs of the bureaus and other offices.

Examiner Recommends
Piedmont for Ch. 9

INTEGRATION of ownership and management was the final issue upon which FCC Examiner H. Gifford Irion recommended, in an initial decision last week, that ch. 9 at Charlotte, N.C., be granted to Piedmont Electronics & Fixture Corp. Piedmont is 40%-owned by theatre owners Mitchell Wolfson and Sidney Meyer, who own WTJV (TV) Miami. The remaining stockholders are local residents, including Herschel H. Everett, president, retired theatre owner, who has been active in civic affairs the past five years.


WSOC was found wanting basically because of a paucity of funds to effectuate its proposals for studio construction and pre-operational expenses. Considering this, Examiner Irion said, there can be no assurance that the program proposals would be fulfilled.

In addition, Piedmont and Carolinas were found superior in the areas of program proposals, civic activity of stockholders and integration between ownership and management. Choosing between Piedmont and Carolinas is "considerably difficult," Examiner Irion stated.

He said: "... Piedmont has shown superiority in the civic activity of its Charlotte stockholders and in the degree to which its ownership is integrated with management or operations. On the other hand, Carolinas has been found to excel in the experience of its major stockholders and to merit a preference on the record of... WIS-TV."

Examiner Irion stated, however, that "it is still apparent that those virtues for which it [Carolinas] has been afforded a preference spring largely from the activities of two individuals (G. Richard Shafo, president of WIS-TV, and Charles A. Batson, managing director of WIS-TV)."

"... Piedmont likewise made full use of such of its stockholders as had previously engaged in television operations but many of Piedmont's Charlotte stockholders — persons who are neophytes in television but who possess all the zeal of the initiates — have materially contributed to fashioning that applicant's proposals."

In reaching a final conclusion, Examiner Irion declared: "Integration of ownership and management in the case of Piedmont thus reaches that happy point where skill and knowledge of a community are united with imagination and resourcefulness. The results of this union are quite apparent in the quality of Piedmont's planning. This appraisal of the superiority on the part of Piedmont is strengthened when the civic record of its president, Mr. Everett, is also regarded. ... It can then be said that while Carolinas and Piedmont have presented excellent programming proposals, the supporting evidence gives more assurance of fulfillment in the case of Piedmont."

"The examiner added "there must always be an element of regret" in denying an applicant so exemplary as Carolinas.

Charlotte has only one tv station in operation, WTV (TV) (ch. 3). WQMC (TV) (ch. 36) has suspended.

Iowa Lawmakers Split
On Star Chamber Question

IOWA'S lawmakers are split in opinion on whether the interim committee of the state should bar newsmen and the public from its sessions. That's the finding of a survey in the legislature completed by the news department of WOI Ames.

The interim committee which conducts state business when the Iowa legislature is not in formal session, stirred up a tempest June 7 by deciding to go into closed session at the request of two or more members. Sigma Delta Chi, national professional journalism society, already has protested formally to Iowa Gov. Leo Hoegh.

According to WOI, its poll showed 41 members of the Iowa House in support of the closed-session edict, with 31 members opposing the move. In the Senate, however, 18 were against the closed sessions, with 15 members supporting the decision.

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

Choose any measurement you like

PULSE

HOOPER

NIELSEN

For 31 years

WDBJ has been

the MOST LISTENED

to — MOST RESULT-

FUL RADIO STATION in

Roanoke and Western Virginia.

Ask Free & Peters!

August 8, 1955 • Page 83
KTVH WINS In Wichita-Hutchinson Area (April 1955 Pulse) 
15 out of 15 top programs! Let top-flight day and night CBS shows and strong, high-interest local programming help sell your product. Put "WINDY" on your payroll, too!

KTVH HUTCHINSON CHANNEL 12
Represented Nationally by N.R. Representatives, Inc.
KPVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.

KPIX (TV) Strikers Question FCC Right
THREE transmitter engineers of KPIX (TV) San Francisco, whose licenses are under threatened suspension, charged the FCC will be entering the field of employer-employee relations if it revokes their licenses for their part in a strike action against the station [B&T, Dec. 20, 1954].

The strike took place last Dec. 14. Coincident with the walkout KPIX reported damage to technical equipment that kept the transmitter off the air about 13 hours.

The FCC, acting on a first report of equipment damage, suspended, for 90 days the first class radiotelephone operator licenses of Ronald W. Didriksen, Carlton R. Schwarz and Anthony Severid. The suspensions were held in abeyance pending the outcome of hearings before Examiner J. D. Bond in San Francisco last May [B&T, May 9].

Last week the three engineers reported their findings in this case, which was decided by the Senate committee, prepared by Richard A. Solomon, assistant general counsel, and John A. McAllister, attorney, was expected out late Friday [see AT DEADLINE]. As the three NABET (CIO) engineers saw it, there were three issues involved:

1. Were acts committed prior to leaving the KPIX transmitter on the morning of the strike which constituted willful damage or permitted radio apparatus or installations to be damaged?

2. Were acts committed at the time of the strike which constituted willful or malicious interference with radio communications of KPIX?

3. Was a violation committed by leaving KPIX at or about the time of original sign-on by reason of a strike having been called?

As to the first issue, the engineers cited the testimony of William Burgess, who, according to the findings, replaced Mr. Didriksen as transmitter supervisor on Nov. 26 during the "difficult" labor negotiations. The engineers said that Mr. Burgess repeated that no damage was caused to equipment that he observed and that while some things did not seem normal, none of these would cause any damage to equipment.

With reference to the second issue, the engineers stated that the only theory to support this charge is that failure to put the transmitter on the air at a pre-determined time is a violation. The respondents said they left the station about 15 minutes before KPIX was to go on the air and that the reason for it not going on the air was because of a lawfully called strike.

As to the third issue, the engineers charged that by issuing license suspension orders, the FCC has entered the field of employer-employee relations, a field restricted to the NLRB. They claimed they did not violate the Communications Act nor FCC rules and they categorically denied damaging or injuring any equipment. To find that they did violate the Act or rules is to contravene the labor act of 1947, they said, and added that jurisdiction lies with NLRB or the courts, not with FCC.

Raleigh De-Intermixture Plan Submitted to FCC
A DE-INTERMIXTURE plan for Raleigh, N. C., was submitted to the FCC last week by WNAO-TV there. At the same time, WNOW-TV York, Pa. (ch. 49), filed its second petition to shift ch. 21 from Lancaster to York. The de-intermixture proposal was an amend-

ment to WNAO-TV's petition of last April that asked that all commercial channels in its area be made uhf, with vhf used for non-commercial assignment. Last week's plans asked that the table of allocations be changed to read: Raleigh from chs. 5, 22 and non-commercial 28, to 22, 28, plus a uhf to be chosen by the FCC for non-commercial use. WNAO-TV recommended that ch. 5 be reassigned to Rocky Mount, N. C.

WNAO-TV said that more than a year ago, when Raleigh-Durham was exclusively uhf, it asked for de-intermixture and the then proposed vhf began in Durham [WTVD (TV) (ch. 11)]. This petition was denied last October, WNAO-TV said. Vhf competition has had an adverse effect on the station because of uhf prejudice on the part of the public, WNAO-TV charged. It said people are buying vhf-only sets and that advertisers are switching to vhf. An initial decision has favored a grant of ch. 5 at Raleigh to Capital Broadcasting Co.

In York, WNOW-TV asked that chs. 43 and 49 there be changed to 21 and 43 and that ch. 49 be substituted in Lancaster.

Last week the FCC denied similar petitions by WNOW-TV and WTPA (TV) Harrisburg, Pa. (ch. 71), which also wanted ch. 21. WTPA renewed its request last July.

FCC PAY BOOST DIES IN SENATE
A HOUSE-PASSED bill which would have raised the pay of FCC members from $15,000 to $19,000 literally was talked to death in the Senate last Tuesday during the closing minutes of the 84th Congress' first session.

Sen. Wayne Morse (D-Or.) said he would do all he could to keep the bill from being passed and that a number of other senators would help him.

The Oregonian objected to the bill (HR 7619), he said, because no hearings had been held on it to correct possible inequities. Sen. Morse blamed the White House for waiting so long to present recommendations for boosting salaries of top government executives. Other senators also expressed disappointment that the President waited so long to submit recommendations.

The President on July 15 had recommended salaries of $20,000 for the FCC, but the bill as submitted by Chairman Tom Murray (D-Tex.) of the House Post Office & Civil Service Committee, provided only $19,000. A Senate bill (S 2628) introduced by Chairman Olin D. Johnston (D-Ohio.) of the Senate Post Office & Civil Service Committee and Sen. Frank Carlson (R-Kan.), ranking minority committee member, asked for the $20,000 White House figure. S 2628 got only as far as the Senate calendar.

Replier Lauds Propaganda
THE U. S. Information Agency is doing "a remarkably good job" in the foreign propaganda field but there are "a few weak spots," Theodore S. Replier, Advertising Council president, reported to President Eisenhower Wednesday. Mr. Replier has just completed a six-month world tour as an Eisenhower exchange fellow and was one of the first three Americans sent abroad under this program.

He said the United States has passed the learning stage and is now "very much hitting its stride" in the propaganda field although badly outgunned by communists in the amount of money devoted to the task. He concentrated his study of American propaganda in Japan, India, France and Italy.

BROADCASTING • TELECASTING
Newspaper Guild Calls Off Investigation Threat Protest

THE American Newspaper Guild reports it is dropping its request for hearing by the Senate Internal Security Subcommittee after satisfying itself that senators are not bent on “investigating the press or radio or tv or the Fourth Estate or newspapermen or newspapers or the Newspaper Guild,” as ANG was reassured by Subcommittee Chairman James O. Eastland (D-Miss.).

In a telegram to Sen. Eastland, Ralph B. Novak, ANG executive vice president, said, “You have done everything possible to eliminate any false impressions in the minds of the public.” Mr. Novak said that what “false impressions” remain are attributable to “weaknesses in our mass communications systems.”

ANG had requested a hearing after the subcommittee interrogated several news media people, including CBS correspondent Winston Burdett and Charles S. Lewis, public affairs director of WCAX-AM-TV Burlington, Vt., on their former communist associations [BT, July 18].


Spokane-Richland Microwave Tv Relay System Approved

LICENSE for an experimental-microwave relay radio station for community antenna service has been granted by the FCC to Inland Empire Microwave Co. The station picks up signals of Spokane, Wash., stations and carries them to the Richland Tl Cable Corp., which serves Richland, Wash.

Cost of construction of the relay station was set at about $20,000. The transmitter is in Umatilla County, Ore., about 10 miles from Walla Walla, Wash.

Construction permit for the station was issued to Inland Empire last May 25.

Meanwhile, the hearing on competing applications for a privately-owned microwave relay to bring Denver tv signals to a Rapid City, S. D., community antenna system has been postponed. Involved are Bartlett & Reed Management and Blackhills Video Co. Objecting to the proposal and parties to the proceeding are KOTA-TV Rapid City (ch. 3) and AT&T.

WELO Change Favored

INITIAL decision favoring a change in facilities for WELO Tupelo, Miss., from 1480 kc, 250 w unlimited, to $80 kc, 1 kw to local sunset and 500 w at night, with directional antenna day and night, was issued by FCC Hearing Examiner Elizabeth C. Smith last week.

In the course of the hearing it was found that some interference would be caused to the signals of WHBQ and WREC, both Memphis, Tenn., and to WRAG Carrollton, Ala. The examiner's decision, however, was based on the fact that if the change were permitted the radio service would be available to more people than at present even allowing for the number of listeners who would be lost because of the increased interference.

HEADPHONES of an authentic 1922 radio set are tested by Sutherland Downs, president of Iowa Electric Light & Power Co., on the 34th anniversary of WMT Cedar Rapids, Iowa Electric is one of WMT's oldest accounts; it become a sponsor in WMT's first year. Watching is Bill Quar ton, general manager of the station.

- CBS Radio's ROMANCE OF HELEN TRENT has celebrated its 23rd year on the air.
- WFBM Indianapolis Traffic Director MARTHA GEISLER marks her 25th year with the station.
- WJAR-TV Providence, R. I., has celebrated its sixth anniversary.
- WHAM-TV Rochester, N. Y., marks its sixth anniversary.
- RAY SCHREINER, disc m.c., has celebrated five years with WRBL, Richmond, Va.
- The MEETIN TIME AT MOORE'S show on WLWC (TV) Columbus, Ohio, has telecast its 1,500th performance. SALLY FLOWERS is m.c.
- KJBS San Francisco is celebrating its 30th anniversary.

WIS Columbia, S. C., celebrates its 25th anniversary. G. Richard Shaffer (c), general manager, presents diamond pins and silver serving trays to Joe Davenport (l), transmitting engineer, and Leo Downs, salesman, both of whom chalked up a total of 25 years with the station.
NARTB STAFF GETS SHIP IN ORDER FOR CIRCUIT OF REGIONAL MEETINGS

Eight conventions scheduled for series of three-day sessions. New feature: an FCC commissioner will address each conclave. TVB, farm directors and news directors organizations will participate.

NARTB's series of autumn meetings, starting Sept. 19 in Chicago, will take the form of eight regional conventions based on a flexible three-day program format. Plans for the series are being completed at NARTB Washington headquarters (see schedule, UPCOMING, page 105).

The flexible plan will make it possible for radio-only or tv-only delegates to attend only two days. It works out this way: First day, Radio Day; second, Industry Day; third, Television Day.

NARTB President Harold E. Fellows will head the largest headquarters crew ever to attend the autumn series. Nine staff executives will make the circuit, taking part in a series of workshop sessions that will provide delegates with a greatly enlarged fund of material ranging from sales and programming through government relations and employment problems.

President Fellows told BTV the meetings "will be bigger and better than district meetings, and more interesting and more important." He predicted total attendance will be larger at the 1955 meetings in view of the wider opportunity to gain practical management information and to meet with broadcasters from a broader area.

Among new features in the autumn series is to be the participation of a member of the FCC at each of the eight meetings. The Commissioners will address the banquets, scheduled the night of the second day.

Others Cooperating

Three outside organizations will take part in programs—Television Bureau of Advertising, National Assn. of Television & Radio Farm Directors and Radio-Television News Directors Assn. Radio Advertising Bureau was invited but felt it had performed its sales function in a nationwide series of clinics.

TVB will program a sales session during the Television Day proceedings. The farm group will have an active broadcaster from its membership at NARTB's invitation. The speaker will cover both public service and commercial phases of farm radio as well as answer questions, appearing on the Radio Day agenda. NATRFD is polling its membership to obtain an all-industry reservoir of program, public service and sales success stories.

At the Television Day meeting, the RTNDA representative will discuss tv news techniques. This, too, will be a workshop session designed to acquaint delegates with improved techniques in tv news coverage.

Eight NARTB district directors from states in which the meetings are held, or nearby, will serve as convention hosts. They will be flanked by other NARTB board members living in the particular regions. All will play active roles in the proceedings.

Hosts at Meetings


Members of the NARTB headquarters party, besides President Fellows, will be John F. Meagher, radio vice president; Thad H. Brown Jr., tv vice president; Joseph M. Sitrick, publicity and informational services manager; Vincent Wasilewski, government relations manager; A. Prose Walker, engineering manager; Charles H. Tower, employee-employer relations manager; William K. Treynor, station relations manager, as well as NARTB field representatives, and Edward H. Bronson, director of television code affairs.

Mr. Meagher will direct proceedings at the Radio Day meeting. The agenda will include a promotion panel, "bull session," small and large market station clinics, the farm director's session, a Conselrad film and a clinic, led by Mr. Tower, on personnel selection and station operation with emphasis on sales.

Industry Day will include a government relations discussion led by Mr. Wasilewski; freedom of information; luncheon talk by Mr. Fellows and a clinic led by Mr. Sitrick. This last feature, new to NARTB area meetings, will emphasize industry developments and the role of the business press along with a review of association services and practical aids supplied by NARTB departments. RCA will be host at a cocktail party prior to the banquet.

The Television Day will cover an extensive range of topics. Mr. Brown will talk on tv program and advertising affairs and lead a discussion. A television code workshop will be led by Mr. Bronson, followed by the TVB video sales clinic. A tv broadcaster will be luncheon speaker. Mr. Walker will discuss new and imminent developments in the technical field and lead an engineering panel. Mr. Tower will direct a review of labor and operational problems.

Tv Bureau of Adv. Releases Analysis of Tv Spot Buying

EXPENDITURES for spot tv time by gas and oil companies during the first quarter of 1955 totaled $2,816,000, Television Bureau of Advertising has announced. Figures were supplied by N. C. Rorbaugh Co.

Long 10 spot tv advertisers were listed as Esso Standard Oil Co.; Shell Oil Co.; Standard Oil of Ohio; Standard Oil of Indiana; Phillips Petroleum Co.; Pure Oil Co.; Barbasol; Sinclair Refining Co.; Richfield Oil Corp., and Ohio Oil Co.

Business in other categories for spot television purchases in the first quarter of 1955 also showed a gain over the corresponding period last year. Packaged soap and detergents were up 34.0%; toilet soaps, 67.8%; shortening, 220.3%; dentifrices, 21.5%; home permanents, 18.8%; shampoos, 28.3%; shaving creams, 40.6% and mouth washes, 13.0%.

Also released last week was the first of a series of co-op information cards for use by local sales departments of its member stations. Categories include household appliances, automotive accessories, paints and varnishes and office equipment and supplies. The cards list advertisers, brands covered, distribution, tv material available, source of material, division of local and national, etc. Additional cards will be sent to TVB members as soon as the information becomes available.

RAB-Pulse Survey Shows Working Women's Listening

SOME 20 million working women average approximately two hours of radio listening a day, according to two studies made by Radio Advertising Bureau, New York. The studies were made by The Pulse Inc. for RAB in the metropolitan areas of Milwaukee, Cincinnati, Philadelphia, Atlanta, Los Angeles and Washington.

Both surveys separate the 11 million married women who work from the 8.5 million single women who are employed and show differing patterns of where they listen and what they listen to.

The favorite listening spot for single women is the bedroom, according to RAB. Married women do more listening in the kitchen. The average number of sets in the household where they live was 2.8 for single women and 2.6 for married women, the surveys showed. Data on the two groups has been presented separately with a folder being issued on the married group and another on the single group by RAB.

Working women were recently claimed as the captive audience of newspapers almost exclusively, RAB reported, but the Pulse surveys show they are more thoroughly covered by radio than any other medium.
IRE BROADCAST UNIT CONVENES SEPT. 23

Professional group on transmission systems schedules fifth annual meeting in Washington. Many technical papers are on the agenda.

FIFTH ANNUAL fall symposium of the Institute of Radio Engineers' Professional Group on Broadcasting Transmission Systems, which will center around the theme of "New Perspectives in the Field of Broadcasting," will be held Sept. 23-24 at the Hamilton Hotel in Washington.

The opening session will be devoted to new TV broadcasting equipment and facilities. Among the papers to be presented are "Multiple Antenna System With Antennas of Equal Height" by L. J. Wolf of RCA; "Studio Switching Problems With Color Signals," by H. W. Morse of General Electric Co.; and "A Fifty Kilowatt Transmitter," by John Ruston of DuMont. Philip B. Laaser, technical director of WTMJ-TV Milwaukee, will speak on "Integrating Color Equipment With Monochrome Facilities at Your Television Station."

Papers to be read at the afternoon session on Sept. 23 will deal with measurements in the field of television, including propagation factors. A paper will be delivered on "Recent Knowledge of Propagation in the Vhf and Uhf Television Band," which is being made available by Edward W. Allen Jr., chief engineer of FCC, and includes work directed by William C. Bose and Harry Fine of the technical research division. Edward W. Chapin, chief of the Laurel, Md., laboratory division of FCC will deliver a paper summarizing field intensity measurements which have been made on various uhf stations.

Sept. 24 Agenda

The Sept. 24 session will be devoted to a discussion of new broadcast operation techniques and equipment arrangements. Papers will be read by R. A. Isenberg of the Ampex Corp. on "Using New Tape and Film Techniques to Increase Broadcast Operation Efficiency"; A. C. Goodnow, Westinghouse Broadcasting Co., on "Experimenting Experience With Remote Control of High Power and Directional Antenna Broadcast Transmitter Operations"; Roger E. Peterson, WNB-TV-Binghamton, N. Y., on "A Novel Television Slide Sequencing Arrangement," and Edgar F. Vandivere Jr., Vandivere, Cohen & Wearn on "Some Techniques in Automatic Programming."

Moderators will be Ralph N. Harmon, Westinghouse Broadcasting Co., first session; Stuart L. Bailey, Jansky & Bailey, second session, and George C. Davis, Washington consulting engineer, third session.

Honors guests at the banquet on the evening of Sept. 23 will be FCC Commr. E. M. Webster; C. M. Jansky Jr., Washington consulting engineer, and a member of the Senate Commerce Committee's ad hoc unit on television allocation problems and a prominent broadcaster with a background of both vhf and uhf broadcasting.

Steering committee personnel serving with Oscar Reed Jr., general chairman for the event, include Ralph N. Harmon, technical program committee; Harold Dorschug, public relations; C. M. Brown, finance; Lewis Winner, papers review, and Irma G. Galane, local arrangements. Registration will open at 9 a.m. Sept. 23. Advance tickets and reservations may be made by writing to the IRE unit at seventh floor, 1735 DeSales St. N.W., Washington.

Radio Advertising Bureau Announces 47 New Members

ADDITION of 47 members to the roster of Radio Advertising Bureau was announced last week by Arch L. Madsen, RAB director of station relations. Mr. Madsen said that income from these new members represents a major step toward RAB's $506 goal of an annual budget of $1 million.


The remaining membership contracts were signed by the Branham Co. and Simmons Assoc., both station representation firms, and Bob Hahn Productions, New York, a program company.

Ohio Sportscasters Organize

The newly-formed Sports Broadcasters' Assn. of Northern Ohio has elected the following officers: president, Jimmy Dudlet, WERE-WXEL (TV) Cleveland; first vice president, David Warner, WXYZ (TV) Cleveland; and secretary-treasurer, John E. Pederson, WHK-WXEL (TV) Cleveland.

Purpose of the organization is to cooperate with the public in giving the best possible sports shows. It is composed of radio and television sportscasters from the northern Ohio area.

Tips on Supermarkets

TIPS on the effective use of sales tools provided by Radio Advertising Bureau constitute RAB's new promotion piece, "Eleven Ways to Lasso a Supermarket." The folder lists the proper use of 11 different sales tools with which stations may sell a grocery chain or supermarket operator.

The folder also outlines "how to rope and put your brand on the critic that spends $152 million in local advertising every year." It was designed essentially for the information of non-member stations but RAB has also sent it to members as a guide for their selling efforts.

HEADS 'N SHOULDERS

ABOVE THE REST!

Top "Hooperatings" in 41 out of a total of 62 measured quarter hours (7:00 a.m. - 10:30 p.m.) Monday thru Friday. See the January-February 1955 Hooper Report.

It's a TERRIFIC Story!

Ask BRANHAM!

RADIO NBC AFFILIATE IN

CHATTANOOGA, TENN.

CARTER M. PARHAM, President • KEN FLENNIKEN, General Manager

Broadcasting • Telecasting

August 8, 1955 • Page 87
RAB SETS 37 CLINICS FOR FALL SALES SERIES

Emphasis will be on developing advertising from grocery chains and supermarkets, car dealers and home furnishings-appliance retailers.

SCHEDULE of 37 fall sales clinics to be conducted by Radio Advertising Bureau in 32 states between Aug. 22 and Dec. 2 has been announced by RAB President Kevin Sweeney. With “Sound Selling in Selling Sound” as the keynote, the all-day clinics—for members only—will concentrate on how to develop radio business from three types of advertisers: grocery chains and supermarkets; automobile dealers, and home furnishings-appliance retailers. During the January-June clinic series, conducted in 63 cities, the emphasis was on the department store and specialty shop fields.

In the fall series, morning sessions will be highlighted by presentation of “Sound Advertising Approach for 1956,” which is a local version of the basic radio presentation used by RAB’s own sales staff and which will be made available on strip film to RAB member stations later this year, plus three quarter-hour tape-recorded presentations for use in more radio to supermarkets, auto dealers and home furnishing retailers.

Afternoon sessions will feature “Background for Selling,” slide reports to assist salesmen in preparing comprehensive presentations, and tape-recorded accounts showing how supermarket, auto and home furnishing dealers in various parts of the country are using radio to boost sales.

President Sweeney will head the RAB group conducting the clinics. Others will be R. David Kimble, director of local sales and service; Arch L. Madsen, director of station relations, and James F. Baker, assistant director of local sales and service.

The clinic schedule:


Nov. 2—Oklahoma City; Nov. 3—Kansan City, Mo.; Nov. 4—Des Moines, Iowa; Nov. 14—Minneapolis; Nov. 15—Milwaukee; Nov. 16—Chicago; Nov. 17—Indianapolis; Nov. 18—Detroit; Nov. 28—Louisville; Nov. 29—Dayton, Ohio; Nov. 30—Cleveland.

Dec. 1—Pittsburgh; Dec. 2—New York.

National Radio-Tv Week To Get Preliminary Promotion

PRELIMINARY campaign designed to build up interest in National Radio & Television Week, Sept. 18-24, will be conducted by National Appliance & Radio-Tv Dealers Assn. starting in late August. NARDA is cooperating with Radio-Electronic-Mfg. Assn., NARTB and National Assn. of Electrical Distributors in the observance.

Local committees have been set up by NARDA and regional dinners will be held to bring in all radio-tv industry segments. NARTB is coordinating broadcasting industry observance, with Radio Advertising Bureau and Television Bureau of Advertising joining the national networks in using promotion kits plus their own tie-in material and special programming. RETMA member companies plan their own promotional advertising, using all media. Life magazine has prepared point-of-purchase display material which it is offering to radio and tv distributors for their dealers. Saturday Evening Post has prepared tie-in newspaper supplement material being supplied 1,800 newspapers.

The promotion program features the slogan “National Radio & Television Week—Dedicated to Better Home Entertainment.” Attention is directed to technical improvements in the new lines of 1956 radio and tv receivers plus the unprecedented plans being drawn up to provide the finest air entertainment in history.

Promotion will culminate in the intensive campaign to be waged during the annual observance of radio-tv week.

Engineers Pacific Meeting Set for Aug. 15-18 in Butte

AGENDA has been set for the American Institute of Electrical Engineers’ Pacific General Meeting, to be held Aug. 15-18 at the Fillen Hotel in Butte, Mont.


The afternoon session, titled “Community Antennas, Propagation & Satellites,” will be presided over by George R. Town, Iowa State College.

Correspondents Plan Ttv Show

PLANS are being announced today (Monday) by the Overseas Press Club for the production of a live half-hour tv program, titled Foreign Correspondent, based on stories written by members of the club.

The program will be produced by Derel Producing Assoc., New York, with the club’s radio and tv committee acting as the liaison group between Derel and members of OPC. It is planned that material will come from books written by members and from dramatic adaptations of hitherto unpublished stories, such as the adventures of Ernest Pyle and the George Folk murder in Greece.

TRADE ASSNS.

James W. Frost, former sales development manager, Columbia Pacific Radio Network, named secretary-treasurer of Oregon State Broadcasters Assn., and will also teach radio at U. of Oregon.

W. Frederic Clark, art director, Gray & Rogers (adv.), Phila., elected president, Phila. Art Directors Club.

Carroll R. West, vice president, Title Insurance & Trust Co., L. A., elected president, Southern California chapter, Public Relations Society of America.

Bert Coll, transmitter engineer, WCCO-TV Minneapolis-St. Paul, elected chairman, Minneapolis-St. Paul section, Institute of Radio Engineers.

Julie Chase, personality, WTAG-AM-FM Worcester, Mass., named to membership committee for two years, American Women in Radio & TV, and will head program events committee for 1955 AWRT national convention.

Robert J. McAndrews, vice president, John Poole Broadcasting Co. (KRIG Avalon, KRFI Fresno, Calif.), appointed chairman, publicity committee, Sales Executives Club of L. A.

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QUARTER BILLION GROSS CHALKED UP
BY RADIO-TV NETWORKS IN SIX MONTHS

Publishers Information Bureau reports first half of 1955 was 15% better than the same period in 1954. NBC cites its June radio increase as resulting largely from 'Monitor.' All June network radio totaled nearly $11 million while tv reached the $24.5 million mark.

NETWORK radio and television gross time charges for the first half of 1955 passed the quarter-billion-dollar mark.

Figures released last week by Publishers Information Bureau put the six-month total at $258,901,128, a gain of better than 15% over the total for the same period in 1954. The overall increase was accompanied by a television gain of over 31% which more than offset an approximately 17% drop in network radio gross billings for the six months.

The PIB figures for June also showed NBC as the only one of the four radio networks to register an increase in gross billings as compared to June 1954—$2,618,614 in June this year against $2,618,614 in June 1954, a rise of 1.3%.

NBC spokesmen also noted that the gross radio volume in June this year was the only one which reflected an increase over May. This gain, amounting to $345,000, was in the face of a 13% drop in gross time charges for the four radio networks. NBC attributed its improvement of radio position largely to sales on its new weekend Monitor series (B&T, July 25, 18).

In television, both for June alone and for the January-June period, all the networks were up except DuMont, whose June total slipped to $211,845. The four-network television total for June was $311,770,712, a gain of about 29% over June 1954, while for the first six months of 1955 the four networks picked up approximately 31% for a total of $197,309,819.

Following tables show gross time charges, network radio and network television, June 1955 vs. June 1954, and for the total six months of each year, as computed by PIB:

**NETWORK RADIO**

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**NETWORK TELEVISION**

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**NETWORK RADIO TOTALS TO DATE**

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BARNES HEADS CBS NETWORK SHOWS

HOWARD G. BARNES, radio producer-director, has been appointed vice president in charge of network programs for CBS Radio, Arthur Hull Hayes, network president, announced last week. Mr. Barnes replaces Lester Gottlieb, who was recently appointed director of daytime programming for CBS-TV [BST, July 18].

Mr. Barnes was with CBS from 1938 to 1942 as a producer and director. His assignments included Duffy's Tavern, broadcasts for the New York Philharmonic Symphony, We, the People and the Columbia Workshop. He was also the initial producer of Key Kyser's College of Musical Knowledge, a Louis G. Cowan Inc. package.

In 1942, Mr. Barnes joined the Navy and served for 3½ years, writing and producing approximately 50 training films. He was named a vice president in charge of radio-TV for the Dorland Adv. Agency, New York, in 1946.

Mr. Barnes rejoined CBS in 1953 on a special assignment basis to produce Stage Struck and later moved to CBS Radio's program department where he was responsible for creation and development of new radio program ideas. Last season he produced On a Sunday Afternoon and currently is producer of The Woolworth Hour and The Second Mrs. Burton.

Early in his career, Mr. Barnes was an announcer at WJR Detroit and WIP Philadelphia and a writer for the New York World Telegram.

CBS-TV Names Cowan; No Change in Cowan Firm

APPOINTMENT of Louis G. Cowan, creator of The $64,000 Question on CBS-TV, as a producer for that network, effective Aug. 15, was announced last week by Hubbell Robinson Jr., CBS-TV vice president in charge of network programs. Mr. Cowan's production company, Louis G. Cowan Inc., will continue with Harry Fleischman as president and Steve Carlin as executive vice president.

At CBS-TV, Mr. Cowan will be responsible for the creation of new ideas and new programs and will coordinate his activities with the network's executive production staff.

Mr. Cowan's productions, which total more than 50, include Key Kyser's College of Musical Knowledge, the Quiz Kids, and the first transmitted disc jockey show, The Tommy Dorsey Program, which was heard on four continents.

During World War II, Mr. Cowan was chief of the New York office of the overseas branch of Office of War Information, and later formed his own production company. He also was the originator of Stop the Music, radio quiz program.

Eastern Conference, NBC Set 5-Game Fall Grid Slate

ANNOUNCEMENT of a five-game schedule of eastern regional football telecasts was made last week by Ass Bushnell, commissioner of the Eastern College Athletic Conference, and Thomas S. Gallery, sports director of NBC. NBC-TV also will carry eight other contests on an exclusive national basis.


The series is restricted to NCAA Districts 1 and 2, including Maine, Vermont, New York, New Hampshire, Massachusetts, Rhode Island, Connecticut, Pennsylvania, New Jersey, Delaware and West Virginia. The network also will telescast the Notre Dame-Southern Methodist game in District 4 on Sept. 24. This district includes Ohio, Michigan, Indiana, Wisconsin, Minnesota, Illinois and Iowa.

ABC Names Publicists

ADDITION of Christie Barter, Joe Weston and Stan Morris to the publicity staffs of ABC in New York and Hollywood was announced last week by Gene Accas, ABC director of advertising, promotion and publicity.

Mr. Barter, who has been named assistant photo editor in New York, has been an assistant editor of Musical America magazine for the past three years. Mr. Weston, most recently advertising and publicity director of Mattel Inc., has been appointed a member of the network's newly created exploitation unit in Hollywood. Mr. Morris, who has been with movie press publicity departments of Universal and Eagle-Lion, has been assigned to Hollywood as a publicity writer.

ABC-TV ADDS FOUR AFFILIATES

FOUR more stations have joined ABC-TV, it was announced last week by the network.

The 217th ABC-TV affiliate—WHBQ-TV Memphis—was announced last Thursday by Ernest Lee Johncke, vice president and assistant to the president of ABC. Earlier in the week Alfred R. Beckman, director of station relations for ABC-TV, had announced affiliation of KWTV (TV) Oklahoma City, KLJ-TV Las Vegas and WIRI (TV) Plattsburg, N. Y.

WHBQ-TV (ch. 13) is owned and operated by General Teleradio Inc. with John Clegborn as general manager. Affiliation is effective Sept. 1. KWTV (TV) (ch. 9) is licensed to the Oklahoma Television Corp., of which Edgar T. Bell is general manager, and affiliation is effective immediately. KWTW will continue as the primary ABC-TV affiliate in that city.

KLJ-TV (ch. 2), licensed to the Southwestern Publishing Co., of which Robert Gardner is general manager, starts Aug. 15. WIRI (TV) (ch. 5) is licensed to Great Northern Television Co., of which Carl Stohn is general manager. Affiliation is effective Aug. 15.

CBS-TV Promotes Kane

APPOINTMENT of James J. Kane, associated with CBS since 1934, as director of press information, Hollywood, was announced last week by Charles Oppenheim, director of information services of CBS-TV.

Mr. Kane, who has been trade publicity manager for CBS-TV in New York for the past several years, succeeds Ted Wick, who will handle the special projects unit of the press information dept. in Hollywood.

NETWORK PEOPLE

Ethel Frank, co-story editor, NBC-TV Cameo Theatre and Hallmark Hall of Fame, appointed supervising producer in charge of all editorial activities for Matinee, upcoming NBC-TV hour color drama show, headquartered in N. Y.

John R. Overall, eastern sales manager, CBS Radio, to sales staff, NBC-TV.

Page 90 • August 8, 1955
Olmsted Using New Method For Radio-TV Commercials

OLMSTED SOUND STUDIOS Inc., New York, has announced that Olmsta-Sound, a newly-perfected recording method for commercial tape, will be used for all recording of radio and tv commercials for agency accounts. The method, according to Richard Olmsted, vice president and chief engineer, "guarantees the highest possible fidelity yet achieved in commercial recording."

Mr. Olmsted said that Olmsta-Sound was evolved at a cost of almost $1 million, and includes such features as Austrian microphones and special method of sound-conditioning.

INS Facsimile Machine Installed for WRCA-TV

INTERNATIONAL News Facsimile machine was installed last week at WRCA-TV New York to service all programs with news pictures from around the world. When the news stories permit, the machine will transmit on-the-scene audio reports on broadcast tape along with the picture, Bill Berns, news and special events director of WRCA-AM-TV, reported.

The facsimile service was officially launched Aug. 4 on Jinx's Diary, 2:30-3 p.m., with an interview with Seymour Berksen, general manager of International News Service and International News Photos, who explained the operation of the machine.

It will transmit pictures in a size that will allow the tv camera to telescast the pictures directly from the machine. In addition, a duplicate of each picture also is sent in the dimensions required for a telop. Approximately 75 pictures daily will be sent through the facsimile machine, which will operate Monday through Saturday, 8 a.m.-12 midnight.

Telenews Series Released

RELEASE of the first six films in a new series of reports on politically sensitive areas of the world has been announced by Norman S. Livingston, executive vice president of Telenews Film Corp., New York. First films cover North Africa situation, examining both sides of the current struggle. A staff of Telenews researchers, reporters and camera crews spent months covering the area from Agadir, Morocco, to Gobes, Tunisia, to complete the documented reports.

THE BEST MUSIC IN AMERICA

a repertory of distinction

and an
outstanding
Transcribed
Library

S E S A C I N C.
475 Fifth Avenue
New York 17, N.Y.
Protestant Radio-Tv Center Offers Religious Music Films

THE Protestant Radio & Tv Center, Atlanta, Ga., is making libraries of religious music on film available to tv stations under the center's registered trade mark, Hymscritions, Dr. John M. Alexander, president, has announced.

The first section of the libraries, which is being offered to tv stations on a two-month trial basis, has been completed. It is made up of 20 two-minute films which feature, in addition to familiar hymns, the Doxology, Gloria Patri and benedictions, all sung by members of the center's Fellowship Quartet.

During each successive month 20 more films will be made and will be sent to stations desiring to build up a Hymscritions library. This plan is the center's first large scale undertaking in tv programming, with plans to increase operations after completion of its $250,000 campaign, of which $175,000 is earmarked for construction of tv production facilities.

Films, which are available in either black-and-white or color, are produced on a cooperative, non-profit basis, with costs subsidized by the denominations owning the center—Presbyterian, U.S.; Presbyterian U.S.A.; Methodist; Protestant Episcopal, and United Lutheran.

PROGRAM SERVICE PEOPLE


PROGRAM SERVICE SHORTS

U. of Indiana Radio & Tv Service, Bloomington, has produced and made available to stations without charge 13 half-hour program series dealing with electric lines, city transit systems and other transportation agencies of Indiana.

Song Ade Inc. (singing commercials), Hollywood, opens Chicago office at 333 N. Michigan Ave. under management of Rex Gay, representative of feature film syndicators.

Lutheran Broadcasting Center, 422 S. 5th St., Minneapolis, has available The Church of Work, 14½-minute recorded series offered free to stations on sustaining basis, or with approved local sponsorship.


McKee Productions formed by S. Wesley McKee, formerly producer-director, Young & Rubicam, N. Y., to provide special sales and documentary presentations for business, industry, associations and other groups. Associated is Charles L. Mathewson, formerly with RCA Exhibition Hall, as associate manager.

U. S. Marine Corps will release 13-week series, The Ray Anthony Show, to radio stations first week in September. Recorded program features 17-piece band of Ray Anthony, plus talent including singers Peggy King and Tommy Mercer and announcer Peggie Fenneman.

Motorola First-Half Sales Reach $93.2 Million Mark

MOTOROLA net sales of general communications products—home, portable, auto and clock radios, tv receivers and two-way radios—reached $93.2 million for the first half of 1955, the firm announced Wednesday in a report to stockholders.

R. V. Galvin, Motorola president, reported an overall increase of 54% in radio sales for the second quarter, including a considerable boost in auto set units.

First-half earnings were placed at $2,945,001, compared to $2,858,301 the first six months of 1954, while the sales for that period were up over last year's $2,945,420. Second quarter sales were $4,414,940 against $4,458,410 in 1954.

Greene, Maddox Promoted In GE Radio-Tv Changes

EXECUTIVE realignment in the manufacturing section of General Electric Co.'s radio-tv department in Syracuse, N. Y., was announced last week by Herbert Riegelman, department general manager.

Franklin Green Jr., formerly manager of the department's Bleaker Street radio plant at Utica, N. Y., has been named manager of television manufacturing for the radio-tv department, headquarters in Syracuse.

William N. Maddox, manager of the department's Auburn, N. Y., plant, has been appointed manager of radio manufacturing with offices in Utica. Mr. Maddox has been with GE since 1936. He held a number of positions in manu-
facturing in the receiver division at Bridgeport, Conn., until 1947 when he moved to Utica as plant manager. He transferred to the Auburn plant in 1951. Mr. Green joined GE in 1942 at Bridgeport and transferred to Syracuse five years later when the company’s radio-tv manufacturing department was established. In 1951 he was appointed manager of the radio plant at Utica.

Simon, D. C. Distributor, Succumbs to Heart Condition

JAMES H. SIMON, 50, president of Simon Distributing Corp. (Zenith, General Electric, Hotpoint) and Washington, D. C., civic leader, died Wednesday night of a heart condition.

He had been in the distributing business since 1930 and operated one of Washington’s largest business enterprises. During World War II Mr. Simon was price administrator for 17 major industries. During the Korean emergency he was civilian chairman of a task group for the radio-tv and household appliances industry. He was active in charitable affairs and was a past president of Woodmont Country Club as well as 32d degree Mason and member of National Press Club, Variety Club, Advertising Club and similar period last year’s income taxes.

Zenith Profits Rise 142% For First Six Months of ’55

A PROFIT increase of 142% and sales boost of 26% for the six months of 1955 over a similar period last year were reported by Zenith Radio Corp. July 31, along with a record high in sales of tv receivers.

According to a financial report signed by E. F. McDonald Jr., Zenith president, net consolidated profits for the firm and its subsidiaries amounted to $3,126,661, or $6.35 per share, after depreciation, reserves, and excises and income taxes for the first half of this year. Profits for last year’s first six months were $1,288,246.

Profits were up 128%, consolidated sales 14% and unit tv sales 52% for the last three months over that period in 1954.

**New Tape Recorder Mikes**

AMERICAN Microphone Co. of Pasadena, Calif., has announced a new series of low cost, high quality tape recorder microphones that are small in size and weigh only two ounces. They are available in either shielded crystal or ceramic elements. The crystal type has a response of 100 to 7,000 cycles and an output of minus 55 db, while the ceramic model has a response of 100 to 6,000 cycles and an output of minus 62 db. Both are omni-directional and are available in either gray or beige. American Microphone has become an affiliate of the Elgin National Watch Co., American said.

**MANUFACTURING SHORTS**

Spellman Television Co., N. Y., is producing regulated continuously variable 20-40 KV power supply designed for use with 5AZP4 and 5TPA projection tubes and flying spot types. Model RG-40, unit has positive polarity output with negative ground. Regulated focus is 4-8.5 KV. High voltage connections are provided through plug-in connectors.

S.O.S. Cineman Supply Corp., N. Y., has put on market new aerial viewer, S. O. S. 16mm Action Viewer, which projects large “aerial” image 3-in. x 4-in., according to company. Firm claims viewer will enable editors, tv technicians, lab workers and animators to run originals as well as prints without worry of film scratches or damage to sprocket holes.

RCA Service Co., government service dept., Camden, has announced publication of “Point-to-Point Relay Systems—44mc to 1300mc,” new 226-page service manual on wave propagation and other aspects of vhf and microwave relay systems, available from company at $2 per copy.

**MANUFACTURING PEOPLE**

Gordon Dean, former chairman, U. S. Atomic Energy Commission, and consultant to CBS Radio on three documentary reports being presented on atomic energy, elected senior vice president, nuclear energy, General Dynamics Corp., N. Y.

Stanley Kemper to tv-radio div., Westinghouse Electric Corp., Metuchen, N. J., as public relations manager.


John T. Hickey appointed general manager, new Phoenix, Ariz., transistor plant, Motorola Inc., Chicago; Dr. Virgil E. Bottom named plant research and development director; Edmund Shower named plant production manager; John P. Wirtz, formerly assistant advertising manager, Montgomery Ward & Co. (major appliances div.), Chicago, to Motorola, same city, as copywriter.


Kenneth B. Bryden, research and financial controls manager, RCA Tube Div., Harrison, N. J., appointed government coordination and services manager.

**AWARDS**

Arthur Godfrey, CBS, awarded the Air Force’s Exceptional Civilian Service Award Thursday. Presentation made by Air Secretary Harold E. Talbott for "exceptional service to military aviation in general and to the Dept. of the Air Force in particular."

KFAZ Omaha honored by Continental Air Defense Command for voluntary services in support of air defense of U. S.

Fred Walker, publicity director, WPTZ (TV) Philadelphia, and formerly public affairs director, WTTM Trenton, N. J., presented award from WTTM Community Program Committee, group of over 50 Delaware Valley citizens working with WTTM to provide better programs, "in recognition of his years of faithful service to this committee and WTTM."


WJAS Pittsburgh commended by Pennsylvania Federation of Music Clubs for “efforts in bringing good music” to listeners.

Don Searle, vice president and general manager, KOA-AM-TV Denver, presented plaque from North Park Hospital, W. W. Kenley, Continental Air Force rendered in "assisting toward the building of the North Park Memorial Hospital . . . ."

WXEL (TV) Cleveland presented citation from Federal Civil Defense Administration for contributing to success of nationwide campaign to distribute official CD identification tags, conducted in conjunction with Pet Milk Co.

Connie Cook, home service director, WOW-TV Omaha, Neb., presented $50 as second-place award.

"Never mind what KRIZ Phoenix says about the weather—my corn says it might be a tornado!"
WINNERS

winner in Kellogg Co.'s "Kay Kellogg's Recipe Roundup Contest" for professional home economists.

L. E. Best Co., Sacramento, Calif.; J. J. Enevoldsen, Canton, Ohio; D. E. Fette, Omaha, Neb.; and M. W. Perkins, Miami, Fla., all branches of RCA Service Co., presented President's Cup, awarded annually by Frank M. Folsom, RCA president, to members of tv service industry for promptness, quality, service and prices in installing and maintaining tv sets in U.S.

Paul Shoaf, account executive, KBIF Fresno, Calif., presented award from Central Valley Empire Assn. as one of area's outstanding salesmen of year.

Arthur C. King, production manager, WEEI Boston, presented citation from United Cerebral Palsy Assn. for 1955 fund drive and also given citation from Massachusetts Div. of American Cancer Society for personal service.

WIS-TV Columbia, S. C., presented with reproduction of National Safety Council award given Columbia as safest city in its population category, for cooperation in helping Columbia earn award.

John Raleigh, news director, KYW Philadelphia, presented distinguished service award from American Heritage Foundation for "notable public service in aiding the Crusade for Freedom."

Rheingold Brewing Co., L. A., sponsors of Fandango Rheingold on KNXT (TV) Los Angeles, presented award from L. A. Veterans of Foreign Wars Post 4696 for creating "better inter-racial understanding among the people of California" in presenting Fandango.

AUSIE John Clemenger (l) of John Clemenger Pty. Ltd., Melbourne ad agency, chats at a Cleveland luncheon for admen and station personnel with (l to r) James C. Hanrahan, WEWS (TV) general manager; Bruce Stauderman, radio-tv director, Meldrum & Fawsmith agency, and Ben Wickham, WXEL (TV) general executive. Mr. Clemenger is spending a month at WEWS as part of a round-the-world survey of television methods in preparation for tv in Australia.

said that this is "a safety precaution," because the industry has had no experience with live presentation of commercials.

Mr. Towers offered the opinion that British commercials will not differ substantially from their American counterparts, except that they will stress "soft sell." He is convinced that American tv advertising will not influence its British prototype because U.S. agencies in London are staffed almost completely with British personnel.

Mr. Towers was in New York last week on business for his own company and for Associated Broadcasting Co. On behalf of Associated he has arranged to place CBS-TV's "I Love Lucy," NBC-TV's "Roy Rogers Show" and Screen Gems' "Ford Theatre" on British commercial tv. For Towers of London, he has negotiated for the U.S. syndication of "Adventures of the Scarlet Pimpernel" by Official Films Co., New York, and "Theatre," starring Lili Palmer, by National Telefilm Assoc., New York.

Problem of Money for CBC Sparks Parliamentary Probe

INVESTIGATION of governmt's and financial support of the government-owned Canadian Broadcasting Corp. is expected to start early this fall with appointment soon of a House of Commons committee. Television and the requirements of the CBC under the Canadian Broadcasting Act to provide Canadian programs with Canadian talent have pushed the costs of the CBC far beyond its foreseeable revenue from government grants, independents station transmitter license fees, commercial programs and the 15% excise tax on radio and tv receiver equipment.

While the CBC has had surpluses the past two years, it anticipates a deficit of perhaps $10 million this fiscal year because of increased program costs and declining excise tax revenue as the bulk of urban areas near saturation with tv receivers and as costs of receivers come down.

The recent Canadian Parliamentary Committee on Broadcasting issued a minority report which pointed out that CBC expenditures have been mounting at an alarming rate, from $111.3 million in 1952 to $29 million in the fiscal year ended March 31, 1955, which marked the end of 2½ years of Canadian tv. In the current fiscal year the minority report estimated the CBC would spend over $42 million.

Swiss Vote Tv Funds

SWISS Parliament voted 117 to 8 in favor of continued government financing of the Swiss tv Service with the latter receiving the equivalent of about $3 million as compensation for operating and construction costs for coming two years. A proposal to introduce commercial television in Switzerland was defeated, but it will probably be brought up again two years from now when Swiss tv again will have to turn to the Parliament for more money.

Fm Booms in Austria

THERE are now more than 300,000 fm-vhf radio sets in operation in Austria with fm-vhf broadcasting in Austria just two years old. Austrian experts expect that all radio broadcasting in the country may be shifted to vhf bands as the medium wave band gets more and more crowded.
Canada Surveying Advertising

A SURVEY of radio and tv advertising in Canada is being made by the Dominion Bureau of Statistics, Ottawa, and will be added to other surveys of advertising made by this government department. When compiled later this year, this report will, for the first time, give a complete picture of advertising in Canada. Arrangement to have radio and television stations covered in the survey was made by T. J. Allard, executive vice president of the Canadian Assn. of Radio & Television Broadcasters. Canadian stations have received Dominion Bureau of Statistics questionnaires on the use and quantity of advertising on their stations.

Pioneers Club Names Seven

SEVEN more members have been named to the Pioneer Club of the Canadian Assn. of Radio & Television Broadcasters. Membership is now closed at 44. The new members are W. H. Allen, chief engineer, CKTB St. Catharines, Ont.; W. T. Cruickshank, president, CKNX-AM-TV Wingham, Ont.; A. N. Goodwin; A. W. Hooper, chief engineer, CKRK Winnipeg; J. E. Rogers, vice president, CFRB Toronto; Clifford Sifton, president, CKCK-AM-TV Regina, Sask., and R. McIntyre.

INTERNATIONAL SHORTS

Canadian Marconi, Montreal, last month introduced first portable tv receiver made in Canada. Set has 14-in. tube in cabinet with luggage-type finish. Opening and closing lid automatically switches set on and off. Receiver is designed to fill need for second set in Canadian homes for portable summer use.

Robert Lawrence Productions, N. Y., has opened Canadian branch, Robert Lawrence Productions (Canada) Ltd., at 32 Front St. W., Toronto. John Ross, formerly radio and tv producer, Cockfield Brown & Co. Ltd. (adv.), Montreal, has been named manager. Canadian office for present will serve tv commercials in Canada now produced by parent company in N. Y. for Canadian companies.

CKBC Bathurst, N. B., and CKOT Tillsonburg, Ont., have joined Canadian Assn. of Radio & TV Broadcasters.

INTERNATIONAL PEOPLE

Bill Cameron, assistant news director, CFQC Saskatoon, Sask., named news service director, succeeding Godfrey Hudson.

Reid McLeod to CHUB Nanaimo, B. C., as publicity director.


COMMERCIAL OUTLETS

Pledge KUHT (TV) Aid

THREE Houston area commercial television stations each have pledged $10,000 to the U. of Houston to aid the university's educational station, KUHT (TV). The contributions, made by KGLT-TV Galveston and KPRC-TV and KTRK-TV Houston, will become effective with the academic year beginning in September.

In accepting the donations, Gen. A. D. Bruce, president of the university, said, "We are delighted that the commercial tv stations in this area have recognized the importance of what we are trying to do in educational tv." He said that the financial support will help KUHT accomplish its objectives in the expanding educational tv field.

KUHT, on ch. 8, is licensed to the university and the Houston Independent School District with the university designated as operating agent. The station went on the air in May 1953 and now programs about 40 hours per week, offering from seven to ten telecourses for college credit or homestudy each semester.

WSM Names Three Winners Of Tv Workshop Scholarships

WSM Nashville has announced the three winners of $100 scholarships it offered for the second annual WSM-Peabody Television Workshop.

They are Duane C. Hill, producer-director of KSL-TV Salt Lake City, Utah, for directing three educational programs in conjunction with educational institutions; Ralph C. Wood, chairman of the educational program board of WGLV (TV) Easton, Pa., who has his own program combining German instruction and entertainment, and Robert J. Van Abel, producer-director of WBAY-TV Green Bay, Wis., for his work on the Panorama Series.

The workshop is designed to instruct teachers and those in related activities in the effective use of television and radio for educational purposes. It is held at Peabody College in Nashville. The current workshop started last Monday and runs through Friday.

Educational Tv Workshop Begins At Michigan State

STUDENTS and teachers from Michigan and seven other states have convened at East Lansing, Mich., for a 19-day tv workshop conducted by Michigan State College.

WKAR-TV, MSC's educational station, will play host with facilities for sessions in station management, programming and production under Dr. Armand H. Hunter, director of the station, and Dr. Robert P. Crawford, director of radio-tv education. Workshop members will carry program ideas into actual production, with the best presentation to appear on WKAR-TV's variety program, Here.

Educ. Workshop Scholarships

THE National Assn. of Educational Broadcasters has announced that 85 men and women in the educational tv field will address summer courses and workshops on tv at various colleges through fellowships and scholarships granted by NAEB. Thirty producers of educational programs have been awarded grants for the third NAEB educational tv production workshop to be held at the U. of Iowa Aug. 14-Sept. 3.

EDUCATION SHORT

Phil. Board of Education's Summer Radio & TV Workshop was conducted two weeks ago in studios of WPTZ (TV) there.

EDUCATION PEOPLE

Clement E. La Fond, formerly engineering instructor, radio-tv dept., U. of Houston, appointed chief engineer, Memphis Community Tv Foundation, applicant for Memphis educational ch. 10.

Norman Michle, WHA Madison, Wis., U. of Wis. outlet, appointed program coordinator, State Radio Council, succeeding De Alton Neher, resigned; Professor Edgar B. Gordon, 80, for 24 years conductor of Wisconsin School of the Air's Journeys in Music Land, WHA, retires.

William Tacey, acting radio-tv director, U. of Pittsburgh, appointed radio-tv director.

Ray N. Doyle, former public relations director, San Francisco State College, appointed S. F. State radio-tv director; David Parker, formerly with NBC-TV Chicago, appointed to faculty to develop tv curriculum; Lyle M. Nelson, assistant to president, Educational Tv & Radio Center, Ann Arbor, Mich., appointed assistant to S. F. State president and public relations director.

Dr. Bruce A. Linton appointed radio-tv training and operations coordinator, U. of Kansas.


THE QUAD-CITIES

NOW ¼ MILLION PEOPLE

According to Sales Management's Survey of Buying Power (May 10, 1955) the Quad-Cities now have 250,200 people with an Effective Buying Income of $8043 per family or $1794 per capita. Cover this rich 450 million dollar market with WBIF radio or TV—the Quad-Cities' favorites.

CBS FOR THE
WDAF FARM SHOWS
WITH the appointment of Paul Vogel as farm director, WDAF Kansas City has announced the addition of two new farm programs to its schedule, Morning Farm Digest and Noon Farm Digest, effective last fortnight. Both shows, aired 6 to 7:30 a.m. and 12 noon to 1 p.m. respectively, are written, produced and directed by Mr. Vogel. Owner of his own farm, he brings to the station a background of personal agricultural experience and farm-radio reporting. Formerly news and farm director of KWOS Jefferson City, Mo., Mr. Vogel is a member of the National Assn. of Radio & TV Farm Directors.

KMYR BASEBALL CONTEST
KMYR Denver, Colo., offered an expense-paid trip to Kansas City to watch a four-game series between the Kansas City A's and the New York Yankees to the listener who came closest to guessing the attendance at the A's-Baltimore Oriole doubleheader July 14. A Denver man who was only seven off the actual attendance count was winner. KMYR donated a second set of tickets so the winner's son could attend also. An interesting sidelight was the fact that 27.4% of the contestants were women.

QUEEN OF POULTRY
WEIL Scranton, Pa., last month aired a contest to select a poultry queen for northeastern Pennsylvania, held in Tunkhannock, Pa. Bill Pierce, promotion director of WEIL, was master of ceremonies, assisted by Hugh Connor, program manager of the station.

FROM THE BEACH
DISC JOCKEYS Pete Ward and Bill Varney of WCCM Lawrence, Mass., are conducting their shows from Salisbury Beach, Mass., in a combined promotion of the station and the beach. In cooperation with the Salisbury Beach Business Merchants, a large booth was installed at the edge of the beach to house WCCM's remote studio. The entire shows of Meters, Ward and Varney are aired from the booth with cut-ins for newscasts and special events only. Interviews with area merchants, tourists and recording stars are featured.

DEAD TIMEBUYERS
CARTOON of a prostate timebuyer accompanied by copy stating "this timebuyer was talked to death" is being sent to agency timebuyers byKFDA-AM-TV Amarillo, Tex., as an illustration of what won't happen when the recipient does business with those stations. A covering letter explains that KFDA-AM-TV allow the facts to speak for themselves. Special features offered by the stations are listed for the reader.

PAUL DIXON DAY
WLWT (TV) Cincinnati conducted a "Paul Dixon Day" at the city's Coney Island amusement park last month, featuring the station personality. A crowd of 24,761 attended the event which included a 90-minute tv remote from the park's Moonlite Gardens. Thousands of dollars worth of prizes were given away to visitors, WLWT says, with the top prize a Pontiac Catalina. All children who attended were given tickets for free rides.

MINIATURE TRAIN
KTTV (TV) Los Angeles has distributed a miniature train with the additional programming of Stories of the Century on Wednesday evenings, also seen Sunday nights. The format of the show involves the adventures of a railroad detective.

EARWITNESS ACCOUNT
KCBS San Francisco gave listeners what it terms an "earwitness" account of a failing Air Force plane which limped into nearby Hamilton Air Force Base with two engines out and two others failing. KCBS newsman Don Mozley tuned in via shortwave on the plane's radio frequency and the pilot's commentary. After receiving AF permission to use the material as it came in, he recorded the voice of the plane's commander expressing concern over the remaining engines and announcing his decision to land at Hamilton instead of the scheduled Travis AFB. The tapes were used as frequent bulletins until the plane "just made" its landing, blowing two tires in the process. The tapes also were used on Mr. Mozley's news show and later aired on CBS network programs.

BROTHER GEORGE
BROTHER GEORGE personally delivered the opening commercial of the First Federal Savings & Loan Assn. of Miami on the Liberace show over WTVI (TV) there when he was in town last month. George made a series of personal appearances at the main and branch offices of the association and capped his visit with the tv appearance July 14.

WJAR-TV WEATHER BILLBOARD
A LARGE BILLBOARD in downtown Worcester, Mass., reminds viewers to tune to WJAR-TV in nearby Providence, R. I., to get "tomorrow's Worcester weather tonight."

CABLE TO IRE
FOR the "summit talks" of President Eisenhower, WFOB Fostoria, Ohio, solicited the signatures of listeners for a cablegram to the President expressing "prayers and best wishes." With only a few hours available to promote the idea, the station says it received over 330 names from northwestern Ohio and out of state points bordering Ohio. The cablegram measured 90 inches and cost $208 at 25¢ per word. Mention of the cable was made in the hometown paper, Cleveland Plain Dealer, Toledo Blade and surrounding weeklies, WFOB reports.

THE NEW DOMINION:"
presentation prepared by CBS Radio Spot Sales on the WRVA Richmond, Va., market, is delivered by BDGO executives by Don Miller (2d from l), director of special presentations. L to r: Ted Wallower, BBDO timebuyer; Mr. Miller; Art Berla, head spot radio and tv timebuyer for the agency; Robert M. Dooley, CBS Radio Spot Sales account executive, and Trowbridge Ellimon, BBDO timebuyer.
CHIEFS-OF-STATE ON MBS

NEW FEATURE on Hardy Burt’s weekly State of the Nation broadcasts this fall on MBS will be a series of interviews with the chiefs-of-state of European countries. First such interview is scheduled with Generalissimo Franco of Spain. In addition to these half-hour news interviews, in which American foreign correspondents will participate in each country, Mr. Burt will serve as a roving commentator on the European scene for the MBS news department. He also will write a weekly “Letter From Europe” for a national newspaper syndicate.

JOIN RAB

FOUR-PAGE folder detailing the advantages of being a member of Radio Advertising Bureau, New York, has been issued to radio stations by RAB. The copy outlines the chief member benefits, including over 600 sales tools every year, sales help for member stations and participation in industry-wide sales and promotion campaigns. Other benefits are sales clinics and sales committees, radio case histories, cooperative advertising plans, RAB-sponsored advertising on a national scale, direct mail and original industry research.

WHAT’LL YOU HAVE?

BROCHURE with $1.25 in silver cash attached has been distributed to agencies and advertisers by WTTV (TV) Bloomington-Indianapolis-Terre Haute, Ind. On the cover of the brochure, which is a market data file folder, the station asks, “Wouldn’t you rather have a (silver dollar attached) than a (quarter attached)?” WTTV claims to deliver 2½ million persons with an annual $3½ billion spendable income in the “Hoosier Heartland Area.” The folder also lists other market information based on Standard Rate & Data Service 1954-55 estimates and includes a rotating wheel gimmick to show the market-by-market population of WTTV’s coverage area.

USE RADIO IN VANCOUVER

A BOOKLET describing a combined operation of five Vancouver, B. C., area radio stations in a four-week sales drive for Dueck on Broadway, city auto dealer, has been distributed by CJOR, CKWX and CFUN Vancouver, CKLG North Vancouver and CKNW New Westminster, B. C. A “Partners in Profit” sales incentive plan was devised whereby each purchaser of a General Motors car or truck from Dueck received at least 10 certificates with a par value of $4.50 each, redeemable in cash at the end of the campaign. Additional certificates were distributed for purchases of extra accessories, etc., and their value increased as more vehicles were sold. All of the stations aired the same number of announcements daily for the four weeks. The project was climaxcd with a payoff party at which $50,000 was paid purchasers at a certificate value of $8.25. The brochure concludes with “the moral of the story: To increase sales in British Columbia’s billion and a quarter market—use more radio.”

FISHING IN ALASKA

LES NACHTWEIH, hunting and fishing editor of KING-AM-FM-TV Seattle, last month flew 1,600 miles to Brooks Mountain Range on the Arctic Circle to obtain films of Alaskan trout fishing for showing on his weekly Fishing Hit-Lite show. Mr. Nachtweih, along with Bob Hard of Burke Adv. Agency, and Bob Laing, a commercial photographer, flew to Fairbanks as guests of Alaska Airlines, one of the show’s sponsors. From Fairbanks the trio took a chartered plane to the Brooks range. They returned two days later.

PLAY PIANO VIA TV

METHOD of teaching piano playing via tv has been devised by Prof. George C. Stout of the U. of Houston and tested on KUHT (TV) there, educational, non-commercial tv outlet of the school. Prof. Stout is preparing a series of kinescopes to be ready at the end of August, available to the Educational Radio & TV Center, Ann Arbor, Mich., for distribution to educational stations. They also will be offered to commercial stations for sponsorship. The technique, involving a keyboard which lights up at the touch of a finger and various visual aids, was developed after the Ford Foundation granted $30,000 to the U. of Houston for music. Prof. Stout, who demonstrated his method at the “Music-Orama” trade show of the National Assn. of Music Merchants in Chicago, believes he can teach at least one million American televiewers how to play. Both the NAMM and the National Piano Mfrs. Assn. have lent their support to the project.

White Elephant Day

MERCHANTS taking part in Des Moines’ annual White Elephant Day, a major retail promotion, credited much of the buying enthusiasm to a promotion stunt staged by KIOA. The station imported “Babe,” billed as the second largest elephant in captivity, sprayed her with white chalk, polished her toenails and marched her around stores taking part in the sale.

R. J. NASH, KIOA special events announcer, donned sun helmet and rode Babe around the city, keeping the public informed via a shortwave link. Bags of peanuts were given kids. A live broadcast was staged at each store, with the manager interviewed. Traffic was jammed.

R. J. NASH, KIOA Des Moines, broadcasts from Babe’s neck, and a police escort was needed to move Babe through the crowds from one store to another. Each store buying KIOA spots was entitled to keep Babe 15 minutes. One merchant called it “the largest citywide promotion” in Des Moines history.

Texan, to wife, upon observing one empty space in his 5-car garage:

“When you go shopping this afternoon, dear, buy another Cadillac to plug that hole.”

FGNC AM & TV Amarillo, Texas National representatives, The Katz Agency

BROADCASTING • TELECASTING
Station Authorizations, Applications
(As Compiled by B • T)
July 28 through August 3
Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
Cp—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. station symmetrical power. vhf—very high frequency. uhf—ultra high frequency. ant—antenna. sur—surface. vis—visual. kw—kilowatts. w—watts. mc—megacycles. d—day. n—night. ls—local sun. mod—modification. trans—transmitter. uhf—unlimited hours. kc—kilocycles. special service authorization. STA—special temporary authorization.

FCC Commercial Station Authorizations
As of June 30, 1955

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<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<td>34</td>
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Does not include noncommercial educational fm and tv stations.

FCC Authorized to operate commercially, but station may not yet be on air.

Am and FM Summary Through August 3

<table>
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<tr>
<th>Appls. In Par.</th>
<th>Licounced Cps</th>
<th>In-Pend.</th>
<th>Hear.</th>
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<tr>
<td>2,741</td>
<td>2,723</td>
<td>150</td>
<td>272</td>
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<tr>
<td>740</td>
<td>259</td>
<td>34</td>
<td>16</td>
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FCC ANNOUNCEMENTS

New TV Stations . . .

PETITION
Santa Barbara, Calif.—James M. Monroe and William E. Sullivan petition FCC, requesting amendment of 47 CFR par. 3.610 “Separations and allocate ch. 19 (304-310 mc) for purpose of tv broadcasting to Santa Barbara. Received July 18; announced July 28.

Existing TV Stations . . .

PETITION
WVEC-TV Hampton, Va.—Petitions FCC to amend sec. 3.613 by addition of sec. 3.613 (c) which would read: “3.613 (c). A television station may only be licensed to serve more than one city when under the table of assignments (sec. 3.604), the channel used by the station is available for use in each of the cities to be served, and upon a satisfactory showing that main studios will be maintained in each city and that each city will receive an adequate signal in accordance with the provisions of sec. 3.605 (a) of the rules. Where a station is licensed to serve more than one city, its location shall be considered the city it is licensed to serve, and it shall be permitted to identify itself in this manner under sec. 3.603 of the rules. Received July 22; announced July 25.

APPLICATIONS RETURNED
WJMR-TV New Orleans, La.—Application for mod. of cp seeking extension of completion date returned (application not dated). Announced July 25.

WBNS-TV Columbus, Ohio.—Application for mod. of cp to extend completion date to 12-31-55 returned as unnecessary. Announced July 25.

WENK (TV) Pittsburgh, Pa.—Application for mod. of cp to change frequency to ch. 11, change from daytime to overnight, add daytime antenna, and make other equipment changes. Docket number returned to applicant. FCC denied waiver of sec. 1.501 (b) (3). Returned August 3.

APPLICATION DISMISSED
WAGE-TV Marquette, Mich.—Application for mod. of cp to change KHP to 1952 kw visual, 10,295 kw aural, change trans.—studio location to on Cliff Hill, approx. 0.65 miles Southeast of Ishpeming, Mich., change type ant. and make other equipment changes. Docket number dismissed at request of attorney dated 8-1-55. Dismissed August 5.

APPLICATIONS

KDWL-TV Tuscon, Ariz.—Seeks mod. of cp to change trans. and studio locations to Bigelow Mt. and Pima County. Ariz., respectively, and make minor ant. changes. Filed August 3.

KTSV Springfield, Mo.—Seeks mod. of cp to change ERP to 316 kw visual, install DA and make other equipment changes. Filed August 3.

KWIT-TV Wichita Falls, Tex.—Seeks cp to change to 100 kw visual, 70 kw aural and make minor equipment changes. Filed August 1.

CALL LETTERS ASSIGNED

WHC (TV) Pittsburgh, Pa.—WWSW Inc. ch. 11.

New Am Stations . . .

ACTIONS BY FCC

Holbrook, Ariz.—Donald E. Jacobs Sr. and Irene Tabor d/b/a Northwestern Arizona Bistros, granted 1270 kc, 1 kw daytime. Post office address Box 51, Holbrook. Estimated construction cost $2,375, first year operating cost $31,200, revenue $44,550. Jacobs (78%), is owner and part time managing director. Tabor (22%), is managing director. August 2.

Camden, Ark.—Southern Broadcasting Co. application for new tv (proposed operation 1270 kc, 1 kw D) returned by FCC without prejudice to refiling after declaration in which Southern is in hearing on pending application for new cp for Kirby, Ark., is denied. August 2.

Amended 27-44.

KJFB-AM-BFM Mobile, Ala.—Seeks mod of cp d/b/a Kemuel Enterprises, Inc., to change frequency from 1,113 mc to 1,115 mc, change type ant. and make other equipment changes dismissed at request of FCC. Approved August 3.

Noble-Keith-Noble/Taylorville, Ill.—Seeks mod of cp d/b/a Noble-Delahunt Bist, granted 1270 kc, 250 w daytime, DA-conditions. Post office address PO. Box 123, Route 4, Mt. Sterling, Ill. Estimated construction cost $9,400, first year operating cost $14,000, revenue $40,000. Noble (55%) is owner. Noble-Delahunt Bist, dba, and his application filed for new am at Taylorville, Ill. Granted 27-44.

Elephant Island, Hawaii.—Clarence C. Moore, granted 1270 kc, 500 w daytime, DA-conditions. Post office address PO. Box 123, Route 4, Elkheart, Hawaii. Estimated construction cost $1,100, first year operating cost $10,000, revenue $48,000. Moore (100%) is owner. International Radio & Electronic Corp, boulder of electronic equipment. Granted 27-44.

KXVL-TV Missoula, Mont.—Seeks mod of cp d/b/a Noble-DeKalb Bist, granted 1270 kc, 250 w daytime, DA-conditions. Post office address PO. Box 123, Route 4, Elkheart, Missoula, Mont. Estimated construction cost $9,400, first year operating cost $14,000, revenue $40,000. Noble (55%) is owner. Noble-DeKalb Bist, dba. Granted 27-44.


Champaign, Ill.—Frank E. Noble, granted 1270 kc, 250 w daytime, DA-conditions. Post office address 105 W Market St, Taylorville, Ill. Estimated construction cost $9,400, first year operating cost $14,000, revenue $40,000. Noble (100%) is owner. Noble-Delahunt Bist, dba. Granted 27-44.

Homen, La.—Claiborne Broadcasting Corp., granted 1320 kc, 1000 kw daytime, DA-conditions. Post office address 105 W Market St, Taylorville, Ill. Estimated construction cost $10,500, first year operating cost $16,000, revenue $40,000. Principals include Pres. Frank Harkens Jr. (25%), auto agency salesmen; Vice Pres. William M. Bigley (25%), general manager; Robert Y. Kym, station manager, and Pres. Pres. Noble (50%), own and pre-15 owner of local community tv system. Granted 27-44.


Shreveport, La.—UHF Broadcasting Co., granted 1150 kc, 1 kw daytime. Post office address 59 Congress St, Rumford, Me. Estimated construction cost $6,560, first year operating cost $40,000, revenue $50,000. Principals include Pres. Donald L. Nove (55%), pres-45% of WUML Rumford, and Pres. Robert E. Petite (45%). Pres. Petite (45%). Reuter Broadcasting Corp., dba, Granted 27-44.

Oxford, Me.—Oxford Broadcasting Corp., granted 1450 kc, 25 kw. Post office address 22 Shepley St, Auburn, Me. Estimated construction cost $32,280, first year operating cost $32,280, revenue $48,000. Principals include Pres. Ersson T. Higgins (31.4%), commer-

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

ALLEN KANDER
Negotiator

1701 K St., N. W. Washington 6, D. C., N. 8-3233
Lincoln Building • New York 17, N. Y. M. U. 7-4242
111 West Monroe • Chicago 90, Illinois 6-4256

Page 98 • August 8, 1955

Broadcasting & Telecasting
New FM Stations

APPLICANTS

WASHINGTON, D.C.

WBCP, Fairfax, Va.—OK Bestg., Co., 1310 kc, 500 w.

BROADCASTING

The NewWeekly of Radio and Television

1730 DeSales Street, N. W., Washington 6, D. C.

Please start my subscription with the next issue. I've checked service desired.

☐ 52 weekly issues of BROADCASTING • TELECASTING

☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook

☐ 52 weekly issues and TELECASTING Yearbook-Marketbook

☐ 52 weekly issues and both Yearbook-Marketbooks

Enclosed

☐ Bill

name

address

city

county

state

Telecasting

August 8, 1955 • Page 99
Northern Independent

$80,000.00

A profitable fulltime independent located in an attractive secondary market. Excellent technical position, plant above average. $25,000.00 down—balance out of depreciation.

Appraisals • Negotiations • Financing

BLACKBURN-COMBINED

WTVN-Newsradio-850

Disciplined station, excellent management, and very healthy personality. Excellent opportunity for qualified owner. $100,000.00 for payment of $40,000.00 down with balance at 5% interest for 7 years.

RADIO-NEWSPAPER BROKERS

WASHINGTON, D. C.

NATIONAL CAPITAL

Clifford Marshall

Washington Bldg.

enemy Tower

110 Sutter St.

San Francisco, Calif.

Northwest Independent

$140,000.00

This important market has a tremendous growth factor. The station shows consistent high return to owners. Financing can be made available to qualified operators.

Appraisals • Negotiations • Financing

BLACKBURN-COMBINED

WTVN-Newsradio-850

Disciplined station, excellent management, and very healthy personality. Excellent opportunity for qualified owner. $100,000.00 for payment of $40,000.00 down with balance at 5% interest for 7 years.

RADIO-NEWSPAPER BROKERS

WASHINGTON, D. C.

NATIONAL CAPITAL

Clifford Marshall

Washington Bldg.

enemy Tower

110 Sutter St.

San Francisco, Calif.

Aug. 8, 1955
### Professional Cards

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Address</th>
<th>Phone</th>
<th>Member AFCCE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JANSKY &amp; BAILEY INC.</strong></td>
<td>Executive Office</td>
<td>1735 De Sales St., N. W., ME. 8-3411</td>
<td></td>
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</tr>
<tr>
<td><strong>JAMES C. MCNARY</strong></td>
<td>Consulting Engineer</td>
<td>National Press Bldg., Wash., D. C.</td>
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<tr>
<td><strong>—ESTABLISHED 1926—</strong></td>
<td>Consulting Engineer</td>
<td>Paul Godley Co.</td>
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<td><strong>A. D. RING &amp; ASSOCIATES</strong></td>
<td>30 Years' Experience in Radio Engineering</td>
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<td><strong>GAUTNEY &amp; JONES</strong></td>
<td>Consulting Radio Engineers</td>
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<td><strong>COMMERCIAL RADIO ENGINEERS</strong></td>
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<td><strong>WELDON &amp; CARR</strong></td>
<td>Consulting Radio &amp; Television Engineers</td>
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<td><strong>PAGE, CREUTZ, GARRISON &amp; WALDSCHMITT</strong></td>
<td>Consulting Engineers</td>
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<td><strong>GEORGE C. DAVIS</strong></td>
<td>501-514 Munsey Bldg.</td>
<td>Sterling 3-4111</td>
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<td><strong>A. E. CULLUM, JR.</strong></td>
<td>Consulting Radio Engineers</td>
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<td><strong>GUY C. HUTCHESON</strong></td>
<td>1100 W. Abram</td>
<td>Arlington, Texas</td>
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<tr>
<td><strong>WALTER F. KEAN</strong></td>
<td>AM- FM Broadcast Allocations</td>
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<tr>
<td><strong>ROBERT M. SILLMAN</strong></td>
<td>1405 G St., N. W.</td>
<td>Executive 7-6646</td>
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<tr>
<td><strong>JOHN B. HEFFEFINGER</strong></td>
<td>815 E. 83rd St.</td>
<td>Niles 7010</td>
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<tr>
<td><strong>VIR N. JAMES</strong></td>
<td>SPECIALTY</td>
<td>Directional Antenna Proofs</td>
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<tr>
<td><strong>JOHN H. MULLANEY</strong></td>
<td>Consulting Radio Engineers</td>
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<tr>
<td><strong>GEORGE C. DAVIS</strong></td>
<td>Craven, Lohnes &amp; Culver</td>
<td>Munsey Building</td>
<td>District 7-8215</td>
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<tr>
<td><strong>LYNNE C. SMEBY</strong></td>
<td>&quot;Registered Professional Engineer&quot;</td>
<td></td>
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<tr>
<td><strong>ROBERT L. HAMMOTT</strong></td>
<td>Consulting Radio Engineer</td>
<td>821 Market Street</td>
<td>San Francisco 3, California</td>
<td></td>
</tr>
<tr>
<td><strong>J. G. ROUNTREE, JR.</strong></td>
<td>4515 Prentice Street</td>
<td>Emerson 3266</td>
<td>Dallas, Texas</td>
<td></td>
</tr>
</tbody>
</table>

## Service Directory

### Commercial Radio Monitoring Company
Mobile Frequency Measurement Service for FM & TV Engineer on duty all night every night.

**JACKSON 3500**

**P. O. Box 7037**

**Kansas City, Mo.**

### Capitol Radio Engineering Institute
Annexed Technical Institute Curriculum.

**2554 16th St., N.W., Wash., D.C.**

**Professional Broadcast, TV, Electronics engineering home study and residence courses. Write for Free Catalog, specify course.**

### Spot Your Firm's Name Here, To Be Seen by 75,956 Readers
- Among them, the decision-making station owners and managers, chief engineers and technicians—applicants for new, AM, TV and facsimile facilities.
- 1953 ARB Projected Readership Survey

### To Advertise in the Service Directory
Contact

**Broadcasting * Telecasting**

August 8, 1955 * Page 101
RADIO

Help Wanted
Manager

Manager and assistant manager for top metropolitan market with station specializing in negro programming. Must be strong in sales, willing and able to do better than average job. Prefer experienced, knowledgeable large markets and/or negro operations. Box 388C, B-T.

Eastern daytimer needs young married assistant manager immediately. Must have three years experience, car and be willing to take air shift during night. Assistant on air position guaranteed by end of year. Send tape, resume, references and recent photograph. Box 404C, B-T.

Manager-salene. New wk indie—Clarksdale, Miss. Needs very costly, well established salesperson—detailed-minded. Must have excellent personal sales record—top references. Make $200-$500 wq, with progressive broadcaster. Immediate. Call John McLendon—37830, Jackson, Miss.-46841 Clarksdale, Miss.

Salene

Wanted: Man or woman salene. $50 a week, plus 25% commission. Box 176A, B-T.

Can you sell 5000 watts on low frequency in good midwest market? Good commission and bonus. Pleasant working conditions. Excellent opportunity for experienced, ambitious man seeking permanent lucrative position. Box 371C, B-T.

5000 watt basic network station desires top-flight experienced salesperson who wants career with leading New England station. Must have ability to sell on basis of value and quality. Ideal working conditions. Please give complete business and educational background, salary requirements and other pertinent data in reply. Box 411C, B-T.

Experienced radio time salesman. Guarantee $380 and commission. Send references and photo. RCHJ, P.O. Box 494, Dunes, S. D.

Experienced salesman-announcer wanted. Emphasis on selling. Salary and commision, 1000 watt daytimer in Corpus Christi, KTEU, Tulia, Texas. Immediate opening for energetic and effective salesman. Salary plus incentive plan. Write or call BOX 361C, B-T. Box 725, WIG, 222 New British Avenue, West Hartford, Conn.

RADIO

Help Wanted—(Cont'd)

Announcers

Wanted: Personality; "country music" type preferred. Sell and do own show. 25% commission. Good regional station, active account list. Good salary first three months. State age, past experience. Include photo. Box 293C, B-T.

One of the top independents seeks top-notch country announcer. Must have excellent personality, salesmanship, Progressive station, major market. Box 308C, B-T.

Morning personality. Bright, cheerful type with strong music and sales orientation. Good salary first year. Major southern market. Box 333C, B-T.

Pennsylvania station needs 2 clean cut announcers at once. Send tape, details. Box 381C, B-T.

Staff announcer job August 15. Pay commensurate with ability, 1000 watt progressive regional NBC affiliate. Excellent opportunity for right man with air selling ability. Box 387C, B-T.

Competent staff man for kilowatt net affiliate. Great Lakes area. Good working conditions. Send photo, tape, resume. Box 382C, B-T.

Proven DJ with 1st phone needed Sept. 1st. Top-notch Ohio station. Good hours, good pay. Send resume—will ask for samples. Box 376C, B-T.

Hilarious DJ-flowing adlib, stage, TV acting experience. Informal slang, vernacular approach on charter—Cronyham, Midwest. Box 41A, B-T.

Announcer—$90.00 per week starting salary at top rated independent station in college town. Pad hospitalization, vacations, sick leave and retirement. Want experienced, production-minded announcer for permanent position with advancement. Position open August 21st. Send full details in letter with photo and tape to Kay Mella, Program Director, KAYS, Hayes, Kansas.

Announcer—first western music morning man for top rated DJ station. Engineering ability essential. Excellent salary and conditions. Top salary for right man. Send complete details, tape and references to WIPG, WIPG, 11910 S. Sepulveda Blvd., Los Angeles, Calif.-22200.

Announcer with first class license, experienced. Send history, tape and references by air to KMVY, Walla Walla, Wash. WIG, 1230 S. Union, Portland, Oregon.

Announcer. Want to program? Want to sell on side, commission basis? We need you. Experienced, toy weekly, plus talent and bonus incentives. Airmail or phone KRPK, Livingston, Montana.

Station KTBB—Tyler, Texas, can use immediately combination news and sports man, and good morning show man. Would consider combination salesman and show man. Write wire, or call, W. E. Dabomb, General Manager.

Announced for experienced radio and television sales position. Send background and references to WFLB, Fayetteville, N. C.

Wanted: Negro DJ with real showmanship and enthusiasm. Will work any format, any spot,任何 time. Send tape and resume immediately to Station WBE, Philadelphia, Pennsylvania.

First phone announcer, capable of assuming program director's spot. Top-notch independent. Permanent position. Send complete background data and tape. WPIC, Lake Wales, Florida.

Need good announcer immediately 7:00 to 12:00, right man. WMFC, Monroeville, Alabama, send tape and references to BOX 364C, B-T.

Immediate opening, announcer-engineer. Good pay, good working conditions. WMFC, Monroeville, Ala. Send tape and references.

Immediate opening announcer-engineer. Good pay, good working conditions. WMFC, Monroeville, Ala. Send tape and references.

First phone announcer, daytime 1st. $75.00 per week with chances for advancement. Immediate opening. Write or call WRCI, Richlands, Virgina.

Want best possible DJ-jazz dance music personality now. Write Box 5588, Tucson, Arizona.

RADIO

Help Wanted—(Cont'd)

Technical

Transmitter engineer, experience not necessary. Will consider second or third class cabinet conditions. State experience and salary. Write Manager, WCCE & WMFA, Box 424C, B-T.

WGVM, Greenville, Mississippi has opening for experienced chief engineer-announcer. Must be proficient in both fields. Salary open. Send full details immediately.


Chief engineer-announcer—new wk indie, Clarks- daile, Miss. Immediate opening. Man must cut young man, mid-South. Permanent position, excellent working conditions. Call John McLendon, 37830 Jackson, Miss.-46841, Clarksdale, Miss.

Production-Programming, Others

Want to learn news? Young, single announcer with good voice and delivery and some writing experience. Immediate opportunity. Write Box 376C, B-T. Appleton, Wisconsin.

Experienced and persuasive copywriter for net- work station in beautiful Texas resort city. Box 381C, B-T.

Wanted: Traffic secretary, typing and shorthand required. Previous experience helpful, but not necessary. Intelligent young announcer for permanent position in attractive working surroundings. Michigan radio station. Box 387C, B-T.

Wanted: Top-notch commercial continuity writer. Must be able to write clever, sales-oriented continuity. Send full particulars, age availability, salary requirements, picture and samples to Dales Phares, RTFM, Temple, Texas.

News reporter wanted. Must have news writing or newspaper experience along with ability to broadcast. Good opportunity. Full details in first box. CBN, New Bedford, Mass.


Situations Wanted

Manager

Just sold Florida 5 kw. Would like to be con- sidered as general manager for radio station mid- west. Preferably Ohio, Michigan, Indiana, Illi- nois, Illinois, Missouri, or Indiana. Will consider taking a nominal investment. Proven record. Have sales staff and will relocate to join me immediately. Write Box 346C, B-T.

General manager, 20-year veteran, desires re- location. Combination managerial-commercial-pro- gram position acceptable. Interested percentate basis payment. Best references. Box 31C, B-T.

Thoroughly experienced, 14 years all phases, now employed major network, desires key position with smaller operation. Box 494C, B-T.

Manager—long experience—qualified—direct sales or assist.—able—efficient. Box 422C, B-T.

Manager—building a new station? Make sure you have an experienced mature manager who as- sesses new station. Saves thousands from the start. Box 452C, B-T.


Salesmen

Aggressive young college graduate desires return to radio-television sales. Three years experience. Will relocate. Box 406C, B-T.

Interested in joining progressive station in sales or management. Desires opportunity to add to personal financial. Tired of present network position which suppresses initiative. Box 460C, B-T.

IN FARGO...

Just like many, many other areas, wide TV broadcasters interested. Have well-screened and highly trained personnel, have turned to Northwest Radio TV School, but don't you? You should. Don't use our FREE Radio-TV personnel service? Save TIME and MONEY! Our graduates are well trained and professionally trained in our studios using standard commercial equipment. We screen them, personal contact to you with complete details, as they fit your specific needs. Let us help you with your personnel needs. You can be sure of prompt, personal attention. Write or call COLLECT, John Birrel, Placement Direc- tor...

NORTHWEST RADIO & TELEVISION SCHOOL
1221 N. W. 21st Ave., Portland 9, Oregon

with schools in
HOLLYWOOD & CHICAGO & WASHINGTON, D. C. & PORTLAND
RADIO

Situations Wanted—(Cont'd)

Experienced DJ-announcer. Young, talented, college, car, third ticket, married. Stable, looking for spot with progressive station. Box 386C, B.T.

Announcer—tops in news—sports-special events 
commercial background—st. 30s—secure and hold listeners. Box 317C, B.T.

Top sportscaster, 8½ years experience in sports-conscious cities like Peoria, Omaha, and Houston, 1300 play-by-play broadcasts, baseball, football, boxing. Two seasons announcing Texas League games. Desires connection with station carrying other baseball, football, basketball. 32, family man, top references. Available September fifteenth. Box 332C, B.T.


Announcer with six years experience in many phases of broadcasting, new at announcing, recent school graduate, 3rd phone, smooth delivery, available in September. Box 386C, B.T.

Age 22, married with 1 child, deep mature voice. Now employed at 5kw network station in north-west. Experienced. Prefer discrimination but consider other. Partly handicapped. Operate any board, and will permit me build your main audience. Box 383C, B.T.

Employed, mature announcer wishes move up to progressive outlet. Veteran. Available immediately. Box 383C, B.T.

Announcer. Mature voice. First phone, 5 years experience, emphasis announcing. Box 386C, B.T.

Personable disc jockey, staff announcer, 13 months experience, single, travel. Box 386C, B.T.

First phone—4 years experience, married, veteran. Michigan (Detroit area) desired. Permanent. News or sports. Box 393C, B.T.


High-calibre announcer. Radio-television-newsprint background. Strong news, sports, commercials. Box 403C, B.T.

Young lady, colored, recent radio school graduate. Good voice, ambitious, dependable. Want a DJ show. Will prove this is not a man's world. Resume, tape. Box 468C, B.T.

Jerry Baxter is back, sir. Commercial specialty, news, DJ. Has 14 years experience. Box 468C, B.T.

Experienced metropolitan DJ announcer. Desires radio or tv on east coast. Box 414C, B.T.

Experienced announcer desires position with small congenial station in East. Box 415C, B.T.

Experienced Negro DJ, announcer. References. Box 415C, B.T.

Station staff—veteran, 24, married-dependable. Potential-smooth, friendly delivery for DJ—also news, sports, light experience. Tape, references. Box 417C, B.T.

Excellent news, strong DJ and commercials—hardworking, responsible—available immediately. Box 418C, B.T.

Announcer and control board. 1 year indie, 2 years network. All phases: base plus talent only. Audition disc available. Married. Box 493C, B.T.

Announcer, excellent news, good DJ, sells commercials. Tape and resume. Box 425C, B.T.

Announcer—DJ. College graduate, majored in radio. 18 months experience, presently employs desires permanent position. Veteran, 28, single, will travel. Tape, resume on request. Box 425C, B.T.

Radio-television-director. Five years experience, College degree. Prefer east, midwest, south. Available now. Box 426C, B.T.

News, sports, accent DJ. Veteran, degree, presently employed. Picture, tape on request. Box 426C, B.T.

Top beach announcer, family man interested in locating job-secure future. Box 433C, B.T.


RADIO

Situations Wanted—(Cont’d)


Top DJ . . . staff announcer. Former APRS traffic manager. SRT graduate. Limited civilan experience. Married. 29, 3 years experience, 4649 N. Mulligan Avenue, Chicago, Illinois.


Experienced announcer who can gather and write local news wants permanent Michigan job. TV commercials, 6 years play-by-play experience. Now working for personal interview. Nick Lauri, WPBB, Middletown, Ohio.

Announcer, personal, strong on music, news, commercials. Restricted ticket, tape, photo, resume on request. Will travel. George Mann, 3520 N. Ashland Ave, Chicago, Belmont 5-1784.

Sports-staff announcer, five years play-by-play experience. Looking for good opportunity in fall season. Frequently employed. Tape, resume on request. Mike Wyrn, Box 791, Logan, West Virginia.

One man radio and tv show: Network quality. National show now, comedy-western. Recording artist with ten years experience in radio and five in tv, work anywhere. Tape, photo, resume. Box 926C, B.T.


Technical

1st phone, 3 years experience in N. Y. State and N. Y. C. Available Sept. 1st. Box 373C, B.T.

Graduate engineer-announcer, plenty of experience. Box 375C, B.T.

Engineer, experienced, first phone, ham ticket, announcer, announcing, southeast preferred. Box 401C, B.T.

Engineer—first phone. Experienced am-fm, De- tires transmitter or studio work. War chief, engineer and installed one of largest fm stations in Midwest. Good references. Box 421C, B.T.

1st phone — no experience — vet — 23 — radio-telephone—grad—can travel. Peter Cap, 233 Cook Ave, Tonkawa, Okla.

Deejay, first phone operator-announcer—7 years experience—1½ years tv. Excellent references, desire permanent position—available immediately—trades & sales. Box 427C, B.T.

Programmer-Production, Others

Experienced program director—looking for: Opportunity, larger market, free reign in complete management cooperation. All replies answered. Box 338C, B.T.

Looking for a new spot in radio and tv. Combo, affiliate or independent, will send picture and tape. 4½ years experience, 1st phone. Married. California. Box 386C, B.T.

TELEVISION

Help Wanted

Managerial

Television commercial manager wanted in time for fall primetime planning, midwest outlet in active, growing market. Full resume, photo, first letter, references. Box 334C, B.T.

Announcer

Wanted: Staff and news announcer for established vhf station. 196 kw. NBC-TV affiliate. Complete attention being paid to all personnel. No telephone calls. Send audition tape and disc, recent photo, full details. KCEN-TV, Temple, Texas.

Technical

Growing TV has new openings for tv trainees or experienced engineers. Box 821C, B.T.

Experienced, capable maintenance engineer qualified in all phases of high power vhf operation. Contact Chief Engineer, WBFJ, Augusta, Ga.

Maintenance engineers familiar with DuMont equipment. Apply in writing, P. O. Box 4218, Centenary Station, Shreveport, La.

Programming-Production, Others

Newsmen with radio, tv experience, able to shoot film, write, appear on air, join established 1st man news staff in busy midwest market. Broad general background preferred. Box 393C, B.T.

Midwest television station, requires experienced traffic manager. Apply Box 395C, B.T.

Tv continuity writer needed at once. High power vhf with greatest coverage in state. Excellent opportunity to become part of fast growing tv operation. Need person with solid selling copy ideas. Box 386C, B.T.

Tv floor director-directed needed at once by high power vhf with greatest coverage in state. Need man with ideas and ability to work floor and do associated floor duties. Will use this man as director of director experience essential. Opportunity to grow with advancing station. Box 386C, B.T.

Tv copywriter for midwestern medium-market radio-tv operation. Box 396C, B.T.

SITUATIONS WANTED

Managerial

Experience counts, available immediately, experienced general manager and general sales manager. In television industry 7 years and has managed major market stations. Know thoroughly all phases of the business. For past 3½ years has been engaged for the purpose of planning, hiring and training staff for new station in 400-mile area. Free to putting station on the air. Had complete charge of design and layout of 3 staff and two production stations. Needs interested in getting into active market as general manager or general sales manager. Box 393C, B.T.

Salesmen

salesman, masters degree radio-television, 2 years experience tv and tv-film production, desires to sell tv films. Box 373C, B.T.

THAT'S WHAT YOU CAN EARN AS MANAGER OF OUR TOP RATED SPECIALIZED RADIO STATION LOCATED IN ONE OF THE SOUTH'S LARGEST CITIES

Starting base is $10,000 plus a percentage and bonus which can earn you a realistic $18,000. Station currently operating in black but terrific potential not realized. Format beamed principally at large Negro population. Ratings and personalities are excellent. We want a manager who is hardy and develop hard-hitting, aggressive sales position. Position is open now. Write giving full history. Application treated in confidence.

Box 300C, B.T.

P. S: We can also use a good salesman at $6,000 to start.
TELEVISION

Situations Wanted—(Cont'd)

Announcers


FOR SALE—(Cont'd)

Equipment

Two RCA TK50 film cameras MI-2850 (modified programmer and edge light per RCA), 2 camera pedestals MI-28506, 3 camera controls MI-28705, 1 multiplier MI-2841, 1 PC, 475-1A switcher, ITA-10A mixer amplifier and 1 type 715-B optical, 8 Allen & Glenn four lamp and 3 eight lamp instant start slimline fluorescent fixtures with external ballasts, 2 Rigi-lite TV64CRG slimline fixture on roller caster. All the above in good condition. Full details on request. Charles Jeffers, WOAI-TV San Antonio, Texas.

General communications complete, 6-channel with 3 pre-amps—program and monitor plug-in amps—and 6 remote units. Great condition. All professional. No reserve. Box 389C, B-T.

WANTED TO BUY

Stations

All or control of radio station in 12,000-30,000 southern town. Excellent. Reasonable terms. Box 406C, B-T.

Want to lease profitable radio operation. All locations considered. Box 397C, B-T.

Financially qualified, experienced and successful station owner wants to buy for cash or terms—am fan in one or two station market in Pennsylvania or New Jersey. No brokers, all replies confidential. Box 630C, B-T.

Have up to $26,000 for down-payment on station in midwest, southwest, southeast. Experienced. References, direct or broker. Write in confidence. J. D. Hill, 4393 North Woodlawn, Milwaukee 11, Wisconsin.

Attention station owners. I have clients waiting for metropolitan stations, cities over 200,000. Current billing not important. Texas, Oklahoma, Arkansas, Missouri, Kansas, Ralph Erwin, licensed broker, Box 811, Tulsa, Oklahoma.

FOR SALE

Stations

Mississippi local, $30,000; Tennessee daytimer 60-70 thousand; Texas single station market $25,000. Terma. Paul H. Chapman, 81 Frachtree, Atlanta.


Exclusives. Hitings. Radio stations. Arkansas, Texas, Oklahoma, Missouri, Kansas. Also available, Ralph Erwin, Broker, Box 811, Tulsa.


Am and vhf. New England area, a good buy. Contact Ed Harris, Ware, Mass. Phone Ware 431-36.

Have many profitable southeast radio and tv stations for qualifying buyers. J. T. Snowden, Box 129, Augusta, Georgia.

RADIO SALES SICK? I CAN SELL YOUR TIME!

... and show your staff how, or set up staff, large or small market. I come high, and I earn it. Require comfortable living income at start on substantial percentage. 15 years radio and tv. 11 years 1 station. High integrity and performance record. Now located in Florida. TV inquiries also invited. May invest capital eventually. Box 396C, B-T.

INSTRUCTION


RADIO

Help Wanted

Salesmen

EXPERIENCED radio salesmen wanted immediately with top references. Good paying situation. Send full details to Dave Button Manager Radio Station KVP Artesia, N. M.

WANTED


Situations Wanted

Managerial

Attention West Coast!

20-year veteran Midwest Radio-TV Manager returns to the West. There to apply know-how in sales, programming, production, film buying, etc. in medium market. 44, well-known broadcast and tv executive, 12 years with present station. What have you?

Box 361C, B-T.

TOP SPORTSCASTERS

AVAILABLE SEPTEMBER 1st

Sports Director, 5 kw AM-TV in Southern capital. 8 years play-by-play includes minor league baseball past 6 seasons at present station, along with major college football, basketball, boxing (major Bowl and NCAA Tournaments). Current top-rated sports shows on sale. On-air tapes of all events available. Finest references. Accept sound Sports Director's position or individual play-by-play assignments.

Box 376C, B-T
HELP WANTED

Good Art Director and design man for leading southern VHF station wanted immediately. Excellent opportunity for man with creative ideas and ability to implement them. Write, wire or call Program Director, TV Station WABT, Birmingham, Alabama.

SITUATION WANTED

Responsible young married man with progressive ideas and thorough knowledge of radio and television writing, production, and management desires position as television or radio newsroom floor manager in small or new operation. Willing to double up on jobs. Master's degree in telecommunications from University of Southern California. Veteran. Currently with West Coast network. Available August 15.

Box 386C, B-T

FOR SALE

FOR SALE!
TELEVISION
STUDIO EQUIPMENT

Purchased new by us and never in broadcast use. Will make attractive proposition on entire lot.

COST:

1 G-E Plm Camera Channel, Type-6 $11,500.00
1 G-E Studio Channel, Type-6 4,000.00
1 G-E 16 mm Projector 7,000.00
1 G-E Synchronizing Generator 4,150.00
1 G-E Color Monitor Console incl. TV-8-A Monitor 2,500.00
1 G-E Program Switching Panel 2,500.00
1 G-E Electronic Video Mixer, TV-8-A 1,600.00
1 G-E Power Supplies, TP-12-A, 2,500.00
1 G-E Color Monitor, Type-6, 2,750.00
1 G-E Cabinet Rack, FR-1-A, 1,300.00
1 Dummitter 950.00
1 Camera, complete with accessories incl. Lens 3,250.00
2 Used, liked, good and Case (Never Used) $49,150.00

Contact: Water Mayer Station KXOA
Sacramento 13, Calif.
Phone Whaba 5-2717

TELEVISION
Help Wanted

Programming-Production, Others

HELP WANTED

TELEVISION

TELECASTING

FOR THE RECORD

August 2 Decisions

BROADCAST ACTIONS

By Broadcasting Bureau

Actions of July 29

WTVY (TV) Dothan, Ala.—Granted mod. of cp to change corporate name to WTVY, Inc. WHP-FM Harrisburg, Pa.—Granted license for new fm station.

KHFY (FM) Albuquerque, N. M.—Granted license for new fm station.

WTRX-FM Belleair, Ohio.—Granted mod. license covering changes in format.

WRQV-FM Roanoake, Va.—Granted STA for waiver of rules to permit station to remain silent until 10/31/55.

Following were extended completion dates as indicated:

WTIQ (TV) Muncie, Ind., to 2-23-56; WDIJ (TV) North Pole, N. Y., to 2-26-56; KDIT-TV Idaho Falls, Idaho, to 3-26-56; KGRC-TV Houston, Texas, to 2-10-56; WOKW-TV Madison, Wis., to 2-23-56; WDBM-FM Harrisburg, Pa., to 2-23-56; WNPW-TV Newport, Ky., to 2-15-56; WURV-TV Green Bay, Wis., to 2-25-56; KDIT (TV) Beaumont, Texas, to 2-23-56.

Actions of July 28

WSSB Durham, N. C.—Granted license covering installation of left-hand antenna.

WEMR Emporium, Pa.—Granted authority to operate station by remote control.

Actions of July 27


WGJW-FM Newport News, Va.—Granted STA for waiver of rules to permit station to remain silent for period ending March 15.

Following were granted mod. of cp’s for extension of completion dates as shown:

WNGC, Pensacola, Fla., to 2-21-56; WFNX Phoeix City, Ala.-Columbus, Ga., to 10-9-56; WHTI-Terre Haute, Ind., to 5-12-56.

Actions of July 26

WCHT Chattanooga, Tenn.—Granted mod. of cp to change ant. trans. and studio location.

WGHF New York, N. Y.—Granted authority to operate trans. by remote control.

Following stations were granted extension of completion date as shown:

WGMS Bethesda, Md., to 5-15-56; WQTO Haines City Fla., to 2-15-56; WDNY Superior, Wis., to 3-26-56; WTVY New Haven, Conn., to 1-16-56; WTVY (TV) Thomasville, Ga., to 1-16-56; WTVY (TV) Tuscaloosa, to 2-8-56; WHID-TV Detroit, Mich., to 1-16-56.

FOR SALE—(Cont’d)

INSTRUCTION

FCC 1st PHONE LICENSE
IN 5 TO 6 WEEKS

THE ORIGINAL INTENSIVE "DOOR OPENING COURSE"

OUR INTEGRITY PROVEN

Check the school that others try to copy.

WILLIAM B. OGDEN
1150 W. Olive Avenue
Burbank, California

BE TAUGHT—NOT TOLD
UNDERSTAND—NEVER MEMORIZE

Over 1600 successful students in NINE years

Contact: WM. B. OGDEN
Phone 8-1160

FOR SALE

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbus Blvd.
Portland, Oregon

PRE-PAID POSTAGE

SEPTEMBER

Purchase or lease a complete antenna and tower installation.

WE BUY USED TOWERS

UPCOMING AUGUST


Whelk Clubhouse, Pensacola, Fla.; KDMS El Dorado, Ark.

WILL—Duty; empty; 1-26-56; WARM-TV Scranton, Pa., to 2-11-56; WNLC-TV New London, Conn., to 1-16-56; WQHI-TV Scranton, Pa., to 2-11-56.

Action of July 22

KRNT-TV Des Moines, Iowa—Granted STA to operate commercially on ch. 8 for period ending June 15, 1956.

Action of July 21

WLLD-TV Dubuque, Ia.—Granted STA Operate on ch. 12 for period ending Aug. 10.

August 2 Applications

Accepted for Filing

Modification of cp

KWRC Forest Grove, Ore.—Seeks mod. of cp (as mod. which authorizes increase in power) for extension of completion date.

Remote Control

WIAM Williamson, N. C.

Renewal of License


August 3 Applications

ACCEPTED FOR FILING

License to Cover cp

WICO Essex, La.—Seeks license to cover cp which authorized new standard station.

WJAC Johnson City, Tenn.—Seeks license to cover cp which authorized new standard station.

KRWC Lewiston, Idaho—Seeks license to cover cp which authorized increase in nighttime power and day DA, changes.

RCHE Charleston, N. Y.—Seeks license to cover cp which authorized installation of alternate tower.

WWRL New York, N. Y.—Seeks license to cover cp which authorized installation of alternate tower.

WPPD Darlington, S. C.—Seeks license to cover cp which authorized new standard station.

KTHE Thermopolis, Wyo.—Seeks license to cover cp which authorized new standard station.

WYFX-Detroit, Mich.—Seeks license to cover cp which authorized changes in licensed station.

WFH-FM Buffalo, N. Y.—Seeks license to cover cp which authorized new station.

Renewal of License

WHRC Canton, Ohio; WTRFM Coldwater, Mich.; WSTR-FM Sturgis, Mich.; WTM-FM Lima, Ohio; WCLW-FM Springfield, Ohio; WIAM Youngstown, Ohio; WQYF (FM) Gary, Ind.; WDTT (FM) Detroit; WLW-FM Cincinnati, Ohio; WNBK (TV) Cleveland, Ohio; WLCO (TV) Columbus; WSDF (TV) Dayton, Ohio; WSFD-TV Toledo, Ohio.

Modification of cp


WBLK Clarksburg, W. Va.—Seeks mod. of cp (as mod. which authorized mounting tv antenna on top of am tower) for extension of completion date.

UPCOMING SEPTEMBER

Sept. 2-4: National Agricultural TV Clinic, U. of Missouri.

Do Nothing Session

JOINT first session of the 84th as the “do nothing” Congress where broadcasting is concerned. Not even two “sure things”—the amendment of Section 309 (c) which gives an automatic hearing to an economic objector and which resulted in legalized black-mail, or the salary increases for FCC commissioners and top echelon staff—got through before the final gavel last Tuesday.

Broadcasters, having responsibilities transcending those of any other communications media (and presumably influence to match), were given shoddy treatment by the nation’s lawmakers. The Senate Commerce Committee, which handles such legislation, saw to it that dozens of bills dealing with shipping, aviation, railroads, buses and other modes of communications and transportation, got through. But broadcasting? Lots of lip-service, dozens of bills introduced, but nothing of consequence enacted by the Senate.

Who killed the 309 (c) amendment is probably of no greater importance than who killed cock robin, now that the session is ended. It is worthy of note, however, that the combined efforts of many broadcasters and of the FCC couldn’t cope with the objections of a few dissidents who, for reasons of their own, did not want the FCC to have the discretion in determining whether or not hearings should be held on grounds of economic injury, however insubstantial or remote the cause might be.

It is our notion that if Congress doesn’t want to give the FCC the authority to determine when evidentiary hearings should or should not be held, as well as who the FCC Commissioners give the licensing responsibility to a single low-salaried administrator, and let the courts decide who gets what. As things stand now, the U. S. Court of Appeals has assumed that jurisdiction under 309 (c) by sending practically every case appealed on the economic issue flying back to the FCC for full evidentiary hearings.

...The Ghost Should Have Walked

This month the FCC is on “vacation,” which means that during August no regular Commission meetings are scheduled, although the staff will “process” as usual. But a survey of FCC members indicates that with one exception (Chairman McConnaughey) the commissioners do not know what they’re going to do.

Chairman McConnaughey is in Europe on semi-official business planned months ago. The others have no definite plans, perhaps because they can’t afford a vacation. A month before the session ended Congress received from the White House an executive pay raise bill which would have boosted FCC pay from $15,000 to $20,000 per year. The bill failed to get through the Senate in the race for adjournment. The administration is blamed for not getting the Senate action on the press months earlier.

Congressional salaries were increased this year to $22,500 amid anguished walls that a legislator couldn’t live for less. Commissioners and key staff members have to live too. The government has found it increasingly tough to attract and retain competent officials. Many of those it has retained have hung on in anticipation of increases.

This unconscionable attitude, plus the dereliction on Section 309 (c) plus the failure to get off the ground on the so-called television investigation add up to a big goose-egg for broadcasting at the first session of the 84th.

The Other Side of the Street

IT IS altogether admirable that an FCC commissioner should make a special trip to New York, as did FCC Comm. Robert E. Lee, to learn something about the advertising side of broadcasting. As he explains in the exclusive interview in this issue (page 35), Mr. Lee is now familiar with some of the rudiments of timebuying. He now has a broader understanding of the business which he helps to regulate than he had before his trip.

As we say, it is admirable that Mr. Lee, as an individual commissioner, should take it upon himself to expand his knowledge of radio. It is also regrettable that his trip was so time consuming. The journey clearly illustrated how wide is the gap of understanding between the government agency which regulates broadcasting and the people who provide its financial support. We venture that some other commissioners would find it possible to learn something from similar contact with buyers of time.

Mr. Lee is not stupid. He has served on the FCC almost two years, in the course of which much regulatory history has been made. That an intelligent man could emerge from such an experience and still be unaware of the principles of broadcast advertising is an indictment of Commission operations. In all the proceedings which have come before the Commission during Mr. Lee’s tenure there was none to provide him with an insight into that most fundamental element of the radio-tv business—advertising.

It would be silly, of course, to advocate that the FCC call in a panel of advertiser or agency representatives to help out with its decisions. It is equally silly to think that the Commission can regulate with wisdom if it does not have at least a general understanding of what the business is all about.

To be sure, the FCC has no right or authority to regulate the rates or other business practices of broadcasting, and it should never be given such jurisdiction. But the FCC would be able to work better within its proper regulatory function if it had more knowledge of all features of radio and tv. We suggest it would be wise for all commissioners to seek informal exchanges of information with executives in the agency-advertiser field.

Jimmy Isn’t Harping Any More

FOR months now, not one peep from Petrillo. He hasn’t berated a single broadcaster for blurring the lines of his bandmen. No newspaper cartoons, either, depicting him as the czar of the musical realm blasting a sour note on his trusty trumpet.

The summer doldrums do not cause us to return the name of James Caesar to these columns, after an inordinately long absence. Maybe we’re restive, and feel we should beat him to the punch.

While broadcasters haven’t been hearing from Jimmy, the public has. Tune in almost any time and, if you’re listening to a network band pickup, it’s even money you’ll hear a sign-off credit running something like: “This musical program came to you through the courtesy of the American Federation of Musicians, James C. Petrillo, president.”

Which causes us to wonder why the credit line? Musicians are well-paid—something like $242 per week for a 24-hour week. (That leaves them time for other pursuits.) And under contracts signed last year, the musicians get an automatic 10% pay boost on Feb. 1, 1957.

Our point is that the networks have created bad precedent in giving the AFL (and President Petrillo, himself, in person) such recognition. What do Jimmy’s well-paid musicians have that other union minions do not? Isn’t there danger of chain-reaction? We shudder to think what might happen if all the unions (and their heads) working in the broadcast field, asked for similar credits.

Neither Mr. Petrillo nor his AFM is performing for broadcasting as a “courtesy.” They are getting darn well-paid for minimum work. They never had it so good.
in Washington, D.C.*

WWDC has the second biggest audience in Washington—12 hours a day, 7 days a week! At WWDC's low rates, it's really first—on a results-producing basis. Get the whole story from your John Blair & Co. man.

*Complete Pulse: In-home Jan.-Feb. 1955; Out-of-home Jan. 1955 - 6:00 AM to 6:00 PM
a rich market...
and the combination that opens it BEST!

You can open a safe (eventually) with a combination of hand tools—cold chisel, sledge hammer, blow torch, and steel drill. But you don't. Not when you have THE combination!

That's how it is with the Central South—a rich $2,713,371,000 market—more powerful in consumer spending power than the cities of Baltimore, Buffalo, Minneapolis, Cincinnati, or Houston.

At first glance the Central South is an apparently tough market for the time buyer to reach and sell. It's an extended market composed largely of small towns.

If you attempt to cover it with a combination of another Nashville radio station plus small town stations or with a combination of a Nashville newspaper and small town papers, the cost is three to fifteen times as high as WSM rates. And TV viewers in this market represent less than half the buying power of the Central South.

There is only one combination that opens this rich market at a cost within the bounds of the sensible advertising budget. That's WSM's unique combination of power, talent, and specially tailored programming.

May we prove this to you?

We would like to put into your hands a new brochure about the Central South entitled "The Mystery Market."

It shows the relative costs of advertising in this market for all major media. We believe it contains facts and figures not found in the files of even the most experienced time buyers. May we send you a copy?