ALL 3 SEE
EYE-TO-EYE-TO-EYE

KOWH is the answer in OMAHA

50.3%! That's the average share of audience Hooper (August-September) gives KOWH. Latest Pulse for Omaha-Council Bluffs gives KOWH top spot in every time period. Ditto Trendex. KOWH has placed first in audience year after year . . . gradually increasing its first-place dominance, until now KOWH is first in every time period of every survey in the Omaha market. Mid-Continent ideas, programming and excitement plus good coverage (660 KC) are working hard and getting results for national and local advertisers. No matter which rating habit you have—you can feel secure with KOWH because all 3 see eye-to-eye-to-eye. Chat with the H-R man, or KOWH General Manager Virgil Sharpe.

KOWH
OMAHA

Mid-Continent Broadcasting Company

President: Todd Storz

WHB, Kansas City
Represented by
John Blair & Co.

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

KOWH, Omaha
Represented by
H-R Reps, Inc.
Commander C----, Radio-tv-man Extracurricular,
Arrives Early This Year For the Husking Bee

Who is the distinguished man with the proliferating beaver? Good friends, it will pay you to watch for him in a few months. Neither rain, nor snow nor gabled thatch shall stay his arrival on the fin-de-l’année scene.

But wait! Why is he making his distinguished appearance in October?

Dear people, the locale is Iowa, where the elixir of heady incomes (average gross income of an Iowa farmer: $12,000 a year), the vast prospects (Mr. Ave. Ia. Farmer owns his farm, which is about 178 acres big and worth about $35,000), and practically unconstitutional schleppervescence*, make it Christmas all the time. Ah, connoisseurs, you guessed it! He's Commander S. Claus, come to shop at the WMT Stations, completely by-passing (the gay dog!) our national reps, the Katz Agency.

*roughly translated: Stoop-shoulderlessness derived from carrying moola to the emporium.
“Here’s a tip…”

WJIM-TV
Lansing
Covering more of Michigan than any other TV station!
bird's-eye views of a $5\frac{1}{2}$ billion prospect for you

These five important metropolitan areas plus countless industrially rich cities and towns make this vast WGAL-TV market area a multi-billionaire prospect for your advertising dollar. Use WGAL-TV to reach three and half million people with an effective buying income of $5\frac{1}{2}$ billion. Share in the more than $3\frac{3}{4}$ billion they spend for retail goods annually.

WGAL-TV
Lancaster, Pa.

NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representatives
MEEKER TV, Inc.
New York
Los Angeles
Chicago
San Francisco
BIG JOB OPEN • Though Radio Advertising Bureau's nominating committee met last week, quest for president is not ended. President Kevin B. Sweeney, who served notice months ago he wanted to be relieved when term expires end of this year, has now been offered five-year contract to continue but has not signed. It's understood, however, that Joseph E. Baudino, Westinghouse Broadcasting Co., has agreed to serve another year as RAB board chairman.

GROVE LABS subsidiary, Clayton Labs, will produce and sell new product, Citroid cold remedy, containing new BIO-Flavonoid that is understood to be biggest thing to hit cold remedy market since introduction of anti-histamines. Dowd, Redfield & Johnstone, New York, agency named to handle the account, is preparing selected group of markets for television campaign which will get underway sometime early in November.

POLITICAL ACCOUNTS • Democratic National Committee is looking for advertising agency to handle 1956 presidential campaign with about dozen agencies under consideration. Norman, Craig & Kummel and Benton & Bowles have been looked at closely, but not to be ruled out yet is Joseph Katz Co., nominally current agency for Democrats although inactive on account since 1954 elections. GOP National Committee indicates it is satisfied to keep BBDO, its agency in both 1952 and 1954.

WHY do consumers balk at buying color tv receivers? Aside from retail price and high costs of color servicing, Videotown interviewers (see story page 50), reportedly found many dealers who themselves discourage buyers because they cannot assure servicing, regardless of contract price.

BIG-SCREEN SHEENA • Another television program will become feature movie, Hollywood will learn today (Monday) with announcement that ABC Film Syndication's Sheena, Queen of the Jungle starts production in February as CinemaScope color film. Co-producers of TV series, Don W. Sharpe and Nassour Studios, will do theatre version.

MGM is revamping writing and production of MGM Parade on ABC-TV to better integrate commercials for Pull Mall and General Foods. Sponsors also reportedly feel inside look at studio films is overdone and want more live action in $40,000 weekly package, not to mention better shake for sales messages.

COMMERCIAL CLAMOR • American consumer industries operating in Europe are espousing commercial radio and television everywhere. They have found broadcast media most effective in promoting sales, even with primitive methods used and rigorous limitations imposed by various state-controlled, or state-connected operations.

TREND toward full-scale commercial radio and television in Europe (story page 118) is bringing more and more equipment manufacturers and program suppliers to continent to appraise market potential. Old line manufacturers have had offices in various European countries since World War II, but other smaller companies now are exploring field with prospect that branch offices will be opened or sales arrangements made with independent contractors.

JADED JOURNALISTS • Biggest radio- tv party season in history has Hollywood radio- tv editors and columnists red-eyed for lack of sleep. Party-going has become such fatiguing chore that guests are beginning to complain. One major agency plans next year to cut down parties, intent some other way to direct news people's attention to debuts of new shows.

CHARLES WILDS, former N. W. Ayer & Son supervising timebuyer, has decided to headquarter in Lausanne, Switzerland, after exploring continent for two months. He plans to enter advertising-merchandising consultancy, and is understood to have one substantial American account, expanding into Europe, already aligned.

CHIT-CHAT ONLY • When Comr. Doerfer urged uhf delegation to get down to cases Friday, following reading of statement on uhf position (see story page 80), Benito Gaguine, Washington attorney for several uhf broadcasters seeking deinterleaving, jumped to feet, objected vigorously on grounds these cases were officially before FCC and no ex parte discussions were permitted. Acting Chairman Hyde ruled Mr. Gaguine correct. This left both sides without any significant subjects to talk about so after desultory discussion, meeting was adjourned. Time: About 60 minutes.

HOLLYWOOD film makers' top talent problem this season is not name actors but production crews. New surge of tv filming has caused employment problems equaling troubles electronic and aircraft industries have in finding enough engineers. Film producers are finding solution in signing crew to regular contracts as though they were stars.

STARTING A STAFF • First member of FCC network study staff was named but not announced last week. He's Ashbrook Bryant, from Hearing Division, Broadcast Bureau. Meanwhile Roscoe L. Barrow, U. of Cincinnati Law School dean, chief of staff on study [B&T, Sept. 26], is still seeking outside people to fill up working staff. Dean Barrow explains he has completely open mind, hopes to do "comprehensive" study so Commission has all facts in case it wants to do anything. Job being done under guidance of four-man FCC committee, headed by FCC Chairman McConnaughey.

RUMORED as definitely under FCC consideration, at executive Committee meetings, is plan to move budget and planning functions, headed by Robert Cox, under Office of Secretary. Such action would give latter office, directed by Mary Jane Morris, more authority than it ever enjoyed and would concentrate administrative load.

RADIO-TV SPLIT • Look for announcement from ABC separating its combined radio and tv station relations departments into distinct entities. Move is said to result from increased activities in television. Network also is planning to reactivate post of ABC-TV eastern sales manager, with Bill Gillogly of ABC-TV's Chicago sales staff slated to move into that position.

PROMOTION is in offing for Joseph O. Meyers, longtime NBC news editor, currently serving as headquarters chief of NBC radio-news department. Mr. Meyers is set to be advanced to manager of NBC news under Bill McAndrew, director of NBC news.

RELIGIOUS QUESTION • Interest of National Council of Churches of Christ in America in license renewal of WTTX New Orleans [B&T, Sept. 12] may have implications beyond specific case. WTTX renewal was made over dissent of Comr. Doerfer who cited lack of religious, educational and discussion programs. National Council last week asked FCC to "clarify" action and how lack of such programs fit in with meaning of "public interest, convenience and necessity." Will stations' percentage of religious time be questioned by church bodies? That's worrisome question in some broadcasters' minds.
When you pick up the check for time on 50,000-watt KTHS, you're buying coverage of a lot more than Metropolitan Little Rock.

KTHS pays off—in Cash (Ark.), for example. This little Craighead County town isn't much of a market in itself. But combined with hundreds of other hamlets, towns and cities, it helps account for KTHS's interference-free daytime coverage of more than 3,370,000 people!

In Arkansas, use the BIG radio value—KTHS, Basic CBS in Little Rock.

KTHS 50,000 Watts
CBS Radio

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

Represented by The Branham Co.
Under Same Management as KWKh, Shreveport
Henry Clay, Executive Vice President
B. G. Robertson, General Manager
HALF-DOZEN MBS EXECUTIVES LEAVING AS PART OF 25% PERSONNEL CUTBACK

MAJOR reorganization involving approximately 25% cutback in Mutual network personnel was authoritatively reported Friday, effective immediately.

Executives reported leaving included E. M. (Pete) Johnson, MBS vice president in charge of production, station relations and engineering, and widely known industry figure; Bert Hauser, vice president formerly in charge of co-op programs; Roy Danish, vice president currently heading co-op department; Ted Kirby, audience promotion manager; Thomas Duggan, station relations; Harold Algs, manager, press information department. Total number being let out reportedly at 20.

Designed as "belt-tightening," move was attributed largely to desire to channel more money into programming.

Co-op department, it was reported, is being merged with two others, part going into station relations under Dieter; Robert Carpenter and part into sports department under Vice President Jack Burnett. Engineering department, described as "not large anyway," was said to be cut "way down," with no head named with departure of Mr. Johnson. Press information department, directed for both Mutual and General Teleradio by Frank Zuzzulo, also being reduced.

Robert Schmid, vice president in charge of advertising, public relations and research, said to be continuing in that post but it's understood he may also take on executive duties with allied RKI Radio Pictures. Herbert Rice, vice president formerly in charge of program but more recently concerned primarily with owned-station affairs, was reportedly assigned to o&0 duties almost exclusively.

CREATIVE BUYING, SELLING CONSIDERED AT RADIO ADVERTISING CLINIC FRIDAY

(Detailed presentation of earlier speeches begins on page 36.)

FIRST Radio National Advertising Clinic ended last Friday (see story page 32) with sessions devoted to creative buying and selling and to ways and means of increasing radio's share of national advertising dollar.

Reliance on jingles and other "gimmick" types of radio commercials was scored Friday by M. Belmont Ver Standig, head of his own Washington (D. C.) agency. He urged use of "straight sell" copy, citing own policy of pre-testing and post-testing to find out what consumer wants.

Phil Davis of Phil Davis Musical Enterprises, New York, on opposite side of fence from Mr. Ver Standig on importance of "jingles," stressed "limited possibilities" of musical arrangements—not jingles alone—to create and maintain sales.

Robert Kirschbaum, radio-tv chief of Grey Advertising, New York, also spoke up for singing commercials. He detailed development of Chock Full O'Nuts coffee campaign which raised that brand to third place in highly competitive New York market in nine months—despite fact its budget was "infinitesimal" compared to those of other brands.

Good jingle was described by Andrew J. Love Jr., president of Andy Love Productions, New York, as one that is "believable" and inspires confidence. He urged relative simplicity. John Swazy, supervisor of radio-ty commercial copy for Young & Rubicam, New York, deplored "sameness" in commercials, which he said are much different today from those of 10 years ago.

Roger C. Bumstead, media director, David J. Mahoney Inc., New York, stressed that creative timebuying requires selling effort by agency on need for it, emphasis on "common sense," better broadcast research, resistance of interference by "untrained personnel" in work of media department, and better pay and better training for personnel.

Successful radio campaign to increase newsstand circulation of Life magazine was outlined by Martin J. Murphy, associate media supervisor, Young & Rubicam. He said radio was chosen largely because of its flexibility.

R. C. Maddux, radio-ty director of C. L. Miller Co., New York, explained value of buying radio effectively on regional basis. Radio billings of C. L. Miller Co. doubled this year, he noted. Ernest Hartmann, radio-ty supervisor, Lennen & Newell, New York, attributed effective use of post-midnight radio by American Airlines to three factors: prestige account, prestige programming, prestige medium.

Robert H. McKenney, account executive of Campbell-Ewald, New York, described purchase and development, over three-year period, of General Motors Acceptance Corp.'s weekend spot radio program on WNEW New York. John Asch, research director, Eugene Stevens Co., New York, described success agency has had in obtaining direct mail orders for book on auto care by piling its network radio broadcasts directly against highly-rated tv shows.

Two-day clinic wound up Friday afternoon with closed session in which RAB members heard President Kevin Sweeney in presentation which reportedly enumerated radio selling's "deadly sins" as including over-emphasis on ratings; working on too few prospects; making too few calls at advertiser level and failure to sell local decision makers (district managers, brokers, etc.); use of too few salesmen and having single sales manager handling national and local accounts on radio and tv; too much intra-mural competition for radio business.

BROADCASTING • TELECASTING

at deadline

• BUSINESS BRIEFLY

ARMOUR SHIFTS • John W. Shaw Adv., Chicago, resigns Armour & Co. accounts (refinery, margarine, dairy, poultry, soap and frosted meat divisions) effective Dec. 31 (CLOSED CIRCUIT, Oct. 10). Accounts are expected to be shifted to one or more of other agencies now handling other Armour products—Fatham-Laird, N. W. Ayer & Son and Foote, Cone & Belding.

CIRCULATION BUILDING • Curtis Publishing Co., Philadelphia, effective Nov. 1, is placing three-day radio spot announcement campaign in 75-80 top U. S. markets, using approximately 300 to 400 stations, to promote special issue of Saturday Evening Post (published Nov. 1) carrying article on and by Arthur Godfrey. Publisher is also beginning five-day radio spot campaign in five regional Virginia markets, using approximately 20 stations and starting Oct. 18, to promote special article on State of Virginia in November issue of Holiday. Agency is BDDO, N. Y.

ANOTHER FOR NASH • Nash cars, through Geyer Inc., N. Y., will run another five-day spot announcement campaign Oct. 24-29 using same list of radio stations used in earlier campaign.

NEW PRODUCT PUSH • Vienna Sausage Mfg. Co., Chicago, is launching campaign to promote new vacuum-packed products. Radio and tv will be used. Agency: H. M. Gross Co., Chicago.

AGENCY NAMED • Drug Research Corp., N. Y., manufacturer of Sustamin 2-12, arthritic remedy, names Kastor, Farrell, Chesley & Clifford, N. Y., to handle its advertising, effective immediately.

STAFFS OF LIFE • Roman Meal Co. of Tacoma, Wash., names Roy S. Durstine Inc., N. Y., to handle advertising for its bakery division as well as continuing with its cereal.

DAIRY DOINGS • Kendall Mills (milk filter) through Humphrey, Alley & Richards, N. Y., is placing radio spot announcement campaign in 12 milk producing areas, mostly in middle west, effective Oct. 31 for nine weeks.

Two More Sponsors Buy CBS-TV Extended Markets

TWO national advertisers signed last week for complete list of 22 stations comprising CBS-TV's Extended Market Plan, network sales vice president William H. Hylan and EMP sales manager Terrence McGuirk announced Friday. They said Miles Labs added EMP stations to list for its Bob Crosby Show (Tues., 3:45-4 p.m. EDT) and Garry Moore Show (Tues., 10:10-11 p.m. EDT) while Anheuser-Busch ordered EMP outlets for its Damn Runyon Theatre (Sat, 10:30-11 p.m. EDT). Agency for Miles Labs is Geoffrey Wade Adv., Chicago; for Anheuser-Busch, D'Arcy Adv., St. Louis.

Signing of these two means EMP stations—group of small-market affiliates for which relatively low network rates have been established to attract advertisers and thereby bring these stations more into overall tv picture—will be carrying some or all of 46 programs for 40 advertisers, officials said.

October 17, 1955 • Page 7
it takes KPTV·Portland's Television Giant to cover the Oregon scene!

TOM HARKER, V.P., National Sales Director, 118 E. 57th St., New York, Eldorado 5-7690
BOB WOOD, National Sales Manager, 118 E. 57th Street, New York, Eldorado 5-7690
LEW JOHNSON, Midwest TV Sales Manager, 230 N. Michigan Ave., Chicago, Franklin 2-6498
GAYLE V. GRUBB, V.P., West Coast Sales Manager, 111 Sutter St., San Francisco, Gilliter 1-5631

Represented Nationally by NBC Spot Sales
Telecasters Fear Increases In AT&T Relay Charges

PROBLEMS of music license fees, AT&T microwave tariffs and poor physical quality of film were discussed Friday noon at NARTB Region II meeting by panel on business of television (see earlier story page 66). Donald W. Thoronburgh, president and general manager, WCAU-TV Philadelphia, was moderator.

Campbell Arness, president and general manager, WATR-TV Norfolk and chairman of TV Day sessions, warned that AT&T's forthcoming demands for new color transmission rates to replace experimental tariff now in effect may come Oct. 30 and may bring with them proposals to increase monochrome rates as well. If these anticipated increases for TV transmission are allowed to become effective, television broadcasters will inevitably have to pay more for network program service, Mr. Arness stated.

Harold Ensor, executive vice president and general manager, WSJS-TV Winston-Salem, reported that much film comes to his station in "deplorable physical quality," so bad in one case that the sponsor has refused to renew an otherwise acceptable series. Sloppy cutting of feature films by stations to insert local commercials is another problem calling for immediate attention, he said.

Comparing music license fees for radio and television, Lawrence H. (But) Rogers II, vice president and general manager, WSAZ-TV Huntington, W. Va., reported that his Huntington radio program cost is about $4,000 a year and the $4,800 paid for music licenses (12%) seems fair, as some 40% of all programming is musical. But in tv, he said, $44,000 paid by WSAZ-TV for music licenses and $16,000 paid by network for clearance at source adds up to nearly 25% of tv station's $265,000 actual program budget.

Advertising Has Key Role In Expanding U. S. Economy

SELLING and advertising must shoulder immediate job of selling $40 billion more goods and services to consumers in 1956 than last year if national economy is to continue expansion, Arno Johnson, vice president and research director, J. Walter Thompson Co., told American Assn. of Advertising Agencies Central Region in Chicago Friday. Advertising must be educational and "activating" force in bringing changes in consumer demand.

Workshop panel Friday touched on tv creative work and production of commercials (see early story page 54).

Bayard Pope, vice president, BBDO, discussing client-agency relationships, noted that without advertising "we would have no radio or tv unless taxpayers paid five billion dollars a year in taxes." He said advertising forces media to give people programs they want "without government help.

Harold H. Webber, vice president, Foote, Cone & Belding, spoke on research, asserting: "Research has been developing rapidly as an important function of the advertising agency, but it will never measure up to its ultimate potential until the people who perform it become more skillful communicators."

PEOPLE

THOMAS F. GREENHOW, radio-tv head of Famous Artists Corp., has been named supervisor of talent operations for NBC-TV in Hollywood effective Nov. 1.

JOSEPH O. WILSON, newly-named account executive on Spark Plug Div. of Electric Auto-Lite account, Grant Adv., Detroit, appointed vice president.

LEE KING, head of art department at Weiss & Geller Inc., Chicago, past 12 years and vice president of agency, appointed creative director.

HERBERT BERGER, general manager, Guy Lombardo Enterprises, to Dancer-Fitzgerald-Sample, N. Y., as head of business affairs for tv and radio department.


VALENTINE C. RITTER JR., timebuyer, Dancer-Fitzgerald-Sample, to N. W. Ayer & Son, N. Y., as timebuyer.


Funeral services were to be held Saturday for H. CODY SATTLEY, 54, account executive for Leo Burnett Co., who died in Highland Park Hospital Thursday. Mr. Sattley was with Burnett agency 14 years, and recently was executive on the Pure Oil account. Previously he was at McCann-Erickson Inc. His wife, Ann, and sons Kirk and Gary survive.

New Studies, Petitions Added To Uhf-Vhf Controversy

On core of FCC meeting with uhf broadcasters (see story page XX), two uhf stations filed petitions at Commission asking that action finalizing vhf grants in their cities be held up pending resolution of deintermixture petitions. Stations were ch. 30 WOBS-TV Jackson- ville, Fla., and ch. 29 WTVO (TV) Rockford, Ill. (Madison, Wis.).

Meanwhile, WTC Hartford, Conn., favored in initial decision for that city's ch. 3, asked FCC Friday to prohibit WLPW (TV) Springfield, Mass., from using help of public support for petition that ch. 22 station's petition to deintermix Hartford area. WTC asked also that FCC disregard any public sentiments from Springfield-Holyoke in favor of deintermixture.

Meanwhile, it was learned that one uhf station had received two additional studies on uhf-vhf problem. One, from Crosley Broadcasting Corp., indicated what might be done in congested Zone 1 area with three additional uhf channels taken from contiguous spectrum band. It is understood Crosley review shows how 30 additional stations can be added in Zone 1, without any change in mileage separations of power-antenna height ratios. The other report was economic study by Richard P. Doherty, economic and labor consultant.


UPCOMING


For other Upcomings see page 129
the week in brief

WHAT'S THE TV LIMIT?
The magic number is 600, according to CBS, in advising FCC that no matter how many channels are allocated, only that many can be supported by advertising.......................... 27

COCA-COLA TO MCCANN-ERICKSON
$18 million account drops D'Arcy agency after 49 years. New billing makes M-E fastest-growing agency in the business.......................... 31

RADIO, IN ALL ITS GLORY
First annual RAB advertising clinic gathers 500 in New York to hear tributes paid to broadcasting's elder medium.......................... 32

WHILE THE V.P.'S AWAY
His wife is listening to the radio........ 35

THEY SING RADIO'S PRAISES
Aero-Mayflower .................... 36
Q-Tips ................................ 41
Frontier Airlines .................. 42
Pine-Sol and Perma Starch ........ 44

VIDEOTOWN VISITED
Cunningham & Walsh makes its eighth annual survey of test city New Brunswick, N. J., and finds television still a solid citizen................. 54

NEW DIMENSIONS TO RADIO
CBS vice president Karol tells Central AAA about the medium's comeback. Top topic: $64,000 Question's radio versions................. 58

STRAIGHT TALK ABOUT RADIO
BBDO's Frank Silvernall tells Roanoke NARTB meeting that many of radio's wounds are self-inflicted. He suggests remedies................. 59

RKO'S TV RELEASE PLANS
General Teleradio President O'Neil says new film subsidiary is readying 16mm prints for TV, may let them go about first of year............. 64

NARTB PLANNING FILM REVIEW
Details of Ty Code Board's new function told to Roanoke meeting. Also: new first report on pilot TV study in Pennsylvania........ 66

UHF OPERATORS ASK HEARING
They want the FCC to hold off on any action which would compromise chances of revitalizing uhf's chances......................... 80

RADIO-TV CROWDS COURT DOCKETS
Fall terms of Supreme Court, Court of Appeals face heavy schedule of broadcast cases. Coming: decision on multiple ownership rules...... 88

PLAUDITS FOR ABC RADIO PLAN
New 'personalized listening' setup wins enthusiasm of affiliates............. 95

DUMONT GOES AFTER STATIONS
New broadcasting organization voted by stockholders, sets sights on major market properties. Paramount's Goodwin elected president........ 100

MERCHANDISING A FILM PROPERTY
B&T Picture Story tells how TPA did it with the Lassic series.............. 107

NATO NATIONS EYE COMMERCIALS
Other European countries may follow Britain's lead in reverting to American-style broadcasting......................... 118
KTLA has more top-rated 'live' programming than any other station in Southern California!

KTLA has the top Western television shows in Southern California!

KTLA has the top television 'movie' show in Southern California!

KTLA has the top local musical television shows in Southern California!

KTLA has the top local cartoon show for youngsters!
WHO are radio’s top advertisers? What hour of the day can you reach most homes using radio? How many cars are there in Cattaraugus County, N. Y.? What are the FCC Rules governing political broadcasts? Who sells transmitters, tubes and towers? Who’s the manager of station X, the rep of station Y? What agency handles General Foods? Who sells radio scripts, handles name talent, makes recordings?

For the answer to these (and several thousand other questions), 3488 agency men, 2765 national and regional advertisers, and 11,000 other subscribers will turn to radio’s One-Book Reference Library—Broadcasting • Telecasting Yearbook • Marketbook.

Four hundred and eighty seven (or more if we beat last year’s figure) advertisers will get the benefit of advertising that lives for an entire year in a book that, like radio, looks like it’s here to stay. This is our 22nd consecutive Radio Yearbook, and as Jim Luce of J. W. T. once said, “B•T’s Yearbook could easily win the $64,000 question if it could only talk”.

Let your ad talk for you 12 months a year, opposite your listing in the Yearbook. There’s only so much space available so make your reservation now and be sure. Use the coupon on the opposite page.
Partial List of Contents

Complete state and city directories of AM and FM radio stations, listing station executives, frequencies, network affiliations, national reps, power;

Market data includes county population, radio homes, retail sales, audience analyses, program trends, basic statistical information about national, spot and network radio, available in no other single source;

Directories of agencies and their radio accounts;

Directories of services related to radio;

Directories of state associations; of FCC Bar Members; of program production services; of equipment makers;

Complete FCC Rules and Regulations for Broadcast Services.
THE BIG SURPRISE

THE IBM MACHINE took over its second starring role as NBC-TV unraveled The Big Surprise. And the show sorely needed unravelling as much as Jack Barry detailed a bonanza pattern sure to frustrate any viewer intent on pure relaxation.

A "home reporter" suggests a worthy contestant, who answers multi-phased questions working towards the $100,000 grand prize. If the contestant stumbles, a comparable personality from anywhere in the U.S. is selected by an IBM "electronic brain" and asked another question. A correct answer reinstates the contestant. The aide is accorded 10% of the amount ultimately won by the contestant.

The custom of simply reading questions from a strip of paper is long CBS-TV's $66,000 Question procedure of an IBM machine plus sealed questions brought under armed guard from bank vaults is matched by The Big Surprise system of secret punch cards that are decoded on an electronic typewriter.

And so it goes: the 'buying' price for an audience seeking a vicarious thrill has gone up better than 50%

It won't be long before some contestant overlooks the poor odds set up by the huge tax slice and goes for the 100 grand. Then what's the next step to sustain interest?

Production Costs: $20,000.

Sponsors: The Spedel Co. and the Purex Co., on an alternating week basis, through Sullivan, Stauffer, Colwell & Bayles (for Spedel) and Weiss & Geller (for Purex.) Sat., 7:30 to 8 p.m., EDT, starting Oct. 8, 1955.

Master of Ceremonies: Jack Barry.

Packaged by: Louis G. Cowan Inc.

Personal Supervision: by Larry Fleischman; president, and Steven R. Carlin, vice president of Louis G. Cowan Inc.

Producer-Director: David Lowe.

SHOW BIZ

A PANORAMIC 90 minutes of nostalgia flashed across the nation's television screens Oct. 9. It was NBC's color spectacular of show biz, which subject is always sure for a couple of teary eyes in any audience. This one was based on the book of the same name by Abel Green and the late Joe Laurie Jr. It was episodic as all get out—a few of the skits were on and off before this viewer could blink an eye in reverie.

This memory lane conglomeration began with a 1905 medicine show, zipped through melodramas, nickelodeons, vaudeville burlesque, speakeasies, girlie shows, early radio, USO entertainments and ended up with... right, "There's No Business Like Show Business!"

But there were some joys for the viewer. Buster Keaton doing his stagehand skit, Bert Lahr his policeman's bit, Eartha Kitt in a speakeasy number, a Folliats-Vanities sketch that was real rare (tipsy show girls parading down a stairway), and a hilarious burlesque of early radio giveaway programs by Paul Gilbert and Beatrice Kay.

Production costs: Approximately $15,000.

Sponsored by American Petroleum Institute through Sullivan, Stauffer, Colwell & Bayles on Sunday, Oct. 9, 4:30-5:30 p.m. EDT, on NBC-TV.


Producer: Ben Park; consultant: Victor Gruen; assoc. producer: Don Cash; director: Lynwood King; writer: George Lefferts; scenic designer: Jan Scott; fashion consultant: Kitty D'Alessio; music composer-director: Al Goodman.

CROSSROADS

REAL life drama—believable situations—prove good fare in television. Crossroads undoubtedly will win a following for its choice of story material in this area. The use of a narrator and "this is your life" approach gives the feeling of a more intimate insight, unless its over-

THEMEN....

What's schedules.

"What's schedules.

television

KCRA - TV,

KCRA - TV

THE

WHEN

THERE'S

schedules.

Be sure

As

100,000 Watts Maximum Power

SACRAMENTO, CALIFORNIA

KCRATV

100,000

Watts

Maximum Power

NEW STATION! NEW VIEWERS!

NEW NBC SHOWS!

KCRA-TV delivers one of the country's richest markets, with spendable income of more than two billion dollars.

As Sacramento's new station, KCRA-TV, Channel 3, is the only low-band VHF station in the fabulous Sacramento Valley. Full-line NBC programming.

Be sure to review your present television programming and spot schedules. Then call Petry.

KCRA-TV Channel 3

"THERE'S LOTS TO SEE ON CHANNEL 3!"
use suggests imitation of another more widely-known program.

The selection of stories from the experiences of the clergy is bound to be the key factor for the success of this series. Everyone knows that these dedicated men gain a knowledge of human affairs few others share.

The only factor that could offend would be excessive doctrinal preaching. This pitfall was avoided in the first show, "The Shadow of God," when broad religious truths were judiciously interposed at appropriate moments. This program, featuring Paul Kelly as Father Rigge of Creighton U., Omaha, in his efforts to clear a former student of a false charge of attempted murder, was well portrayed but it failed to make the best of the court scene. Dramatic trials are considered stuff from which cliches are made. The climax failed for want of clear exposition. Otherwise, the plot was sufficient to sustain interest.

Production cost: Approximately $30,000.
Sponsored by Chevrolet Dealers through Campbell-Ewald Co. on ABC-TV, Tues. 8:30-9 p.m. EDT.
Producer: William White; Director: Allan Landres.

DR. SPOCK

DR. BENJAMIN SPOCK'S new discussion series on NBC-TV is billed as informal and unrehearsed. You can believe it. So informal and unrehearsed that you won't know any more after 30 minutes than you did before.

Dr. Spock, probably the best known of American pediatricians, is the author of Baby and Child Care. His printed word has bailed many a parent out of a trouble spot, and it's assumed he's television advice could do the same. But not if it's to be cast as a rambling and not too intelligent questions by a couple of sets of parents, as in the Oct. 9 opener.

What would be wrong with letting the noted doctor have the camera to himself for the 30 minutes? Or if we must get parents into the act, why not a question and answer session with a number of parents and rehearsed questions? If this fellow's an expert, let's have the benefit of his answers, not the fumbling of other confused parents.

Production cost: Approximately $6,500.
Sponsored by Beechnut Co., through Kenyon & Eckhardt, Sun., 3:30-4 p.m., NBC-TV.
Producer: William White Parish; Director: Charles K. Dargan.

CRUSADER

WE DON'T KNOW what the reaction to CBS-TV's Crusader (Fri., 9-9:30 p.m. EDT) was in the New York offices of Radio Free Europe and Radio Liberation, but we can imagine that people there, and in Munich, might have asked each other a lot of questions.

Though MCA Ltd. claims that its film dramas, sold to CBS-TV, are "based on actual cases taken out of official files," it doesn't say whose files. We strongly suspect they were their own, for the premiere program, "Cross on the Hill," was no worse or better than any other 30-minute tv adventure story. It involved a Czech priest who refused to join the underground because his duty was to God, not to the State; two escapes from a notorious prison camp on the Czech-German border in need of aid; and an American journalist who finally convinced the priest that he could better serve humanity by guiding the two partisans to freedom.

Yet, if these stories are true as MCA says they are, why haven't they been with a hero who seems to be a cross between the Scarlet Pimpernel and Hopalong Cassidy? Isn't the mere fact that some 350,000 Europeans have slipped through the Iron Curtain in the last 15 months intriguing enough?

Production cost: $32,500.
Sponsored by R. J. Reynolds Tobacco Co. (Camels) through William Esty Co., New York, CBS-TV, Fri., 9-9:30 p.m. EDT.

ADVENTURES OF CHAMPION

ALTHOUGH CHAMPION, "the Wonder Horse," gets top billing in this new western juvenile series, the real hero of the opening episode, telecast Sept. 30, was the dog Rebel. And Barry Curtis, as Ricky North, the boy who has made friends with the King of the wild horses, Champion, is the only one to the horse who will permit to ride him, lets Francis McDonald, big-talking old Will Calhoun, steal that part of the limelight left by the animals for mere humans.

How the "saddle tramp" became a hero in spite of himself was a yarn guaranteed to hold the interest of even the most western-hardened viewer, and that is no mean tribute to the art of the writer—Robert Schaefer and Eric Freiward—who gave the authors of succeeding episodes a tough mark to shoot at. Young Mr. Curtis and Jim Bannon were acceptable as the boy and his rancher uncle, but the horse and dog were the real stars and showed quite plainly that they were well aware of their position.

Stars: Champion and Rebel, assisted by Barry Curtis and Jim Bannon.
Producer: Louis Gray; director: George Archinbaud (on premiere), Ford Beebe; writers: various: Robert Schaefer and Eric Freiward on premiere.
Broadcasting on CBS-TV, Fri., 7-7:30 p.m. EDT.

BRAVE EAGLE

ALTHOUGH Brave Eagle is more properly catalogued as "adventure" rather than "educational," it's pretty sure to inculcate in its young viewers such segments of "the code of the Cheyennes" as: always answer a call for help; never forget a favor or an injury; and if you've given a promise, don't ever go back on it.

The CBS-TV serial of Indian life in the Old West also will give many youngsters what may be their first lesson in racial understanding, for in this program the Indians are the heroes, outwitting the stupid—and wicked white men. Keith Larsen is brave, true and noble as Chief Brave Eagle of the Cheyenne tribe. Keena Nomkeena is eager and earnest as the boy who is trying to grow up into a good Cheyenne warrior. Bert Wheeler, in the comic role of Old Smokey, is as amusing as the part permits, but it's a far cry, not to say war-whoop, from the act that won him fame in the two-a-day.

All in all, a better-than-average western and more mysterious than the ways of the wily red man is the reason the show has no sponsor.

Broadcast on CBS-TV, Wed., 7:30-8 p.m. EDT.
Executive producer: W. Arthur Russ and Mike North; producer: Jack Lacey; associate producer: Wallace Bosco; director: Paul Landres.
Produced in Hollywood by Ray Rogers Productions.
Stars: Keith Larsen, Bert Wheeler, Keena Nomkeena.

COMPLETE THAT PASS

lab that hot spot into pay-dirt the easy way by taking-to-the-air with KDUB-TV, channel 13, in fabulous Lubbock, Texas' touch-down territory. You put 105,133* loyal, high-income fans on your side with one economical play.

*September 15, 1955 set count.

NOW 316,000 watts! MOST POWERFUL TV IN WEST TEXAS

KDUB-TV

LUBBOCK, TEXAS

October 17, 1955 • Page 15
These are the TELENEWS film services for television — first and foremost from coast to coast since 1948

TELENEWS DAILY NEWS FILM
Superb daily coverage of world events. Twelve to fifteen minutes per day, available from one to five days per week. Multiple shipments to meet newscast schedules.

THIS WEEK IN SPORTS

TELENEWS WEEKLY NEWS REVIEW
From coast to coast, most people look at TELENEWS—the undisputed leader in newsfilm services for television since 1948.

Each dot on this map represents a client station which uses one or more of the outstanding Telenews services in its local programming. In fact, more individual U.S. television stations buy Telenews film than any other syndicated newsfilm.

They know it is the best. Telenews film is produced by Hearst Metrotone News, Inc., whose global news coverage and modern production facilities are unexcelled. Whether your station is large or small, you will find Telenews film services tailored to your program needs ... and to your budget.

INTERNATIONAL NEWS SERVICE
(Exclusive distributors of Telenews newsfilm services)
Robert H. Reid, TV Sales Manager  •  235 East 45th St., New York 17, N. Y.
Radio Reaction

EDITOR:

Please send me 150 copies of the Sept. 19 issue containing the 144-page radio '55 report. We want all our distributors to read this excellent report so they may answer its future, so they can see for themselves what BROADCASTING * TELECASTING is doing to hypo interests in radio broadcasting.

Jack Freituch, Advertising Manager
Radio Division, Philco Corp.
Philadelphia

[EDITOR'S NOTE: A limited number of copies of the Sept. 19 issue is still available.]

EDITOR:

You will be interested to know that the recent story on radio in Los Angeles [B*T, Sept. 19] has received a great deal of fine comment in this area.

As you know, this is a tremendous radio market and the area certainly deserves such a complete story. I hope that the southern California radio and tv picture can continue to get such fine analysis in the future.

Howard L. Tullis
The Tullis Co. Inc. Advertising
Hollywood

EDITOR:

I have just finished reading your Sept. 19 issue of your magazine and have especially enjoyed the B*T Special Feature—the report on radio.

It is exceptional. Anyone in the radio industry should be indebted to you for such a complete and comprehensive report.

May we order 10 additional copies of your magazine for which we are enclosing $3.50?

Sid Boyling, General Manager
CHAB Moose Jaw, Sask.

EDITOR:

As a time salesman for KYOS, let me congratulate you on the splendid 144-page special report on radio in 1955. The ideas alone that could be gleaned from the pages of this one issue more than repay the cost of subscription for a year.

Bob McCoy
KYOS Merced, Calif.

Editorializing

EDITOR:

We particularly appreciated the B*T Interview with Daniel W. Kops of WAVZ New Haven [B*T, Sept. 19]... It was in 1949, shortly after the reversal of the famed Mayflower case, that KTRR's program, One Man's Opinion, came into being. KTRR was at that time owned by three equal partners [now by two]. At first, when one of the station owners decided that there was a need for an editorial, he would confer with the other two partners as to the advisability of 'sounding off' on the subject. Each of the editors would end with an invitation to the KTTR audience to respond with diverse views if they so desired—that time would be made available, without charge, for opposing viewpoints.

One of the most interesting controversies occurred when one of the owners was sincerely on one side of a local controversy, and another of the owners was sincerely on the opposing side. Both stations owners presented their respective views in a series of editorial programs, with ammunition provided by listeners whose views coincided with one of the sides. Needless to say, we had editorialists of many types and kinds. However, we have been agreeably surprised that there have been practically no cranks asking for time. As yet, we have never been sued as a result of the content of one of these programs. Of course, suit has been threatened a time or two, but we have in each case been able to demonstrate the extreme value of the freedom of speech. It is our sincere belief that such a program more than repays any potential danger of lawsuits by the mass of goodwill that is achieved by the station through such an endeavor.

No effort has ever been made to sell the program. One Man's Opinion is heard only at 5:30-5:45 p.m. and then only when a guest editor has applied for time or when a local issue of sufficient interest has aroused the sound off tendency of the station manager. No one has ever been refused time on One Man's Opinion.

Luther W. Martin, Gen. Mgr.
KTRR Rolla, Mo.

EDITOR:

I have enjoyed your articles on editorializing by radio and television stations and I was particularly interested in your editorial in the Sept. 26 issue. It is true that there has been little "noise" about the editors' policy of radio and television stations and I wonder if it might not be that many stations are editorializing and just not making too much of a fuss about it.

For some time, we have had an editorial period schedule of Saturday evenings on WVET radio. This editorial commentary is labeled as editorial opinion and it gives us an opportunity to influence public opinion to some extent. We have had many favorable comments on the views expressed in this editorial period, as well as some rather outspoken criticism...

We have not as yet begun an editorial program on WVT-AM-TV, as this entails considerable additional preparation in order to make it good television. However, we expect to begin such a program early in October.

Ervin F. Lyke, Pres.
WVT-AM-TV* Rochester, N. Y.

Farm TV Census

EDITOR:

We are clipping the county-by-county figures on farm tv sets which are appearing in your publication.

Following are the states which we have assembled so far: Oklahoma, Kansas, Wisconsin, Minnesota, Montana, South Dakota, and Nebraska. I wonder if you would have someone check to be sure that we haven't missed any up to date and if we have I would appreciate your sending a tear page of such material as we might not have.

From here on we'll watch each issue.

E. A. W. Schuberg, V. P.
Ridgway Advertising Co., St. Louis, Mo.

[EDITOR'S NOTE: B*T has also published county-by-county figures for Arkansas, Connecticut, Colorado, Delaware, Iowa, Maine, Nevada, New Hampshire, New Jersey, New Mexico, North Dakota, Rhode Island, Tennessee, Texas, Utah and Vermont, copies of which have been sent to Mr. Schuberg. Figures for other states will be published as soon as they become available from the U. S. Census Bureau.]

Page 18 • October 17, 1955
...with RCA's TT-10AL

With recent design advances, RCA engineers have increased the power output of the TT-10AL VHF transmitter. This popular transmitter now delivers a full 11 KW of peak visual power (low band)—measured at the output of the sideband filter. If you need this extra KW, it's yours now.

Costs no more than the original 10-KW design—and of course it can handle color.

With power increased to 11 KW, RCA's exclusive TT-10AL—in combination with an RCA 12-section antenna—is the most outstanding VHF system in the industry, delivering 100 KW ERP at the lowest operating cost of any VHF equipment package now available.

RCA 11 kilowatters are ready to ship. Order yours now for early delivery. For complete details, see your RCA Broadcast Sales Representative. In Canada, write RCA VICTOR Company Ltd., Montreal.

Ask your Broadcast Sales Representative for literature describing RCA's, new 11-KW design for channels 2 to 6.

RCA Pioneered and Developed Compatible Color Television
teenagers, housewives or homemakers (call 'em what you will) . . . they all love our Jimmy Vinson. Jimmy's Middle Georgia's top disc jockey, so naturally he's on WMAZ Radio.

One of his more popular shows comes on afternoons now, from 4 till 5:30, called "The Jimmy Vinson Show." His listeners love it. (He gets 33% of audience competing against 21 other radio stations, according to our latest area Pulse.) And so do his advertisers.

SOUTHEASTERN BROADCASTING COMPANY
MACON, GA.

our respects
to ALEXANDER WOLFRED DANNENBAUM

AGGRESSIVENESS and a willingness to gamble on new sales approaches have proved to be a winning combination for Alexander W. Dannenbaum, who started breaking sales records in radio and continued to break them when he made the transition to TV.

Mr. Dannenbaum, sales manager of WPTZ (TV) Philadelphia, joined the station in 1948; he's been setting sales records ever since.

A native Philadelphian (born July 11, 1911), young Bink Dannenbaum attended local schools, graduated from Pennsylvania Military Preparatory School, attended Cornell U. at Ithaca, N. Y., and earned a civil engineering degree from Princeton U. (class of 1933).

After graduation from college Mr. Dannenbaum had a yen to get into the broadcasting field. The road looked easy enough (his father was president of WNAS, Philadelphia independent), but there was an unexpected dead end: Mr. Dannenbaum Sr. felt that one member of the family was enough for a small independent.

While the senior Dannenbaum was on vacation his partner opened the door for the eager youth, hiring him as a salesman on a straight commission basis. It was a fortunate turn of events for both—within a few months he was setting sales records.

Recalling his early days at his father's station, 44-year-old Mr. Dannenbaum says, "I somehow had a notion that there was a thing called national business, and that a local independent station should have its share." So to the astonishment of many inhabitants of New York's Agency Row, young Alexander Dannenbaum made the rounds. In those days, small local independent radio stations just weren't carrying national accounts. "They looked at me as if I were a man from Mars," he remembers.

In 1935 Mr. Dannenbaum signed up the first national account for WNAS (Lucky Strike cigarettes, through Lord & Thomas (now Foote, Cone & Belding)), and the first for any small local independent station in the country. The elder Dannenbaum's vacation was proving to be the most profitable respite he ever took.

From that day forward, Alexander Dannenbaum's career has been studded with a steady succession of sales records, new sales schemes and ideas, such as newscasts every hour on the hour. WDAS in 1938 became the first radio station to broadcast hourly newscasts, 15 per day, seven days a week, and what is more, all sold.

World War II broke out about this time and Mr. Dannenbaum joined the U. S. Army. After four years service with the Signal Corps, during which he rose to major, he was discharged.

He returned to WDAS, this time as commercial manager, but shortly afterward he moved to WPEN Philadelphia, a larger am station, also as commercial manager.

When tv, then only an infant in the media picture,beckoned, indefatigable Bink Dannenbaum answered the call. He accepted the post of sales manager at WPTZ, one of the first tv stations in the U. S. Before him lay the task of developing an entire sales department, rates and sales policies, and establishing sales promotion and sales services. Under his adroit sales guidance things moved rapidly—and always forward—at WPTZ.

After establishing a daytime tv show, the first by any station, Mr. Dannenbaum set his sights on the dinner hour period. Up to now, the highest dinner time rating WPTZ could obtain was a 6. A switch to western films, which were collecting good daytime ratings, proved to be the right recipe—dinnertime ratings zoomed to as high as 50. After that, the SRO sign was tacked up and a waiting list of sponsors lined up in front of Mr. Dannenbaum's office.

The next plan in Mr. Dannenbaum's relentless drive to enhance the stature of the newest media was centered on the early afternoon women's audience. The only daytime show then carried by WPTZ was Television Kitchen, which is still being programmed by the station. Today it ranks as the oldest continuously-sponsored daytime tv show.

It was decided that before the station would take a big step into daytime tv a two-hour strip across the board must be sold out. To fill that block, the station gambled on feature films—which even today are considered by many to be a risk. Mr. Dannenbaum introduced his "6 for 1" plan to spur sales for the new strip, called Hollywood Playhouse.

The plan consisted of selling one full-minute spot announcement plus six billboard identifications—one at opening and closing and one at each of the four breaks—throughout the show. The plan proved a boom for WPTZ and the series was sold out at premium rates. Although the "6 for 1" plan disappeared when WPTZ became firmly established, Hollywood Playhouse remains as a monument to its memory: it's still a regular WPTZ series and is still sold out.

Concentrating still more on morning television, WPTZ introduced a two-hour show with personality Ernie Kovacs. "No one ever heard of morning television when we hired Ernie Kovacs," Mr. Dannenbaum says.

Mr. Dannenbaum is the newly elected president of the Television & Radio Assn. of Philadelphia. He is a member of the Poor Richard Club, the Radio & Tv Executives Club of New York and the Pen & Pencil Club.

He lives in Rydal, a Philadelphia suburb, with his wife Genevieve and five-year-old son, Alexander W. Dannenbaum III.

Hobbies: flying, sports cars, tennis, golf and horses.
Maximum Tower

Maximum Power

Maximum Market

Maximum Coverage

Maximum Results

Source: SM's Survey Buying Power, May 10, 1955
Television Magazine Survey of TV Sets, August, 1955

1685 feet above average terrain, the new giant tower which will support KRLD-TV's transmitting antenna dwarfs all others in the Lone Star State. Texas highest man-made structure.

KRLD-TV operates on MAXIMUM POWER on low Channel 4, penetrating every nook and cranny of the vast and expanding Dallas, Fort Worth and North Texas Television market.

42 North Texas and Southern Oklahoma counties make up KRLD-TV's effective coverage area.
Population ............ 2,217,610
Families .............. 669,910
Retail Sales ........... $2,527,962,000

North Texas Sales of Television receiving sets continues to soar. Every day more and more new television viewers are added. Now there are 552,740 in KRLD-TV's effective coverage... and growing.

These factors, plus the consistently higher rated CBS-KRLD-TV programs, inevitably ADD UP TO MORE SALES RESULTS.
That's Why KRLD-TV is Your Best Buy.
LOST IN THE SHUFFLE?

THE AVERAGE RADIO AND T.V. REP FIRM, BOGGED DOWN WITH AN ENDLESS LIST OF STATIONS CANNOT POSSIBLY DO JUSTICE TO YOUR STATION.

IF YOU FEEL YOU ARE BEING LOST IN THE SHUFFLE...
NOT GETTING YOUR SHARE OF NATIONAL SALES...
IT'S TIME YOU TALKED TO BURKE-STUART WHERE PERSONALIZED SELLING FOR A LIMITED LIST OF STATIONS IS PAYING OFF...BIG!

BURKE-STUART COMPANY, Inc.
Radio and Television Station Representatives

NEW YORK · CHICAGO · DETROIT · LOS ANGELES · SAN FRANCISCO

Wide Coverage For Low Cost

When you buy the powerful 50,000 watt independent radio station, WCFL, Chicago...you buy bonuses...for WCFL reaches 264 counties in six states.

WCFL, the Voice of Labor
CHICAGO
BURKE-STUART CO., National Representative

DON'T ask this young man what he thinks about the sales effectiveness of radio and television. His burst of enthusiasm will shake you.

Glenn Bohannan, radio-tv media director for Erwin, Wasey & Co., Los Angeles, keeps busy all day making the two media prove again and again what he believes is good for the 20 or so national accounts whose radio-tv business he supervises. Radio and tv have proven themselves so well for Erwin, Wasey clients, Mr. Bohannan now has three timebuyers to help him handle the accounts.

In the five years he has been with the agency, the Los Angeles office has doubled its radio-tv billings several times over. More than half of total billings now placed by the office are in radio and tv.

Typical of the accounts whose radio-tv timebuying comes under Mr. Bohannan's supervision are Carnation Co., Los Angeles (evaporated milk, Friskies dog food); Arizona Brewing Co., Phoenix, Ariz. (A-1 Pilsener beer); Albers Milling Co., Los Angeles (feeds and cereals); Consolidated Cigar Corp., New York (Dutch Masters); Texas Co., New York; L. Rose & Co., New York (bottled lime juice), and Lee Ltd., Beverly Hills, Calif. (Dri-Mist deodorant). He also buys local radio and television in various major markets for five Safeway stores' subsidiaries which market principal private Safeway brands.

Herbert Glenn Bohannan was born in Clovis, Calif., on Aug. 19, 1923, and he prefers to forget his first name. After the usual public school education, Mr. Bohannan took various writing courses at Fresno State College, Fresno, Calif.; Allegheny College, Meadville, Pa., and U. of California, Berkeley, Calif., before and after World War II, during which he was a bombardier and navigator with the Air Force in Italy and North Africa. He was discharged in 1945 as a first lieutenant.

Several years of small agency work in the Los Angeles area made up Mr. Bohannan's formal introduction to the advertising field in the late 1940s. "You know, in the small shop you quickly learn to do everything. It's a real education," he says.

In 1950 he joined Erwin, Wasey & Co. as "office boy" and within a year was transferred to the traffic department. In another year he became head of traffic and shortly thereafter was appointed the only timebuyer in the agency's Los Angeles office.

Mr. Bohannan is a Hollywood bachelor who loves water sports. He owns a house on "Sunset Strip" where he enjoys cooking supper for his friends in the industry.
POPULATION'S growing bigger every year!

Retail Sales growing bigger every year!

Spendable Income growing bigger every year!

ONLY RADIO WOW serves this Big...Rich...Ready market!

Get complete new market data from your John Blair man or write Bill Wiseman, sales manager, WOW, Omaha.

FRANK P. FOGARTY
Vice President and General Manager

MEREDITH STATIONS are affiliated with Better Homes and Gardens and Successful Farming magazines.
...He Happens To Have a New

FREE & PETERS, INC.
Pioneer Station Representatives Since 1932

NEW YORK
250 Park Avenue
Plaza 1-2700

CHICAGO
230 N. Michigan Ave.
Franklin 2-6373

DETROIT
Penobscot Bldg.
Woodward 1-4255

ATLANTA
Glenn Bldg.
Murray 8-5667

FT. WORTH
406 W. Seventh St.
Fortune 3349

HOLLYWOOD
6331 Hollywood Blvd.
Hollywood 9-2151

SAN FRANCISCO
Russ Building
Sutter 1-3798
**Picture Of The Children**

**BEFORE** Television, children were assigned a special corner of their own in the American marketing scene . . . a place labeled “For Children Only”.

The picture is very different today. To be sure, Television is selling candy, soft drinks and cereals as they’ve never been sold before, but minors are now a major factor in the purchase of almost everything that comes into the house.

Two lessons are to be learned from this phenomenon:

(1) The so-called “kid’s show” is a terrific place to sell *anything* a youngster can eat or use.

(2) The presence of small fry in the audience is an immeasurable blessing to *any* commercial television program.

Your Free & Peters Colonel has some specifics on the subject . . . and some of the finest “station produced” programs in the land to illustrate the point.

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| **MIDWEST — SOUTHWEST**              |
| WHO-TV                               | Des Moines | 13 | NBC |
| WOC-TV                               | Davenport | 6 | NBC |
| WDSM-TV                              | Duluth-Superior | 6 | NBC |
| WDAY-TV                              | Fargo | 6 | NBC-ABC |
| WCCO-TV                              | Minneapolis-St. Paul | 4 | CBS |
| KMB-C-TV                             | Kansas City | 9 | ABC |
| WBAP-TV                              | Fort Worth-Dallas | 5 | ABC-NBC |
| KFDM-TV                              | Beaumont | 6 | CBS |
| KENS-TV                              | San Antonio | 5 | CBS |

| **WEST**                             |
| KBOI-TV                              | Boise | 2 | CBS |
| KBTV                                 | Denver | 9 | ABC |
| KGMB-TV                              | Honolulu | 9 | CBS |
| KMAM-KHBC-TV                         | Honolulu | 9 | CBS |
| KRON-TV                              | San Francisco | 4 | NBC |
More North Carolinians listen to WPTF than to Any Other Station

50,000 watts 680 KC

WPTF

North Carolina's Number One Salesman in the South's Number One State

R. H. MASON, General Manager  GUS YOUNGSTEADT, Sales Manager

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

FREE & PETERS National Representative

Broadcasting • Telecasting
CBS SAYS U.S. TV LIMIT IS 600 HEALTHY STATIONS

No matter how the FCC tinkers with its television allocations, the number of stations which can exist in the U. S. will be determined by the ability of U. S. advertising to provide revenue for tv. By the most generous estimate, not more than 600 stations can operate successfully under present economic conditions.

That is the gist of an exhaustive economic analysis which CBS quietly has submitted to FCC commissioners, B&T learned last week. The analysis was prepared by Sidney S. Alexander, CBS Inc. economic advisor since 1952.

Now and in the immediate future, Mr. Alexander says, more than two-thirds of the some 1,800 channels allocated by the FCC are destined to remain unused or to be occupied by stations with dismal if not hopeless futures. In the long run station operating costs may decline and advertising revenues — particularly from local sources — may rise, enabling more stations to be supported.

But for the next few years at least, 600 stations — plus satellites perhaps — are the outside maximum. Mr. Alexander says that, properly distributed, those 600 could provide a nationwide multi-service tv system. "About 95% to 97% of the families of the country live in areas that can economically be served by television without satellites," he concludes, "and the use of satellites, probably economic, can push this figure fairly close to 100%.

Mr. Alexander's analysis was given to commissioners during a conference with CBS executives, headed by Frank Stanton, president, Oct. 6. At that time CBS formally presented two engineering plans to correct present inequities in tv allocations, one involving the use of uhf and the other the abandonment of uhf and the use of additional vhf space obtained from fm and government-military services [B&T, Oct. 10]. The economic study was presented independently of the engineering plans.

B&T has been able to obtain a complete copy of Mr. Alexander's memorandum. Here is the text:

Summary

THE attached study is an attempt to infer, from the present and projected future economics of television, how many television stations the country can support. It abstracts completely from spectrum limitations, and assumes that vhf channels are available for all the stations that could operate in the black if they had vhf channels.

The study ignores the uhf problem in order to help put that problem into perspective. For it indicates that, with present economic factors appraised so as to yield an upper limit of the number of economically supportable stations, only about 600 of the over 1,800 channels allocated by the FCC can be economically supported as program originating stations under the conditions likely to hold over the next few years. That means that the great bulk of the unsuccessful, or unsupplied for, uhf channels could not be successfully operated as program originating stations now or in the near future, even if they were, by some miracle, transformed into vhf channels.

The analysis also implies that a much smaller, but substantial, number of vhf channels are not likely to be commercially operable under the present conditions.

In the long-run future, of course, the economics of the industry may, and indeed probably will, change, so that a larger number of stations can eventually be supported. The minimum cost of running a station may decline, and increased advertising revenues, particularly from local sources, will undoubtedly be forthcoming. Such was the history of radio broadcasting, and a similar development may be expected in television. The first results of these tendencies will be the extension of the range of profitable station opportunities into smaller and smaller markets. It may take somewhat longer, however, before a strain of television stations is developed that can thrive in the shade of neighboring large-city stations. It is this latter development which is necessary to transform most of the present uneconomic channels into supportable ones, since most of the uneconomic channels are in "over-shadowed" markets, served by stations in nearby larger markets.

Even at the present stage of television station economics, however, there is the basis of a nationwide multi-service system of television broadcasting. About 95% to 97% of the families of the country live in areas that can economically be served by television without satellites, and the use of satellites, probably economic, can push this figure fairly close to 100%.

THE FOLLOWING analysis indicates that, even if there were no limitations imposed by the spectrum, the United States could economically...
support only about 600 program originating television stations, plus a large number of satellite stations. Actually, the indicated number of originating stations is 588, arrived at by counting the number of television markets in the country. In fact, this is more than the minimum necessary to support any specified number of stations up to four per market.1

Table 1 shows the number of markets in which specified numbers of stations can be supported. Assume a given minimum number of stations per market, the number of tv homes, the minimum total homes, and the minimum station rate for each class of market. How these minima were determined is indicated in detail below. The general procedure was to start from the most reasonable assumption as to the minimum revenues required to support a station in each class of market. Then the minimum number of tv homes that would be expected to support each of these levels of revenues was estimated. From the number of tv homes, the total number of homes was estimated on the assumption of 90% saturation. Similarly, the minimum hourly rate for each class of market was estimated on the basis of the minimum number of tv homes for that class of market.

This analysis must be tentative because a large number of the important assumptions have been roughly estimated. So few of the larger television markets have been assigned as many stations as they can economically support that the experience to date cannot furnish a clear indication of where the margin of profitability lies for any number of stations. I am reasonably confident, however, that although some of the assumptions I have used will eventually have to be changed, the net effect of the required changes on the estimated number of stations that the country can support is likely to be small. Only if the fundamental assumption is false, namely that there is not room for support in a whole community that is well covered by stations in nearby larger communities, could the figures be seriously in error. It is my impression that the evidence to date supports that fundamental assumption. If, sometime in the future, it should prove economic to operate stations in "overshadowed" markets, then the estimates in this paper will have to be revised sharply upward.

It is noted that a study made on a completely different basis by Peter R. Levin [Broadcasting & Telecasting, April 27, 1953, pp. 102-107] indicates that a minimum of 517 stations is necessary to support all tv sales in a station's city and county home as a measure of its ability to support a specified number of television stations.

Bases of the Estimates

Estimates Are High Rather Than Low

It was attempted to make these estimates conservative. In view of the fact that the results seem to show economic room for far fewer than the approximately 1,838 commercial stations that have been allocated in the continental U. S., conservatism in this case implied a preference for those assumptions, within the probable range of the unknowns, which lead to a high rather than a low number of stations. In particular, the minimum revenues per station were assumed somewhat below levels suggested by experience to date, and the

1 An extra allowance of 20 stations was made for the number of stations that could be supported in excess of four per market. In the years so far indicated, FCC, up to 1953, there was no evidence of any market, even New York or Los Angeles, where this many independent stations could be expected to start. The allowance of 20 stations in excess of four was based on the assumption that the market would be generous, based on the assumption that the top two markets can eventually support 5 or 6 stations each.

2 Testimony of Chairman Rosel H. Hyde before Subcommittees of the Senate Committee on Interstate and Foreign Commerce, May 11, 1954. This is the basis of the D.C. market.

3 Minimum revenues per set were assumed at the upper end of the range of experience to date.

Minimum Revenues Per Station

The assumptions made in this study concerning the minimum revenues required to support a station in each type of market are highly impressionistic. Forthcoming data from the FCC will presumably provide a firmer basis for establishing minimum revenues required. All the evidence I have seen, however, convinces me that these minimum revenues are probably set low rather than high, so that the figures of $28,800, conservatively supportable revenues excluding satellites is probably an upper limit.

SINGLE-STATION MARKETS. FCC tabulations for the first three months of 1954 indicate the lowest expenses for profitable stations averaged about $25,000 a month or $300,000 a year. On the other hand, one group of eight unprofitable uhf stations, in cities under 100,000 population, had average expenses of about $19,500 per month. It is likely that in order to earn profits these stations would have had to increase their volume of business, and thereby their expenses. The above fact, together with the absence of further evidence, that annual expenses of at least $200,000 are required, on the average, to support a station in a marginal single-station market. Lower revenues would, of course, support a satellite station.

Two-Station Markets. For a two-station market, a level of expenses per station of $300,000 a year seems conservative, since it is below the average revenues found profitable by any group of stations in the FCC survey covering the first three months of 1954.

The conservative nature of the $300,000 minimum revenues per station for two-station markets is shown by the fact that this would imply that Lincoln, Neb., could support two uhf stations while experience has shown that it could not do so, in that one of its two commercial uhf's has gone off the air. Even a

Table 1

<table>
<thead>
<tr>
<th>Stations</th>
<th>Homes</th>
<th>Markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>28,000</td>
<td>102</td>
</tr>
<tr>
<td>2</td>
<td>28,000</td>
<td>107</td>
</tr>
<tr>
<td>3</td>
<td>28,000</td>
<td>112</td>
</tr>
<tr>
<td>4</td>
<td>28,000</td>
<td>117</td>
</tr>
<tr>
<td>5</td>
<td>28,000</td>
<td>122</td>
</tr>
<tr>
<td>6</td>
<td>28,000</td>
<td>127</td>
</tr>
<tr>
<td>7</td>
<td>28,000</td>
<td>132</td>
</tr>
<tr>
<td>8</td>
<td>28,000</td>
<td>137</td>
</tr>
</tbody>
</table>

Single Station Department.

The conservative nature of the $300,000 minimum revenues per station for two-station markets is shown by the fact that this would imply that Lincoln, Neb., could support two uhf stations while experience has shown that it could not do so, in that one of its two commercial uhf's has gone off the air. Even a

Single Station May Not Have an Easy Time in a Market of This Size. As indicated in Table 3, Analysis of Vhf Dropouts in Light of Theory, vhf or cp dropouts in Butte and Billings, Mont.; Idaho Falls, Idaho; San Angelo, Tex., and Macon, N. D., also tend to confirm the criteria used to distinguish two-station markets from one-station markets.

Three-Station Markets. Similar considerations led to the assumption of minimum revenues of $400,000 for any number of market. The one pre-freeze station in a three-station market that reported a loss in 1953 had revenues in excess of $500,000. (Inferred from Table 7, 7e of Financial Data—1953) At least one, and probably both of the two stations in a three-station market that reported losses in 1952 had broadcast revenues over $500,000. A $400,000 minimum revenue for profitable operation in a three-station market would seem conservative.

Four-Station Markets. Of the pre-freeze tv stations in 1953, the two smallest, presumably in single-station markets, had average total expenses of about $500,000 each. It is hard to believe that a station could be competitive in a four-station market with total expenses smaller than all but two of the pre-freeze stations, in 1954.

One station which has been pointed out as a success story of an independent station surviving in a four-station market is KTVW (TV) Tacoma, Wash. That station has recently been reported as in the black with revenues exceeding $50,000 per month [Broadcasting & Telecasting, June 20, 1955, p. 5]. This lends support to the assumption that something around $500,000 is the minimum revenue for profitable operation in a four-station market. The Seattle-Tacoma market has almost four times as many homes as are assumed in this analysis to be necessary to support four stations.

Minimum T.V. Homes

There are two ways in which one can pass from the minimum revenues per station to the minimum number of tv homes required. The first is to obtain a figure for the estimated revenues per tv family in a market of a specified type, and divide it into the total revenues required. The quotient is the minimum number of homes that will support the specified number of stations at the assumed minimum revenues. The second method is to assume that a station can earn revenues which equal a certain percentage of its rate, the particular multiple depending on the type of market. Dividing this multiple into the minimum revenues per station would then give the minimum rate for a station of this class, which would then be used to determine the minimum number of tv homes.

Table 2 shows the total revenues per tv family in various tv markets in 1953 and for the country, as a whole, revenues per tv family do not fluctuate materially from year to year. A revenue per tv family in the neighborhood of $11 to $12 would seem to be fairly characteristic of the country as a whole. An upper limit of $16 revenue per tv family certainly seems to be conservative for markets with three or more stations. This upper limit was therefore used in the determination of the minimum number of tv homes for such markets. Above this upper limit in single stations would then yield a lower limit of the minimum number of tv homes required.

In a four-station market, if each station is to earn a minimum of $500,000, the minimum required revenues per station would be $2 million. At a maximum revenue per tv family of $16 this would mean a "minimum

(Text continues on page 30)
### TABLE 1

<table>
<thead>
<tr>
<th>Market</th>
<th>Number of Stations (millions)</th>
<th>Number of Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Denver</td>
<td>1525</td>
<td>75</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>1390</td>
<td>83</td>
</tr>
<tr>
<td>Boston</td>
<td>1200</td>
<td>50</td>
</tr>
<tr>
<td>Detroit</td>
<td>300</td>
<td>30</td>
</tr>
<tr>
<td>New York</td>
<td>300</td>
<td>30</td>
</tr>
</tbody>
</table>

*Minimum Revenues per Station = $500,000*  
*Minimum Revenues per Mkt. = 75,000*  
*Minimum Total Revenues per Mkt. = 83,000*  
*Minimum Hourly Rate (A) = $440*  
*Number of Stations = 78*  

Subject to revision on the basis of forthcoming data.

a. Eventually lower budgeted (possibly satellite) stations may be economical in smaller markets, possibly down to 12,000 total homes. There were 39 stations with channels applied in mid-1953, with more than 12,000 homes within 75 miles but not less than 22,000 homes within 50 miles and not within 30 miles of a larger station. 20 of these have more than 12,000 homes within 75 miles but not within 25 miles of a larger station. In addition there may be, as a rough guess, as many as 60 markets in progressively unserved areas which would have 12,000 families within range of a vhf station.

b. This should not be concluded with communities. One market may be served from several communities.

c. Including 20 stations allowed for stations in excess of four per market.

### TABLE 2

<table>
<thead>
<tr>
<th>Tv Stations</th>
<th>Total Revenues</th>
<th>Revenues Per Family ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Markets</td>
<td>1951-1954</td>
<td></td>
</tr>
<tr>
<td>All - 1954</td>
<td>410</td>
<td>371.8</td>
</tr>
<tr>
<td></td>
<td>260</td>
<td>271.3</td>
</tr>
<tr>
<td></td>
<td>108</td>
<td>192.8</td>
</tr>
<tr>
<td></td>
<td>108</td>
<td>145.5</td>
</tr>
</tbody>
</table>

### TABLE 3

<table>
<thead>
<tr>
<th>Market, Channel Dropped, Date</th>
<th>Dropouts</th>
<th>1955</th>
<th>Could’n Support in Fact’</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boisé-Nampa, Idaho (Ch. 6, 8-53)</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Colorado Springs-Pueblo (Ch. 2, 4-54)</td>
<td>2</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Lincoln, Neb. (Ch. 10, 3-54)</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Butte, Mont. (Ch. 4, 3-34)</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

### TABLE 4

<table>
<thead>
<tr>
<th>Number of Stations</th>
<th>Number of Markets</th>
<th>Percent of U.S. Markets Served</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>217</td>
<td>75%</td>
</tr>
</tbody>
</table>

*Source: Stations on air and dropouts: *Television's Criteria* (Assuming All Economically Supportable Stations To Be Operating)*

### TABLE 5

<table>
<thead>
<tr>
<th>Number of Stations</th>
<th>Number of Markets</th>
<th>With More Total</th>
<th>With More Than 100,000 Revenues</th>
<th>With More Than 250,000 Revenues</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 or more</td>
<td>74</td>
<td>22</td>
<td>13</td>
<td>4</td>
</tr>
<tr>
<td>3 or more</td>
<td>108</td>
<td>35</td>
<td>18</td>
<td>6</td>
</tr>
<tr>
<td>2 or more</td>
<td>165</td>
<td>55</td>
<td>30</td>
<td>10</td>
</tr>
<tr>
<td>1 or more</td>
<td>227</td>
<td>70</td>
<td>50</td>
<td>15</td>
</tr>
</tbody>
</table>

*Source: Stations and Revenues, FCC, Family Television Research.

1. Excludes stations with less than 25,000 time sales.
2. Time sales less commission plus talent and program material sales.
3. Stations with less than $20,000 time sales included, but insignificant.
4. Duplication.
5. Counting stations with less than $25,000 time sales.
6. Estimated by CBS-EC/A on basis of preliminary data.
7. Ineligible number of tv families, July 1, 1951.
8. One and two station markets.

### TABLE 6

<table>
<thead>
<tr>
<th>Analysis of VHF Dropouts in Light of Theory</th>
<th>Prospective VHF Stations</th>
<th>Number of VHF Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>-------------------------------------------</td>
<td>--------------------------</td>
<td>------------------------</td>
</tr>
<tr>
<td>CPS Dropped After Going on Air</td>
<td>Boisé-Nampa, Idaho (Ch. 6, 8-53)</td>
<td>2</td>
</tr>
<tr>
<td>CPS Dropped Before Going on Air</td>
<td>Boisé-Nampa, Idaho (Ch. 6, 9-65)</td>
<td>2</td>
</tr>
<tr>
<td>CPS Dropped After Going on Air</td>
<td>St. Cloud, Minn. (Ch. 13, 7-53)</td>
<td>0</td>
</tr>
<tr>
<td>CPS Dropped After Going on Air</td>
<td>Amarillo, Tex. (Ch. 7, 1-35)</td>
<td>0</td>
</tr>
<tr>
<td>CPS Dropped After Going on Air</td>
<td>Midland-Odessa, Tex. (Ch. 2, 5-53)</td>
<td>1</td>
</tr>
<tr>
<td>CPS Dropped After Going on Air</td>
<td>Tucson, Ariz. (Ch. 9, 9-53)</td>
<td>1</td>
</tr>
<tr>
<td>CPS Dropped After Going on Air</td>
<td>Pueblo, Colo. (Ch. 9, 10-54)</td>
<td>0</td>
</tr>
<tr>
<td>CPS Dropped After Going on Air</td>
<td>Billings, Mont. (Ch. 8, 2-54)</td>
<td>1</td>
</tr>
<tr>
<td>CPS Dropped After Going on Air</td>
<td>Minot, N. D. (Ch. 10, 9-53)</td>
<td>1</td>
</tr>
<tr>
<td>CPS Dropped After Going on Air</td>
<td>San Angelo, Tex. (Ch. 3, 3-53)</td>
<td>1</td>
</tr>
<tr>
<td>CPS Dropped After Going on Air</td>
<td>Great Falls, Mont. (Ch. 3, 5-54)</td>
<td>0</td>
</tr>
<tr>
<td>CPS Dropped After Going on Air</td>
<td>Bismarck, N. D. (Ch. 12, 9-53)</td>
<td>0</td>
</tr>
<tr>
<td>CPS Dropped After Going on Air</td>
<td>Rapid City, S. D. (Ch. 7, 9-54)</td>
<td>0</td>
</tr>
<tr>
<td>CPS Dropped After Going on Air</td>
<td>Santa Fe, N. M. (Ch. 2, 11-54)</td>
<td>0</td>
</tr>
<tr>
<td>CPS Dropped After Going on Air</td>
<td>Pocatello, Idaho (Ch. 10, 10-54)</td>
<td>0</td>
</tr>
<tr>
<td>CPS Dropped After Going on Air</td>
<td>Provo, Utah (Ch. 11, 2-55)</td>
<td>0</td>
</tr>
<tr>
<td>CPS Dropped After Going on Air</td>
<td>Casper, Wyo. (Ch. 2, 7-54)</td>
<td>0</td>
</tr>
<tr>
<td>CPS Dropped After Going on Air</td>
<td>Hot Springs, Ark. (Ch. 9, 12-54)</td>
<td>0</td>
</tr>
<tr>
<td>CPS Dropped After Going on Air</td>
<td>Clovis, N. M. (Ch. 12, 3-54)</td>
<td>0</td>
</tr>
<tr>
<td>CPS Dropped After Going on Air</td>
<td>Lubbock, Tex. (Ch. 9, 6-54)</td>
<td>1</td>
</tr>
</tbody>
</table>

*Source: Stations on air and dropouts: *Television's Criteria* (Assuming All Economically Supportable Stations To Be Operating)*

<table>
<thead>
<tr>
<th>Number of Stations</th>
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</tbody>
</table>

*Source: Stations and Revenues, FCC, Family Television Research.

1. Excludes stations with less than 25,000 time sales.
2. Time sales less commission plus talent and program material sales.
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4. Duplication.
5. Counting stations with less than $25,000 time sales.
6. Estimated by CBS-EC/A on basis of preliminary data.
7. Ineligible number of tv families, July 1, 1951.
8. One and two station markets.
number of tv homes of 125,000. On the as-
sumption of 90% saturation, this would imply a minimum number of total homes of 139,000 to support four stations in a market.

Similar reasoning indicates 83,000 as the minimum total homes figure for a three-station market.

Revenues of $16 per tv family would probably be exorbitant for a two-station market. For such an upper limit of revenues for a two-station market we may start with the fact that in 1953 the median ratio of net time sales revenues to hourly nighttime rate for four-station markets was 1,626. This ratio of net time sales to rate suggests that the average ratio of total revenues to rate of 1,600 can be regarded as an upper limit for small two-station markets in the future since the two-station markets actually operating in 1953 were considerably larger and more prosperous than the minimum two-station market of the future. If we now assume that in a marginal two-station market where the minimum revenues per $100,000, these stations are about 1,600 times the hourly rate, the minimum nighttime hourly rate for each station would be about $190. This corresponds to about 45,000 television homes or about 50,000 total homes in the market.

Similar logic applied to single-station markets would imply an upper limit of the ratio of revenue rate of 20,000. For the TV population, the median ratio of net time sales to rate for such single-station markets in 1953 was 1,840. Assuming that the minimum level of one station in a market able to operate without loss of $200,000 a year, that would set about $100 as the mini-
mum nighttime hourly rate in a single-station market. This corresponds to about 20,000 tv homes or a total of 22,000 homes in the market, assum-
ing 90% saturation. The same number of tv homes would be arrived at if we assumed that TV station revenues of about $10 per tv home are characteristic of single-station markets.

Smaller markets can be economically supported by satellites whose annual operating costs may range from $25,000 to $50,000 with higher figures as filmed programs are added to purely satellite operation.2

Number of Markets.

Once the criterion for the minimum total number of homes in a market for any specified number of stations has been determined, as in the previous section, the determination of the number of markets that would fall into that class depends only on a listing of the markets in the country according to the unduplicated homes in their service areas. If this list is

2Based on license applications of 8 actual and proposed satellites as reported in TV Factbook 20 and Addenda.

arranged in descending order of the number of families in the service area of the station points we find that 78 television markets con-
tain 139,000 homes or more and therefore qual-
ify for four-station markets. An additional 30 markets have 83,000 homes, but less than 139,000 and so qualify for three-station markets. Another 57 markets have more than 50,000 but less than 83,000 and thus qualify for two-station markets. The remaining 196 markets have less than 50,000 homes and qualify for single-station markets. It must be noted that these television markets are defined by roughly estimated contours, somewhat varying within the same market. The television market may include several markets in the ordinary sense used in marketing literature. Similarly, one television market may include several communities treated separately by the FCC from the point of view of channel allocation.

The number of markets which could support three or more stations was derived from a list whose ranks were based on engineering con-
tours.3 In compiling the list of smaller markets, those deemed capable of supporting only one or two stations, it was assumed that the service area of a station is 50 miles. In fact vhf stations in most markets have areas that go considerably beyond 50 miles. If account were taken of this fact, the number of two and one station markets would be significantly reduced as the economic limits of the markets would eat into the territories of the smaller ones.

These smaller markets were assumed to cover all homes in a 50 mile radius not within 50 miles of a station in a larger market. As a result, from one-quarter to one-third of the homes credited to the one and two station mar-
tks are within the outer reaches of the three and four station markets. This fact works in the same direction as the other assumptions made in this study, viz., raising a high rather than a low figure for the number of stations that can be supported.

The Effect of Network Inequality.

The above analysis implicitly assumes that there is no significant effect of inequality in net-
work competitive strength on the number of stations that the country can support. Actually, if it is seriously considered that one channel might be unequal in its competitive strength, somewhat fewer stations could be supported, for it has been assumed in the marginal markets the stations operate at less than 50%.

Should they, largely because of the inequality of the competitive strength of the respective networks, come to divide the revenue unequally, then the minimum size of market that could support any specified number of stations would have to be raised. As a result, there might no longer be room for four networks to func-
tion efficiently. There might accordingly be a substantial reduction in the number of four-
station markets. The reduction in the number of three-station markets could be expected to be much less significant. An upper limit of the reduction resulting from network inequality can probably be put at about 78. The reduction would almost certainly be smaller, so that if we take account of network inequality the country could support something in the neighborhood of 513 to 550 originating stations, plus satellites.

Coverage of Economically Supportable Stations.

Table 4 shows the estimated percentage dis-
tribution of U. S. families according to the number of stations serving their market, on the

1For the definition of the boundaries of service areas used for the 108 largest markets see pamphlet, CBS Television's Criteria in Affiliation Actions, Dec. 21, 1954.

3See Note on Definition of Market and Service in Table 4, immediately following Table 4.
COCA-COLA'S $18 MILLION GOES TO McCANN-ERICKSON

- Largest client switch in history takes place March 31
- Intensified campaign seen as D'Arcy dropped after 49 years
- M-E expected to have $194 million in billings by end of '56

IN THE LARGEST change of client billing in advertising history, Coca-Cola Co., New York, effective March 31, transfers its estimated $18 million advertising budget to McCann-Erickson, breaking a 49-year-old association with the D'Arcy Agency.

The official reason for the move was the desire of Coca-Cola to further integrate international and domestic advertising. McCann-Erickson has been the agency in South America for the Coca-Cola Export Corp. for over 10 years. Disclosure of the termination of the association between D'Arcy and Coca-Cola was made in a joint statement Friday by William E. Robinson, President of the Coca-Cola

In a succession of appointments within the past year alone McCann-Erickson gained the following accounts: Bulova Watch Co., with an estimated billing of $614 million; Westinghouse (consumer products) approximately $10 million, added to the Westinghouse Electric Corp. which the agency had been servicing; Mennen Co., $3 million budget; Vickers-Armstrong Ltd., a billing of $750,000; Lehns & Fink (including the Dorothy Gray Division) with an estimated $34 million; The Nestle Co.'s cookies and instant coffee (added to the portion of Nestle's already handled by M-E) with a reported $236 million; Humble Oil & Refining, Houston, estimated at $2 million; Swift & Co., approximately

Co. and Robert M. Ganger, chairman of the Board of The D'Arcy Agency.

The relationship between D'Arcy and Coca-Cola spanned almost a half century that marked the rise of a little known soft drink to the most widely known and purchased beverage in the world, the joint announcement stated.

"Naturally we regret the termination of this long association," Mr. Ganger said. "We are understandably proud, however, of our contributions to the amazing growth of Coca-Cola, which will reach an all time high this year."

Mr. Ganger said the acquisition of new business and the growth of present accounts during the last two years will more than offset the departure of the Coca-Cola account. He indicated that the D'Arcy current client roster is more diversified and better balanced than at any time in the agency's history.

Another reason for the move, reportedly, was the increased strife in sales that competitive soft drink firms such as Pepsi-Cola are making.

The newest acquisition of Coca-Cola marks McCann-Erickson as the fastest growing agency during the past three years among the top four agencies (J. Walter Thompson, Young & Rubicam & BBDO). The agency which billed approximately $133 million at the end of 1954 will bill nearly $176 million by the end of 1955, and is expected, with the addition of the Coca-Cola budget, to bill $194 million by the end of next year.

THE McCANN-ERICKSON BACKFIELD

HARPER, HEAD OF D'ARCY'S TELEVISION DIVISION, SAID: "ALL THE M-E PLAYERS PLAY TOGETHER." HE IS SHOWN HERE WITH THE M-E TEAM, WHICH INCLUDES MARRY HARPER, MARGE FOOTE, M. CLYNE, ROBERT H. CLYNE, AND MARION H. HEALY. THE TEAM WILL CONTINUE TO WORK ON THE COCA-COLA ACCOUNTS.
and research director among many others.

The 39-year-old Mr. Harper became president of McCann-Erickson in December 1948, nine years after he joined the agency as an office boy-trainee. After promotion from his duties as office boy, he entered the agency's research department, where he successively held the posts of manager of copy research, director of research and vice president in charge of research and merchandising.

Mr. Harper in 1946 was elected a director of the company and in May 1947, became assistant to the president and a member of the executive committee supervising the agency's plans for the future.

In 1950, Mr. Harper was awarded The Young Men's Board of Trade Inc. distinguished service award in recognition of his achievements as the outstanding young business and civic leader in New York City.

The 49-year-old Emerson Foote joined the agency in 1951 as a vice president and director and was elected executive vice president in 1952. Previously Mr. Foote had been one of the founders and president of Foote, Cone & Belding when the company purchased the assets of Lord & Thomas. Before that Mr. Foote was executive vice president of Lord & Thomas. In 1953 he was awarded the Clement Cleveland Medal for cancer work.

Robert E. Healy, 51, joined the agency in 1952 as a vice president and treasurer. He was appointed in successive years to the executive committee, general manager of the New York office, chairman of the operations committee and last July was elected executive vice president. Before he joined the agency, he was vice president in charge of advertising for Colgate-Palmolive Co. and before that, assistant to the vice president in charge of sales promotion for Johns-Manville Corp.

The 48-year-old Mr. Clyne joined McCann-Erickson last Jan. 1 as a vice president and account supervisor, later becoming vice president in charge of the radio and television department and member of the plans board.

Prior to M-E, Mr. Clyne was vice president in charge of radio and TV and a director of the company as well as account supervisor of the Bulova Watch account for Blow (Blow-Beirn-Toig). Bulova preceded Mr. Clyne by several months in its move to McCann-Erickson. Mr. Clyne was with the Blow Co. from 1946 to 1954. Prior to 1946 he was with Free & Peters, Hailey Stewart, and Merrill Lynch, Pierce, Fenner & Beane.

McCann-Erickson Inc., the present company, came into existence in 1930 as the result of a merger of the H. K. McCann Co., founded in 1912, and the A. W. Erickson Co., founded in 1901.

The number of offices that McCann-Erickson now has totals 32 around the world with 11 in the United States. The company developed the offices by following the flag of Standard Oil, one of its earliest clients. For example, in 1927 at the request of Standard Oil Co. of New Jersey, Mr. McCann went to Europe and opened up offices in Paris, London and Frankfurt.

At the time of the merger in 1930, it was estimated that the billing for McCann-Erickson was about $20 million. Today, the agency which Mr. McCann and Mr. Erickson (who died in 1936) formed and built, employs nearly 2,500 persons in the U. S. and 3,600 world wide.

The Coca-Cola network sponsorship includes Eddie Fisher in Coke Time twice weekly on NBC-TV and two quarter-hour segments of Mickey Mouse Club on ABC-TV.

RADIO GLOWS IN TRIBUTE AT RAB ADVERTISING CLINIC

First annual two-day event hears what the medium can do from the advertising men who have tried it and found it true. Nearly 500 attend New York sessions. Another first: awards for creative copy.

The SALES POWER of radio, often belittled and much maligned, got no thanks but accolades from men who know it best—men who have used it and prospered—as the Radio Advertising Bureau opened its first National Radio Advertising Clinic in New York last week.

The "unglamorous" medium's demonstrated ability to sell products as big as trucking service and airline flights, as small as wrist watches and "water for babies' ears," as different as kitchen mixes and poultry remedies, was hailed in one case history after another.

The two-day nationwide clinic, first of its kind and scope, drew a registration of an estimated 450 to 500 people who make the medium run, including some 200 advertiser and agency executives as well as station and network time salesmen and other management officials.

A baker's dozen advertiser and agency executives told Thursday's opening-day meetings how they rely—with success—on radio to solve specific problems, how they benefit from its flexibility and reach and persuasiveness, how they've used radio and grown. Eleven others, chiefly from the agency side, were slated to appear Friday and discuss creative selling—how to make commercials more effective—and creative buying (see At Deadline, page 7).

What were described as the first awards ever given for creative radio copy were presented at Friday's luncheon (see story page 35), and at luncheon on the first day New York Gov. Arverd Harriman paid tribute to the accomplishments of advertising and took a look at the nation's economic outlook (story page 36).

Radio's come-down from its "fat cat" role of pre-television days was not disputed. But there was good news on the news of its ability to sell goods and services as speaker after speaker stood up to give his own case history of success.

"If you have a tough product to sell, my advice is, use radio," Milner Products Co.

President Howard S. Cohoon said bluntly in a speech telling how Pine-Sol cleanser expanded from Mississippi to national and international distribution (condensed text of Mr. Cohoon's speech, page 44).

Radio's "pluses," and its advantages over other media, were pointed out by Paul G. Gumbinner of Lawrence C. Gumbinner Adv. (text, page 41).

What radio did to solve Frontier Airlines' peculiar media problem was detailed by Arthur K. Magee, account executive of Rippey, Henderson, Kostka & Co., Denver (page 42).

And how it boosted the fortunes of Aero-Mayflower Transit Co. was told by Frank P. McGrath, account executive of Caldwell, Larkin & Sidner-Van Riper, Indianapolis (page 36).

Seven rules on how to make maximum use of a small advertising budget were given to the clinic by William E. Wright of Wright, Campbell & Suit Inc., Chicago (page 42).

In another highlight of the Thursday workshop, the aural medium's help in promoting a product whose chief identification is visual—the famous bearded "Man from Schweppes"—was told by "The Man" himself, Commander Edward Whitehead, and Frank Johnson, account executive at Ogilvy, Benson & Mather, New York, agency for Schweppes.

Commander Whitehead, president of Schweppes (U. S. A.) Ltd., traced the advertising history of the company from its early British days when it claimed its waters would cure "everything from palsy to paralysis," through a "stuffy" period when the advertising was "unique, in that it did not mention the name of the company or the product," down through the current campaigns in the U. S.

Mr. Johnson, filled in details of the current campaign, the franchise under which Pepsi-Cola bottles the product in this country and the implementation of the campaign theme that "the man from Schweppes" is seen. He noted that the Schweppes waters bottled here are of the same quality and "Schweppervescence" as the British original.

"Today," Mr. Johnson said, "Schweppes has been successfully introduced in more than 100 markets. The use of print and radio spots has proved highly successful. The printed adver-
You can reach 415,835 TV families in the rich market of RICHMOND Petersburg and Central Virginia on the basic NBC-TV station WXEX-TV Channel 8

Ask your ForJoe man for full details

Tom Tinsley, President
Irvin G. Abeloff, Vice-President
KSLA—FULL POWER
-NOV. 15

LOWEST COST PER THOUSAND

...because present low rates are in effect for established clients through June 1956!

CBS-ABC NETWORK SHOWS

Sure-fire attractions to draw this huge new audience to KSLA’s top-notch local programming.

22 MONTHS ON THE AIR

Shreveport’s only experienced television staff, with 22 months of telecasting to its credit.

BUSINESS IS GOOD in the rich ARK-LA-TEX MARKET...

More people with a higher spendable income! Over $203 million in grocery sales, $27 million in drug sales, $236 million in automotive sales. 77,390 farms with a gross income of $171,155,000.

...and now, great new 48-COUNTY—3-STATE COVERAGE!

KSLA’S 316 KW
Market Picture

Population: 1,178,450
Households: 311,235
Shreveport Mkt. Circ.: 150,830*
Spendable Income: $1,275,069,000
Income per household: 3,411
Retail Sales: $876,193,000

Source: SRDS 1955 Consumer Markets

PAUL H. RAYMER COMPANY, INC. National Representatives
New York • Atlanta • Detroit • San Francisco • Hollywood • Dallas • Chicago

FIRST
IN
SHREVEPORT,
LOUISIANA

KSLA CHANNEL 12

Affiliated with CBS and ABC

Page 34 • October 17, 1955
playback of ideas was sharp and remarkably high for both print and radio. Curiously, the identification of the radio medium is strong that it is difficult to say that one has been more effective than the other. The combination has produced truly outstanding results."

Donald Stewart, advertising manager of the Texas Co., expressed the view that radio came out of its bout with television "stronger than it went in." He cited a number of markets in which Texas Co. used radio to overcome strong competitive problems, and pointed out that the firm has "never been a leader" in racing both network and spot—including 22 five-minute weekend programs on ABC, the Metropolitain Opera broadcasts, also on ABC (now in their 16th year under Texas Co. sponsorship), and regional football coverage.

The big sales success racked up by a west coast brew, Brew 102, through substantial use of singing commercials—as contrasted with the poor showing of a competitor who used the same media but gave only a "minor" role to radio—was cited by Walton Purdom, executive vice president of Brisacher, Wheeler & Staff, San Francisco. He also told how the use of jingles helped to "sell on the name" of Sweet-Bee Foods, Mts. Vernon, Calif., into one of the leading companies in its field, and how Bayview Federal Savings & Loan, San Francisco, conducted a 10-day local radio saturation campaign and wound up with 425% more deposits—$1.2 million more—last July than the one before.

But his main emphasis was on the Contadina tomato paste campaign. It's development and execution last spring was "majored" in radio and "minored" in newspapers—and at the end, he said, Contadina was practically out of product. The fall campaign, launched Sept. 19, also puts heavy emphasis on spots, he asserted.

Edward L. Jones, manager of consumer advertising for Hamilton Watch Co., Lancaster, Pa., told how Hamilton evolved its preference for early-morning radio programming. "Not only because listening is high in those hours but also because the programming reflects listeners' interest in time itself. Although a three-market test led to the conclusion that a year-around local Hamilton watch ad wouldn't be economical, he said, seasonal programming has been shown profitable.

He also pointed out that Hamilton furnishes 1,800 stations with material, including transcriptions, which they can use in selling local jewelers, and also that "we have enjoyed outstanding success" with a 39-week quarter-hour program, the Lady Hamilton Show, which the company furnishes free to any jeweler who wants to use it.

Farm radio, according to Vice President John Dow of Boxwell & Jacobs, Omaha, is currently at its highest peak in history, with desirable time on desirable stations hard to find. He reviewed radio usage by the Gland-O-Lac Co., Omaha, maker of poultry remedies and related products. He told his audience that "radio is going to be a bigger and bigger factor in farm advertising."

Before Gland-O-Lac switched from seasonal to year-round use of radio five years ago, Mr. Dow said, the company considered radio its secondary medium. Results from year-round usage, he said, have convinced it that radio should be dominant. He cited the growth of one new product, backed largely by radio promotion, which became the company's best-selling single product since it went on the market in June.

C. H. Bobertz, vice president of Clark & Bobertz, Inc., advertising agency, credited radio with a significant role in expanding business volume of the Citizen's Mutual Automobile Insurance Co. from $3.4 million in 1947 to $14 million last year. By utilizing a consistent spot advertising campaign on a group of radio stations in the Detroit area and western Michigan, Mr. Bobertz said, the company achieved its prime objective of gaining "friendly recognition" for its independent agencies.

The extensive radio advertising campaign prepared for Jax beer by Fitzgerald Adv., New Orleans, was described by William H. Thomas, director of the radio-tv department of the agency. He noted that the agency for several years has used a schedule of spot announcements and participations on stations in the company's seven-state distribution area, with copy slanted particularly toward men but still embodying a universal appeal.

Mr. Thomas reported that Jax beer is advertised almost exclusively on sports, news and weather programs, but pointed out that the "women's angle" is not overlooked, because the consumer who purchases the beer for the family. Along with the advertising campaign, he added, Jax beer maintains a heavy merchandising and promotional effort directed to the public, calling on cooperation from distributors and dealers and the local radio stations.

WHAT AGENCY WIVES DO
WHEN HUBBY IS AWAY

AGENCY MEN learned last week that while they have been at the office, Radio Advertising Bureau has been checking on the habits of their wives. RAB isn't studying the morals of suburbia. It wanted to find out—and did—whether the helpmates of television-minded agency executives still listen to radio.

On the theory that what their wives feel and do about radio will interest agency vice presidents more than "the listening habits of 3,000 housewives in Schenectady," RAB hired Advertisers Research to "track these ladies down in Westchester and Fairfield counties, talk to them of many things, and find out the truth about agency vice presidents' wives."

Last week, at the National Radio Advertising Clinic, RAB distributed neat little copyrighted brochures called "The Truth About the Wives of Agency Vice Presidents," which summarized "the oh-so-glimpsey" project and its findings. Highlights:

"Vice presidents' homes have lots of radios: 80% had three or more working order sets; 24% had six or more. Of course, all had at least one set. Average—4.2 sets per home.

"Lots of car radios, too: 92% had a car radio. Nearly half of this group had two or more.

"Their radios are mostly in the bedroom: 9 out of 10 homes have radios in bedrooms, 65% have kitchen radios and 41% have radios in the living room.

"Any listening going on? 86% [of agency wives] listened during the past seven days; 75% listened during the past 24 hours; 69% listen seven days a week.

"Most listening is in the kitchen. While there are many more bedroom radios, Mrs. V.P. is more likely to listen in the kitchen than elsewhere—6 out of 10 who listened in the home listened there yesterday.

"News is Mrs. Vice President's favorite radio fare: 85% of those who listened during the last 24 hours tuned in news, 47% recorded popular music, 36% classical music, 34% variety shows.

"There's lots more truth to tell from the Advertisers Research report, including what these ladies read, how much they look (at tv) and so on.

"But the foregoing gives you the flavor of this gimmicky little survey we wouldn't dare call a 'study'."

By research standards, the survey sample was not exactly tremendous. But it covered the people who run the people who help the big boys. The conclusion, say N. W. Aver, Ted Bates, BBDO, Benton & Bowles, Biow-Beirn-Toigo, Cunningham & Walsh, Dancer-Fitzgerald-Sample, Roy S. Durstine, Kenyon & Eckhardt, Lennen & Newell, McCann-Erickson, J. Walter Thompson and Young & Rubicam, to name those mentioned by RAB.

"Because the sample is tiny," the brochure continues, "we're embarrassed to mention one or two sets of facts that turned up. But not so embarrassed that we'll skip it: 'Radio and tv have 100% coverage of these homes (as have newspapers and magazines)."

"But while 75% of the ladies listened to radio in the past 24 hours, only 56% looked at television. Of all time spent with broadcast media by wives of agency vice presidents, two-thirds was spent with radio.

"We won't call this significant."

We'll just call these facts straws in the wind that fly in the face of some male convictions and that once again prove how little most men know about their wives'."

The clinic was set up under the direction of RAB President Kevin B. Sweeney and national promotion director J. Norman Nelson. RAB Board Chairman Joseph E. Baudino, vice president of Westinghouse Broadcasting Co., opened the conclave Thursday. The opening sessions were presided over by Kenyon Brown, KWFT Wichita Falls, Tex., chairman of the RAB executive committee, and Ward D. Ingram, KFI Los Angeles, a member of the RAB executive committee. Friday's open sessions were led by John E. Haynes, WTOP Washington, chairman of the finance committee.

Creative Radio Copy Awards Given Eight

AWARDS for advertisers and their agencies whose radio commercials were judged the most effective and creative during the year were presented for the first time by Radio Advertising Bureau at luncheon Friday at the Waldorf-Astoria Hotel in New York during RAB's National Radio Advertising Clinic.

The awards, described by RAB as the first given for creative radio copy, were gold-plated...
records mounted on polished mahogany standards. Eight advertisers and their agencies were cited. The winners had been selected by a "jury" or judges' panel made up of 200 advertising executives, radio station managers and trade paper publishers.

The Winners
The winners (advertiser, its agency, the radio campaign) were:
- Metropolitan Life Insurance Co. (Young & Rubicam), for the continuing campaign, "Good Hints for Good Health."
- National Carbon Co. (William Esly Co.), for Evanston campaign.
- Coca-Cola Co. (D'Arcy Adv. Co.), for a continuing campaign.
- Esso Standard Oil Co. (Marchalk & Pratt Div. of McCann-Erickson), for a continuing campaign.
- Ford Motor Co.'s Ford Div. (J. Walter Thompson Co.), for a continuing campaign.
- The Nestle Co. (Bryan Houston Inc.), for Nesca campaign.
- American Tobacco Co. (Sulliana, Stauffer, Colwell & Bayles), for American Cigarette & Cigar Div. (Pall Malls) campaign.
- Piel Bros. (Young & Rubicam), for a continuing campaign.

HARRIMAN LAUDS ADVERTISING FIELD

TRIBUTE was paid to the advertising field by Gov. Averell Harriman of New York last week for its contributions toward stimulating increased production of goods and services and improving standards of living.

He told an audience attending the luncheon session of the National Radio Advertising Clinic in New York last Thursday that advertising has been "kicked around quite a bit lately," but he attributed this criticism as stemming from "its contributions to politics, not economics." His talk dealt with general economic developments and their implications for businesses as well as the public.

Gov. Harriman told the Radio Executives that extensive as has been the growth of the U.S. economy in the post-war years, the future holds promise of even more widespread expansion. He referred to a report prepared last year by the joint committee on the economic report which projected gross national product in the business in 1965 of some $535 billion, which Gov. Harriman said is $150 billion (about 40%) above this year's estimated output.

Future Expansion
Gov. Harriman injected a sobering note when he pointed out that this goal of $565 is "more than a wonderful opportunity, it is a stark necessity if we are to maintain economic health." He reminded his audience that in 1943 the U.S. will have a much larger labor force than today, as it is expanding at the rate of about 750,000 a year.

Mr. Harriman took occasion to expound his views against the trend toward monopoly in industry. He said he interpreted the free enterprise system meaning particularly the retention of competition and the existence of opportunity for the initiative of individuals.

"You can take it as a fact," he asserted, "that if business gets too concentrated in a few hands in any particular industry, the threat of government control of that industry will inevitably arise.

"Small businesses are not economic delin-
EVERYBODY WHO HAS SOMETHING TO SELL WILL WANT A STAKE IN CBS RADIO'S SEGMENTED PROGRAM PLAN...THE MOST DYNAMIC, FAR-REACHING, PROFITABLE SELLING FORCE EVER OFFERED TO NATIONAL ADVERTISERS. ELEVEN
Big—really bigtime—shows are lined up on a basis that combines largest audiences at lowest cost, greatest merchandising values, mix 'em or match 'em flexibility. For the first time, this plan makes possible tested
SHOWS AND TOP STARS IN FIVE-MINUTE SEGMENTS TO BE COMBINED BY YOU TO FIT YOUR NEEDS.

1. Bing Crosby Show
2. Kathy Godfrey Show
3. Juke Box Jury (Peter Potter)
4. Bergen-McCarthy Show
5. Amos 'n' Andy Music Hall
6. The Milch, Miller Show
7. Tennessee Ernie Show
8. Celene Drake Show
9. On A Sunday Afternoon (Del Sharbutt)
10. Jack Carson Show
11. Young Ideas (Fred Robbins)

Turn to next page for examples...
If you want big-name, low-cost advertising the year round, here's one possibility. A five-minute segment weekly on the GALEN DRAKE SHOW, KATHY GODFREY SHOW and EDGAR BERGEN-CHARLIE MCCARTHY SHOW:

**GROSS WEEKLY LISTENERS**........... 15,040,000
**WEEKLY COST**........................ $4,710

...For an impressive and merchandisable star line-up, with daytime, nighttime, Sunday through Saturday spread: BING CROSBY, AMOS 'N' ANDY, PETER POTTER'S All-Star JUKE BOX JURY, BERGEN-MCCARTHY and GALEN DRAKE.

**GROSS WEEKLY LISTENERS**........... 23,393,000
**WEEKLY COST**........................ $8,400

...And for concentrated, saturation selling, here's a powerhouse plan. Twenty-five segments a week for two weeks on BERGEN-MCCARTHY, ON A SUNDAY AFTERNOON, THE MITCH MILLER SHOW, GALEN DRAKE, KATHY GODFREY, JUKE BOX JURY, TENNESSEE ERNIE, BING CROSBY, JACK CARSON and AMOS 'N' ANDY!

**GROSS WEEKLY LISTENERS**........... 82,268,000
**WEEKLY COST**........................ $48,000

*Est. from NRI Fall set AA, Jan.-Apr. 1955; Auto-Plus to BU, Feb.-Apr.; Audience composition, Feb. **For 8 weeks.

THREE OF A BIG RANGE OF SALES-POWERED, LOW-COST COMBINATIONS

Those are just three examples. Whether your budget is large or small...whatever your sales problem, there's a combination of stars and shows tagged to sell for you in the Segmented Program Plan...on THE CBS RADIO NETWORK
broken up into smaller units to get the prices down. Audiences are smaller per segment, but big audiences are still available if enough segments can be purchased. The multiple news schedules, however, at congested rates, took advantage of all these trends.

In other words, in the purchase of the network radio schedule, with a limited budget, Mayflower accomplished three different things:

1. They reached a large consumer audience. Advertising in homes at extremely low costs per thousand.

2. They reached those homes when they needed to without depending upon memory of the listener.

3. They solved the problem of local tie-ins.

This purchase was admittedly a compromise of many elements. It had its weak points and its strong points, but it was geared to the dollars available, and, as I will outline for you in a moment, it did do a job in combination with the rest of Mayflower’s campaign.

The campaign ran from Oct. 1, 1954, to April 1, 1955. Then it was stopped. It was stopped because, as I told you before, moving is a highly seasonal business, one in which you can very easily lose your job. A mover can oftentimes use twice the number of vans during the summer that he has on the road during the winter. If he oversells his capacity and has to turn down business, he can hurt the company for years to come. A winter campaign helps to balance the flow of business. While new units are being added to the fleet during the winter, it helps to keep them busy, and at the same time, it establishes a backlog of business for the next summer when a greater volume of business is normally available.

Whenever possible, Mayflower likes to merchandise its sales efforts at the local level.

In the case of the radio schedule, Mayflower placed placards about the programs on all its vans, and also made the placards available for use on agents’ local vans. More than 40,000 communications received several pieces of direct mail from Mayflower about the program. Agents were supplied with newspaper mats, counter cards and window posters, and a weekly bulletin program which has been kept them informed on the progress of the campaign.

What were the results of this effort?

Frankly, in the first three months of the campaign—there were no results, absolutely none. As you can well imagine, there were some mightily worried people, but we were still confident that the combination of factors had to produce. After a slow start, it did.

By the beginning of the year the sales curve began to move up. In the first quarter of 1955 the gains were small but steady, and ever increasing. Then, oddly enough, with the close of the campaign itself, the curve went up sharply. From that time on the company’s service facilities were heavily taxed to keep up with the flow of business. In some months, sales went up as much as 35% over the same month of 1954. In the first six months of this year, Mayflower led the entire industry in dollar volume gains.

Naturally, this looked good to all concerned but it could possibly have been the result of outside factors and not necessarily the sales promotion campaign. The results were checked in several ways. First of all, Mayflower as a regular part of its service, sends out a customer questionnaire after every move. It asks the specific medium or media influencing the selection. Again, reports by agents and agents salesmen were used to deliver sales.

Independent surveys were made of private shippers who had used the service, and of common retail account prospects. At the same time, we know from the audience rating services that the radio schedule was delivered as expected. But the sales curve, of course, was the ultimate test.

What caused the good results? Was it the radio schedule? Mayflower’s magazine advertising, the sales contest or the sales meetings? I honestly do not think that we could say that it was any one of these alone. It was a combination... and a spirit of determination on the part of the company and its agents to go after and get a substantial increase in sales.

There is a natural tendency to look to that medium which accounts for the largest share of the budget, but who can say what one phase of the campaign would have produced without the others? In any case the combination worked.

Thanks to its success and the other necessary factors in any business decision, Mayflower is now doing a much bigger whole campaign based upon the same combination of factors. Instead of 12 five-minute newscasts a week, this year Mayflower bought 15. They are buying more ads in more magazines. More new sales tools are being added. Direct mail lists have been revised and enlarged... and there’s another big sales contest for the agents.

In regard to this year’s radio schedule, I might explain that the 15 programs each week should give us an even lower cost per thousand homes reached. Last year the programs ran at 7:55, 8:55 and 9:55 p.m. EST, primarily designed to catch a balanced audience of male and female listeners.

This year’s schedule is 11:30 a.m., 7:55 and 8:55 p.m. The morning strip will permit us to talk directly to the women. It provides a larger audience than a third strip would have at 9:55 p.m. and it reduces competition from TV.

In closing may I say that in our opinion, radio, bought in this manner, geared to the needs of the specific client, can do an outstanding job. If the local stations will cooperate with the networks on this type of programming, it will enable many relatively small advertisers to go national. It will bring new business to the radio industry that will benefit both the networks and the local stations, as it did in this case. It’s up to the local station, however, to keep the ball rolling by cooperating with the networks and working with the clients or their local representatives at all levels. In this manner radio can meet the challenge of television and carve its own niche in the ever growing advertising world, a niche that can be filled by radio alone.

IT'S FAST, IT'S FLEXIBLE, IT EDUCATES

PAUL G. GUMBINNER, secretary and radio director of Lawrence C. Gumbinner Adv., New York, was to tell the RAB clinic about the success of the Q-Tips campaign. He did, and at the same time threw in mention of other radio successes and old clients of the medium to increase their budgets and new clients to join for the first time.

AMONG RADIO'S PLUSES are three that stand out—its speed of action... its flexibility... and its ability to educate. Of course, radio has certain drawbacks, too. One of these drawbacks is that today the medium does not generate the immediate sales that isn’t too hard to overcome with the advertiser, in view of its low-cost—and low cost per delivered message. But it does affect the reception of the news of a radio campaign by a sales organization, agents.

We have had several instances where we presented a radio campaign to a client’s sales group who listened to the news with not quite stony silence—but with something less than cheers. We were bluntly asked why we didn’t, instead, go into television. Our answers were as you’d expect—that radio gave us more for our dollars—greater frequency, much more coverage and was by all figuring the most efficient buy.

By carefully planning the presentation of radio to a sales group—and by intensively merchandising the campaign to the retailers—you can get a whole of a lot out of it, and get wholehearted support.

Many of the stations have greater awareness of this need to sell radio today, and they do far more to merchandise the business that’s placed with them. We have had splendid cooperation from certain stations. They sent out excellent, not merely perfunctory, letters, cards or mail pieces to wholesalers and retailers. Some of them made personal calls on the stores, and arranged for special window or counter displays. All of this helps to whip up enthusiasm at trade and selling levels.

I believe it’s one type of assistance that all stations should look into more thoroughly... it can go far to overcome TV’s so-called magic.

Now to get back to the plusses.

Last year we put an imported wine, Cherry Kijafa, on the air for the first time. It had a small bird as part of its trademark. For the purpose of getting the trade interested in this manner radio can meet the challenge of television and carve its own niche in the ever growing advertising world, a niche that can be filled by radio alone.

And a local client, whose brand bears his name, was plagued at his golf club by being addressed by his name plus his radio catch-phrase 40 times within two weeks after that phrase was used on daytime radio.

A campaign on a New York station got attention so quickly that after its first six weeks, the schedule was increased from 13 to 20 weeks—and then doubled again. And a network daytime operation had an almost parallel reaction, and was similarly extended from its planned three-month’s drive to almost a full year. So much for speed of action.

Radio’s flexibility is a wondrous thing to work with, too. It’s the most fluid of media—and makes possible infinite combinations of markets, times and copy.

It can go much beyond the usual concept of daytime for women, and early mornings or evenings for men. One of our products, Q-Tips, sells to young mothers, and has good secondary uses to other members of the family for other purposes. By tying together copy and times of day, we are able to pinpoint our appeals to mothers, to business women and to men—each

October 17, 1955 • Page 41
When they're tuned in, and each with appropriate copy that costs us nothing but the writing to test—try our some spots on all-night shows—with commercials for parents who are up to give their infants a 2 a.m. feeding. I can't really say that one worked.

The Chap Stick company makes a product that we currently sold mainly in cold weather. New uses, and a new approach, are extending it to year-round sale. Last year, we started radio in a few markets in late September, adding in October and November, and as we progressed into our peak winter season, we stepped up the numbers of spots we were using—but only as cold weather hit each market. And we finally tapered off again in reverse proportion in December. We're ready to cut back on local inventories and weather dictated.

By actual count, the radio operation called for eleven different schedules in a few weeks period. The agency had a lot of work—but Chap Stick had a lot of profitable movement.

For a local food client, Sacramento tomato juice, we make deals with supermarkets and chains . . . their name on our programming, in exchange for feature display or prize cards. Frequently, those names go on the air just hours after the deal is worked out.

And when it comes to educating, we feel that radio has one of the greatest advantages over all printed word. To illustrate this point, I would like you to hear one of the transcriptions used for Q-Tips.

The spot selects mothers by its lullaby-type music—'soothingly combined with Q-Tips’ dominance in the baby field—the fact that it outsells all other cotton swabs combined. We emphasize the color of the package—"The box for your baby; the swap for you is Q-Tips." That's not only an important competitive difference—but helps form a mental picture for self-service shoppers.

And finally we finish up with a secondary appeal—to simply combine with Q-Tips. This is done with a new voice—a woman's voice, and the change of pace is designed to perk up and revive any lagging attention.

Contrast that with the same elements in magazines. For selectivity, we illustrate our space with a baby picture—after all, babies are great attractors and photogenic, and the product is best known for babies. We are able to show the blue package some great advantage that radio does not permit. But by the time the story tells the baby story, we've just exhausted the readers' patience—and the idea of using Q-Tips for make-up can't be much more than a flake.

This year, using both network and spot radio, we saw how nicely each supplements the other. NBC gave us mook-and-canny coverage of the country geographically—and support for all our sales organization—as well as effective advertising to masses of listeners.

The markets for local radio were chosen carefully, and for the usual reasons to supply intensive attention to where it's needed . . . to broaden distribution . . . to achieve state consumer and trade recognition of the product's national leadership. The numbers of spots used in the different markets varied; some were far heavier than others; but in all the local markets, we had the minimum of a weekly strip in combination with the network.

For Q-Tips, as for our other accounts, we have found that radio, as an advertising medium, gives us audiences at low cost—with the plus of speed of action, flexibility, and education towards sales or new ideas.

And this brief comment sums up our feelings about radio: There's plenty of life in the old gal.

How Radio Solved Frontier's Problem

FRONTIER AIRLINES had a problem. Its routes served the more sparsely populated areas of the country, areas where air travel had not gained the popularity it enjoys in more heavily populated sections. It had a lot of convincing to do, and turned to radio to do a lot of it. Arthur K. Magee, account executive of Rippey, Henderson, Kestka & Co., Denver, described radio's role for RAB.

LET'S LOOK at some of the results we believe radio has been responsible for. As of the present time, Frontier Airlines is carrying over half the air freight carried by all 13 local service airlines together. Frontier is now the largest local service airline in the United States. Our routes cover states which account for 25% of the entire area of the nation. Our business, both in passengers and in freight, has increased at a steady rate each year breaking the record of the year before.

Last summer, conducting the experiment was a success, Congress granted Frontier a permanent certificate of operation. During the past year, Frontier carried over 176,000 passengers. Remember, our planes serve an area with only 342 people per route mile. So, 176,000 people is a considerable chunk of humanity for any airline to carry in such a sparsely populated area. Another sign of Frontier's success has been the depth of penetration. We have been carrying 266 passengers per thousand population on an annual basis. The nearest to our record is another local service airline which has been carrying 110 passengers per thousand population—as compared to a lot of them which carry only nine or ten people per thousand population in the course of a year.

Finally, I think the best example I can give you of Frontier's success with radio is to tell an experience which gave me graphic proof that radio is here to stay.

Shortly after I arrived on the scene a couple of years ago, Frontier conducted an air fair at the airport in Durango, Colo. The local newspaper and the local radio station beat the publicity drum loud and long for a good many days ahead of time. Tickets for Frontier's sightseeing flights were on sale 10 days ahead of time, all properly publicized and advertised. All of the local service clubs, the mayor and the rest of the city dignitaries were behind the event 100%. In spite of this, when I arrived on the special airplane at 10:45 on that Sunday morning, there were only about 25 people at the field, mostly relatives of the Frontier people, and exactly 12 tickets had been sold.

The local radio station was on hand to do a special remote broadcast, interviewing all of us "big shots" who had arrived from Denver and in lots of other ways trying to make the thing sound important. The fact remained that only 12 tickets had been sold and there was only a scattering of people at the airport. I didn't wait around the airport to see what happened, since I had to attend a few cocktail parties and things like that around town, but I did get back to the airport about 4 that afternoon.

First of all, I discovered that I couldn't get within three blocks of the airport. Next, I discovered that the radio station had been on the air practically all day long, giving a blow-by-blow description of the events going on out at the airport, and urging the people to come out. Here are the results of this radio station's efforts—and we're convinced that nobody else did it but them. The total attendance at this airport event that day was over 12,000 people. The population of Durango is 10,000. Frontier Airlines, with its one DC-3 airplane, carried a total of 450 first-riders on sightseeing flights. Anybody who has any doubts about the pulling power of radio would certainly have had them dispelled on that Sunday.

Since then, I have seen that same thing happen over and again at that airport after airport.

As far as Frontier Airlines and as far as our agency is concerned, our radio efforts will stop only when Frontier or the agency, or both, go out of business.

Rx: Seven Rules for Buying Radio

SEVEN RULES for more effective use of small national advertising budgets in radio were offered the RAB last Thursday by William E. Wright of Wright, Campbell & Suit Inc., Chicago. They are:

RULE ONE: Buy approximately 200 inhome rating points per week for six weeks. That's an average of two impressions per radio home per week. We are not so concerned with reaching a high percentage of radio homes as we are in reaching them often.

RULE TWO: Use one minute live participation announcements. Under many conditions this would not apply. With this particular problem we wanted to take advantage of the following that each personality or program had built up.

RULE THREE: Favor the strongest selling local personalitites.

RULE FOUR: Buy no more than 30 announcements per week on any one station—no less than five. This is for practical purposes. Thirty spots a week, on a Monday through Friday basis, is six spots a day, which gives us good daily coverage of one station's audience. More spots on one station would be of marginal value despite a low cost per rating point.

RULE FIVE: Buy stations and time that deliver the most rating points per dollar—not the most rating points per spot.

RULE SIX: In considering station coverage, discount the coverage beyond the metropolitan market area as defined by the United States census. We are convinced that modern radio is a local medium and, with a few exceptions, must be bought that way.

RULE SEVEN: Buy no more than two stations in one market (there were three markets in which we made an exception to gain an unusually strong personality on a third station).
We have always proceeded on the basis that "the time we sell is valuable . . . and so is the time of those who buy from us."

Thus from the day that H-R was founded, by a group of mature Working Partners, we have been proud of the fact that we "Always Send a Man to do a Man's Job!" A man who knows his business, his stations, his markets . . . and the value of the time of those who buy from us!
HOW RADIO HELPED BOOST PINE-SOL TO NATIONAL PROMINENCE

HOW Milner Products Co. of Jackson, Miss., took Pine-Sol cleanser some seven years ago—then a product with an annual volume of $77,000 and distributed only in a few southern communities—and built it, with large reliance on radio, into "the established national brand" that it is today, its field was related to the RAB National Radio Advertising Clinic last Thursday by Milner President Howard S. Cohoon.

For the first nine months of 1955, Mr. Cohoon said, 60% of the advertising budget went into radio. Over the past half-dozen years radio's share has averaged 46.5%. Results? Last year's sales were up 60% over 1953's; for the first nine months, this year's are up almost 33% over last.

Sold as he is on radio, however, Mr. Cohoon wonders if radio men themselves are selling their product as hard as they should in all quarters. Consideration of Mr. Cohoon's speech, which also outlines the build-up Milner is giving its Perma starch, appears below:

THE FIRST JOB tackled by our agency [Gordon Best Co., Chicago] and us was to determine the many difficult uses to which Pine-Sol might be put. Instead of coming up with only a dozen or a dozen uses, we actually uncovered more than 40. These uses ranged all the way from cleaning kitchen floors and bathroom walls to disinfecting sick rooms or children's playpens. While we felt that Pine-Sol, which was used to wash water, was a wonderful thing for preventing yellow-gray dinge in nylon garments, and making all garments whiter or brighter.

At this point we were ready to start planning and preparing our advertising. Birmingham, Ala., was selected as our first test city. And right here I know you gentlemen would like me to say that we loaded our guns with radio and captured our objectives in a blaze of kilocycle glory. But it was not quite that simple.

Radio, however, did play a key part in helping us achieve our objective. Actually we used both radio and newspapers, obtaining the fullest possible merchandising support from each of these media. Results were checked very closely. And when we were satisfied we had developed a pattern, we commenced to move market by market. At first we confined our efforts to Birmingham, the South and Southwest, where the merits of pine oil were better known than they were up North. From Birmingham we went to cities like Atlanta, Memphis, New Orleans, Dallas, Houston and so on.

In every city we found that radio, plus some newspaper advertising represented the primary advertising mediums for us. Not only was this combination effective for getting our story across to the consumer, but we found it highly merchandisable to the wholesale and retail trade. This latter factor was extremely important to us, because you can appreciate that our toughest and most vital problem was to get the big chains and super markets to stock our product. These big outlets are never pushovers, as all of you well know. And they certainly were not pushovers for us. But Pine-Sol's advertising gave us a convincing story to tell. This merchandising value, plus the consumer demand which our advertising helped to develop, succeeded—sometimes soon, sometimes later—in getting our product stocked by leading chains and super markets in every city in the South.

One thing we learned early about radio broadcasting has guided us ever since. At least for our product, we found that "personalized" selling over the air, by an accepted, well-known personality, accomplished the best results. This has led us to select what we call radio sales personalities insofar as possible when choosing our programs. And we have found that it works.

After the first year, when we had pretty well covered the South and Southwest, we decided to break out in the North. We realized that this would be the severest test of all. Here we were, with a "type" of product virtually unknown up North, and a brand name totally unfamiliar.

We studied our maps and marketing statistics and decided to make our first Yankee descent upon Chicago. We followed the advertising pattern we had adopted earlier, looking for an outstanding radio personality to sell our Pine-Sol to Chicago housewives. We found what we were seeking in Paul Gibson and his Housewives Protective League over WBBM.

Gaining distribution in Chicago was no cinch. It was not too difficult to crack a share of the independent radio stations in the cities. But they came much more slowly. They didn't know Pine-Sol—they didn't want Pine-Sol. They said "when there's a demand, we'll stock it." And I more than half suspect they never thought there would be a demand.

But we fooled them—that demand did come. And Paul Gibson, our Pine-Sol radio salesman, played an important part in bringing about this result. One by one the chains and super markets—the National, A&P, Kroger, Jewel, Hi-Lo, and so on. Today Pine-Sol enjoys strong shelf display in all Chicago super markets. It's as staple as a bar of Ivory soap—an item of known and proven turnover.

I'm not going to bore you by taking you on a Cook's tour of the United States to relate our progress city by city or area by area. But we did move on—Detroit, Cleveland, Buffalo, and so on and on until our distribution finally encompassed the Pacific Coast areas.

As we moved along, we appointed food brokers to represent us locally in each area. We have 125 brokers today, servicing all parts of the country, including Canada. Everywhere the same general advertising pattern was adhered to, with radio playing a prominent part.

All this wasn't accomplished overnight. Not by any means. We aimed to build solidly. And to do that took time. You must remember that ours was not a Proctor & Gamble situation, with a ready-built sales force in every section of the country and an inexhaustible bankroll to play with. We had to crawl, then creep, then walk before we could ever hope to run. By the end of our third year we had reached a very good semblance of complete national distribution.

At this point, we felt we were ready to consider types of advertising affording national rather than just local, coverage. Because of our personal experience, we decided to make network radio our number one medium.

Having made this decision, we were immediately confronted with the question: What kind of radio? What sort of program? At what time, on what day, where, and how?

We had been noticing a young man in radio and on television—a young comedian who looked to us like a comer. We liked him—not only as an entertainer, but because we believed we sensed in him the kind of radio salesman who could effectively "sell" our product to the housewives of America.

This man was Robert Q. Lewis. Bob was working closely with CBS. So we went to CBS. We didn't find CBS at all reluctant. Before we knew it we were confronted with a tape recorded audition of the Robert Q. Lewis Show. We had the Chordettes, background music and all the trappings.

We listened—and we liked what we heard. Most of all we liked the way Bob Lewis talked up the good points of Pine-Sol. Bob was our boy and we knew it. So the next logical discussion was about time availabilities. After looking over all the offerings, we settled on Saturday morning—a time when we felt we could get a good audience for a once-a-week show and a time when we would reach many housewives before their Saturday shopping began. When we had settled that, we went through the formalities of signing a contract. And there we were, set to go—with an 86-station network radio show under our belts and high hopes for the further progress of Pine-Sol.

Frankly, we didn't expect too much from our 15-minute once-a-week radio program. We looked upon it primarily as a holding operation. We considered it the cheapest and most effective means of holding our position and supporting our brokers all over the country.

But we had a most pleasant surprise in store. It wasn't long until we saw that radio was doing a lot more for us than just a holding job. Letters from housewives started coming. These letters were written from all over the country—literally by the bushel—letters saying "I heard about Pine-Sol on your Robert Q. Lewis Show. My store doesn't have it. Please tell me where I can get it." Every one of these letters was followed up through our brokers and salesmen. The names of non-stocking stores were obtained—and, armed with these letters, to the retailers' own customers, we found little trouble in persuading retailers to come into the Pine-Sol fold.

By the end of the first year's network broadcasting, our Pine-Sol sales had increased a healthy 25% in network cities. And, ladies and gentlemen, to use the vernacular—that ain't bad.

We can thank network radio for that gratifying result. Yes, and equally important from our point of view, a great share of the credit must go to the personal salesmanship of Robert Q. Lewis. I'm sure the moment we first signed, we commenced to merchandise Lewis with all the power at our command. We merchandised Bob Lewis to the very best of our ability. And it worked.
A tourist driving along a Texas Panhandle road passed a cemetery with an excavation and stopped to chat with the steam shovel operator who had just completed it. "That big hole over there with the ramp—what's it for? Some mass burial after a local catastrophe?"

"Nope," the operator replied, "it's for one guy. Funeral is due any minute."

Intrigued, the traveler waited. The hearse, a glistening Rolls Royce limousine, followed by a long line of cars, appeared shortly. Inside the Rolls was a commanding figure in snow white ten-gallon hat, silk shirt, gabardine suit and hand-tooled high-heeled boots. Close inspection revealed a long, unlighted cigar in the man's mouth. The chauffeur drove the Rolls down the ramp, walked out of the grave and signalled for the steam shovel operator to start filling.

"Man," commented the tourist, "those Texans sure know how to live!"

Amen. Amarillo is also first in the nation in retail sales per household.
Why is nighttime Radio like

Too much emphasis in one place! Too much of nighttime radio is still designed for the living room . . . for family listening. But radio has left the living room! People are listening to radio a new way . . . radio has become the other room medium, the personal medium. To the man in his den, the wife in her kitchen, the kid in his bedroom, the driver in his car, radio is an intimate thing—a close, personal friend. That's why ABC Radio has developed a new concept of sound broadcasting . . .

NEW SOUNDS FOR YOU

Listen! NEW SOUNDS FOR YOU is a new specially-tailored concept for today's listener, and today's pattern of radio listening. Here, for the first time, is nighttime programming of short, regularly scheduled features of enormous personal interest to the individual.

Listen! NEW SOUNDS FOR YOU—two and one-half hours of new programs every Monday through Friday (7:30-10:00 PM, NYT) —starts October 26th. In concept and approach, it is absolutely brand new in major network radio. Each half-hour is a 25-minute program comprised of 5-minute and 10-minute segments, plus a five-minute newscast. In this exciting new pattern, each thematic program (Events of the Day . . . The World Around You . . . Your Better Tomorrow . . . Sound Mirror . . . Offbeat) is lively, informative, personalized listening on a continuing basis!

Listen! NEW SOUNDS FOR YOU is an enormous opportunity for advertisers: the opportunity to sponsor complete, regularly scheduled 5- and 10-minute segments of NEW SOUND at a cost that is remarkably low. It is nighttime radio's most efficient, most modern, most exciting buy! Let us give you all the facts and figures. Phone ABC Radio today!

LISTEN . . . the new
Grandma’s Bustle?
sound of ABC Radio
to apply the merchandising and advertising formulas used so successfully for Pine-Sol. This, of course, included the use of radio advertising. By purchasing an extra segment on the Robert Q. Lewis Show, we were able to put our master salesman to work immediately for our new product.

We are very happy about results this year on Perma starch. During the first nine months of 1955, Perma starch sales exceeded those of last year by just 107%! I won't give radio all the credit for that achievement, but it has played its part without any question.

Our plans for next year call for an expanded use of radio for both Pine-Sol and Perma starch. Network-wise, in addition to the Robert Q. Lewis Show, our products will be advertised on Breakfast Club, Amos 'n Andy, and the Bing Crosby Show. Additionally, for radio, we shall use magazines, newspapers and some spot tv. But radio, as in the past, will be our major medium, the backbone of our effort.

Don't let anyone fool you about radio. Radio today is a "winner, yellow and right" sales tool that delivers its punch at a blow-by-blow cost far lower than anything else on the market. Don't sell radio short.

I know that you people in radio have problems. And the problem you have is being brought home to me forcefully, and all too often, by my brokers and customers.

As sold as I am personally on radio advertising, I no longer accept orders from my brokers and salesmen and customers. I'm sorry that I have to say this, but it's true. They don't respond to radio like they formerly did. The glamor girls, the sirens, have caught their eye. And it isn't just television. Look at the terrific job of merchandising done on the trade by magazines like Life and others. The trade is being lured away from radio—unjustly, I am sure, but that doesn't alter the facts of life.

Ladies and gentlemen, when you are doing anything you can sell and re-sell the value of your medium to food brokers, and wholesalers, and retailers and others who carry the products you hope to advertise? Remember, their opinions, their desires, and the feeling of the time media lists are being made up. It helps your cause immeasurably when they favor your medium.

I hope you will forgive me for this observation. But the subject is an important one to me. I am sold on radio—but it would help me a lot if my brokers and customers understood its value as I feel that I do. The responsibility is all on us. But if I view it, it is one of radio's most important problems.

Let me repeat. Today as ever, radio is a lucky, vigorous influence on the consumer. But it must have that same vigor when applied to the trade if it is to enjoy the full fruits of success to which it most assuredly is entitled.

And when I say "entitled," I use the word advisedly. I hear many products advertised on radio today, and ready-built appeal to the housewife—such as foods, cosmetics and so on. "Glamor products," I call them. And I am sure radio must do a good job for these products or they wouldn't be on the air.

Pine-Sol, on the other hand, is anything but a glamor product. It's a tough product on which to make that first sale. Actually, we don't expect one message to move a lot of our merchandise. We feel that we must depend upon repetition. We find radio the cheapest, the most economical means we know of to achieve repetition.

Hence we can say definitely and positively, from our own experience, that radio can and does sell tough products. If you have a tough product to sell, my advice is, use radio!

Barnes, Sarnoff Set Eastern AAAA Talks

HOWARD G. BARNES, vice president in charge of network programs, CBS Radio, will share the platform with Robert Sarnoff, executive vice president, NBC, at a discussion on "Network Radio Programming in a Tv Age" at the eastern annual conference of the American Assn. of Advertising Agencies, being held today (Monday) through Wednesday at the Hotel Roosevelt in New York.

The radio-television programming meeting will be held Wednesday morning. Also scheduled, but unreported last week, is a talk by Horace Schwerin, president of Media Research Corp., New York, before the copy and art group meeting Tuesday afternoon. Mr. Schwerin will explore how a tv commercial's sales effectiveness can be increased by improving its "mood." He will illustrate his talk with kinescope examples. Another principal speaker at that session will be Leo Burnett, board chairman, Leo Burnett Co., Chicago, whose topic is "Finally—There Has to Be an Ad." Harold L. McCullin, president of Sallick & Eden Inc., New York, will preside over the copy and art session.

Other sessions schedule cover media, account management and selling, research, business and industrial advertising and marketing.

Bailey Joins McCann-Erickson

ARTHUR A. BAILEY, former president of Ward Wheelock Co., Philadelphia, has been named executive vice president, Marschalk & Pratt Div., McCann-Erickson, effective Nov. 1, it was announced last week by Samuel L. Meulendyk, president of the division.

Mr. Bailey left the Ward Wheelock agency in 1954 to join Harry B. Cohen Adv. as a vice president and member of the agency's account management group.

Forrest to Hicks & Greist

DR. C. DORSEY FORREST, professor, marketing and advertising, Indiana U., has been named director of marketing and research, Hicks & Greist, New York, it was announced last week by Harold Greist, president of the agency. Dr. Forrest had been associated with BBDO, Benton & Bowles, and Needham, Louis & Brody agencies, taught advertising and marketing at the U. of Southern California, Texas Christian U., Ohio State U., U. of Washington and Northwestern U.

Forest Joins Esty Co.

JOSEPH FOREST, vice president and creative director, Transfilm Inc., New York, has joined William Esty Co., New York, as executive producer in tv commercial dept., it was announced last week by J. J. Houlan, president, Mr. Forest has been assigned to Colgate-Palmolive Co., General Mills, and R. J. Reynolds Tobacco Co. accounts. At Transfilm, Mr. Forest was said to be responsible for the first commercials to win a "Sylvania Award." He also wrote and produced the 1955 Golden Reel Award Film, "The Story of Light."
WSM's Grand Ole Opry stars rolled 'em in the aisles from coast-to-coast for 30 years on radio. Now Purina sponsors a series of Opry Spectaculars—one every fourth week starting October 15th—bringing the Grand Ole Opry cast of 125 entertainers to 130 markets coast-to-coast via the ABC-TV network. It's further recognition of the potent selling power of the Grand Ole Opry.

WSM-TV

CHANNEL 4 - NASHVILLE, TENN.
NBC-TV AFFILIATE
Clearly Nashville's #1 TV Station
Irving Waugh, Commercial Manager
Edward Petry & Co., Inc., National Advertising Representatives
VIDEOTOWN'S TV APPETITE GROWS APACE WITH MEDIUM

In its eighth annual report on a town picked in 1948 as a test city, Cunningham & Walsh finds that even more viewers are being attracted to the medium. Furthermore, tv families are increasing total number of hours before the set. Radio listening in these homes continues to remain high.

TELEVISION viewers—and there are more of them—are devoting more of their leisure time to watching programs which they select with great interest.

The appetite of the American family for TV has increased even as the medium continues to attract new fans, according to the 1955 Videotown report released last week by Cunningham & Walsh.

What about other habits of the average American family?

The pattern of adjusting the work-and-play schedules to fit TV viewing—a pattern which for the first time was being set among families last year—has continued. The housewife gets her chores done during the day, grouping morning and afternoon work so as to accommodate favorite TV fare in those periods and leaving her free to spend evenings with TV.

During the last year, the family is reading more and attending more movies. Radio listening in the TV homes is about the same.

This is the eighth Videotown report by Cunningham & Walsh, New York's advertising agency, which since 1948 has been conducting the study of trends in TV sales and set usage and the impact of television on family life in Videotown. The town actually is New Brunswick, N. J., which has a little more than 30,000 population and is located 30 miles from New York, within good service range of the city's seven TV stations.

More Videotowners (17% or nearly double the number last year) have seen color, and two-thirds of this number prefer it to black-and-white.

But economic considerations keep a tight purse string on potential purchases. Videotowners report Cunningham & Walsh, are not inauspicious to pay high prices for color.

They will pay, on average, $336 for a color set with an 18- to 21-inch screen (a price which is well below the cost of color sets currently being marketed). Thus, although interest in color, viewers are content to wait patiently until receivers enter popular price brackets. While viewers are not willing to buy color sets now, some 25% of those expecting to buy TV sets in the future thought they would purchase those which can receive color.

Because the World Series this year was telecast in its entirety in color, C & W made a special survey of Videotown's dealers just after the series ended. Eleven major dealers who were interviewed reported five color sets sold—two to bars and three to private individuals.

Dealers report they do not expect to sell many color receivers next year (1956), because of price and because customers do not feel that the "handful of color shows on the air warrants the extra cost."

Gerald Tasker, vice president and director of research at C & W, says that in the days before television the housewife spread her work leisurely over the whole day. That schedule now is out. When TV came around, Mr. Tasker explains, she began to organize her work in mornings or around dinner time to free her evenings for viewing and other activities. In 1955, he says, the housewife has continued this pattern of budgeting time except that she is watching her favorite morning and afternoon programs between concentrated work periods.

The Videotown wife now watches an average of more than 3½ hours per day, about 10 minutes longer than last year. Of all the wives, 92% view their sets sometime during the day or evening. In the morning, viewing has fallen off a little (to 17% from 22% in 1954). Mr. Tasker believes this drop probably can be attributed to telecasts last year of Army-McCarthy hearings. Afternoon viewing by women is still going up, however, and now is at 27%, nearly triple the 10% in 1951 and more than 1952 (18%).

All day viewing averages of both wives and families have increased substantially (92% for wives, or 20% more than in 1951, 87% for all people, or 17% more than in 1952).

Radio listening in TV homes finds the average of wives tuned in to be stable (52% this year and last) but the average of family listening is up (from 30% in 1954 to 33% this year). Slight drops in radio listening in the daytime are evidenced by wives but the average for the family in the daytime is at the same level as in 1954, except for morning listening which is up.

In about 10% of the TV homes, radio and TV sets were turned on at the same time; some 7% at some time during the day. Total hours of wives' TV viewing, all day, are 3.76 this year as compared to 3.41 in 1954 and 3.07 in 1953. For the family (all people), the all day TV hours viewing was 3.11 this year as compared to 2.77 in 1954 and 2.68 in 1953. Total hours of wives' radio listening, all day, is 1.19 compared to 1.23 in 1954 and 1.29 in 1953. For the family (all people), the total listening time is 0.57 this year (same as last year and 0.56 in 1953).

Viewing of both old TV owners and newer set owners follows generally similar patterns, with husbands and wives doing most of the viewing during the week when the family is gathered around the set. Average for husbands per weekday evening, when they watch, is slightly higher than for wives, but a little lower in total hours of evening viewing. Contrary to popular belief, children under 10 spend the least amount of time watching, some 11 hours a week, Monday-Friday, although their teen-age brothers and sisters watch from 12 to 13 hours.

A trend toward greater selectivity continues unabated with each member of the family watching longer during the week but not spending as many hours in any one evening as in the past. Nineteen out of 20 sets are turned on for 4½ hours each evening. Dad and Mom watch more than 14 to 15 hours, respectively, Monday through Friday.

The Videotown study continued to ask opinions as well as gather viewing habits. This year, families were asked if there were conflicts among members in the choice of programs. About 30% said there was disagreement. The data gathered indicated that Dad still rules, particularly when major sports events are being televised. In over half the cases of opposing favorites in programs, Dad got his way; Mother's wishes were victorious in more than a quarter of the cases while the children had their way the rest of the time.

Magazine reading increased 50% over last year while the number of weekday night movie attendances jumped 60% over 1954.

Videotown residents with TV sets are likely to have more than one radio in the house, and one set usually is the kitchen. Of the 76% of TV owners who also own cars, some 85% of the cars are radio-equipped.

The purchase of TV sets has been going down steadily in Videotown as saturation approaches (87% as of last May). Although last year marked a surprise reversal of the trend when 1,793 sets were sold. A substantial number (25%) bought last year because of reduced prices and special offers. Many set buyers had not expected to purchase a receiver but then found themselves in a position to do so. Still others (a small percentage) had been waiting for color but gave up because of price. Some, for example, found it cheaper to buy a new set than to repair the old.

The latter reasoning also accounts to some extent for the second-set market not coming up to expectations. Mr. Tasker in his report.

The number of two-set homes in April 1954 was 5% and in June 1955 the figure was 7%. Most of the new two-set owners, it is found, keep their old set around until the tube wears out, then the net number of two-sets has remained small. Favorite room for the second set is the bedroom (44%) or the recreation room (33%). One-set owners do not, as a rule, consider a second set because they either feel they do not need another or because "the house is too small."

In past years, sales to new owners accounted for more than half of total TV set sales. But in...
A SINGLE MARKET STATION
IN A SEVEN STATION AREA

The expected is a reality . . .
"Pulse" proves that in the rich 25
county "Southeast Alabama" market,
WSFA TV is winning . . . WINNING
BIG . . .

SHARE OF AUDIENCE

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A success story built on know-how
Let your Katz Man give you the details.

THE OLD ORDER CHANGETH . . .
Giving way to the new . . . thru the
miracle of television . . . WSFA TV
. . . Powerful . . . 316,000 watts . . .
NBC affiliate . . . programmed by
men of experience to such perfec-
tion—that most people-view WSFA TV-
during all periods . . . morning . . .
noon . . . and night . . .

Your message will be
seen more . . . mean more.

Owned and operated by
THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman, Oklahoma City Times,
The Farmer-Stockman,
WKY, WKY-TV, WSFA, & WSFA-TV

Represented by THE KATZ AGENCY, INC.
The first few months of 1955, the trend was reversed for the first time with only one-quarter of the sales to new owners. C & W predicted that in the future sales will have to come from replacement of small screens, from worn-out sets and from newlyweds.

Of those who are interested in buying a new receiver, 32% (compared to 30% last year) would do so because of a desire for a larger screen but 40% (compared to only 14% last year) wish a new set because of the receiver's poor performance (indicating a rise in the replacement factor). Some 16% would like a new receiver as a second set. Although last year some 9% said they wanted a new set in order to get color, nobody this year gave this as a reason. (In fact, C & W reports a continuing decline in color interest as an incentive to buy a new receiver—17% in 1953, only 9% in 1954 and 0% this year.)

The 21-inch tv set by far dominates all other screen sizes in tv set sales. In the first six months of 1954, 69.2% of the sales in Videotown were of that size, and 60.4% for the second half of last year. Second largest group is the 17-18-inch size (10.3%, first half of last year; 22.9% for second half of the year).

To return to the "average tv family" in Videotown, these comparisons are made: the average size of two-set families is 5.42; of families who replaced their set, 3.98; of all tv families, 3.53; of new tv families, 3.03; of non-tv families, 2.11. These figures compare to an average Videotown family of 3.35, or only .18 less than the average tv family in Videotown.

More than 800 replies to this survey, Mr. Nielsen said, "indicated broad support of new radio and tv coverage measurements, county by county, and urged that they be undertaken as soon as possible." He reported that 72% of the replies from radio stations and 86% of the tv station replies "indicated intense interest in such measurements, while agencies and advertisers were equally vocal in their expressions of need for new studies."

The Nielsen organization began measuring network and program audiences in 1936. The first Nielsen study of individual station coverage—referred to as NCS No. 1—was made in 1952, covering both radio and tv stations and networks. During the fall of 1953, the firm conducted an interim television ownership and coverage study for CBS-TV. Mr. Nielsen observed that no figures on radio or tv station coverage have been available for general subscription since the 1952 survey results were published.

Mr. Nielsen noted that the decision regarding the timing of NCS No. 2 had been withheld until now, pending clarification of plans of the NARTB TV Circulation Committee. He explained that he has not had the results of the committee's study might have been available for reference in planning NCS No. 2.

"It is now apparent," Mr. Nielsen continued, "that this is not feasible in view of the committee's recent announcement that their tests are not yet completed and that their recommendations will not be forthcoming this year or next."

Mr. Nielsen also pointed out that this NARTB project is confined to tv, and added that there is "substantial" industry demand for early remeasurement of both radio and tv station coverage.

$200,000 Weekly Campaign Planned for Tv by Antell

CHARLES ANTELL Inc., Baltimore and New York, through Product Services Inc., plans to spend $200,000 weekly for time alone in a pre-distribution, saturation tv campaign of Super Laxolin Liquid.

The television campaign includes sponsorship of Ted Mack Show, NBC-TV, 3:15-3:30 p.m., five times weekly, effective Oct. 7, with an expenditure of approximately $50,000 weekly. This is in addition to the company's sponsorship of Search for Beauty on NBC-TV daily, 10:30-11 a.m., costing $50,000 weekly. The cosmetic firm also is negotiating for two nighttime hours on ABC-TV plus an hour and a half spread on Ozark Jubilee.
WHO
Recommends Revision of Federal Transportation Policy?

WHAT
Are Some of the Major Revisions Recommended?

WHY
Legislation to Carry Out These Recommendations Deserves Your Support.

FREE
BOOKLET
In convenient Question and Answer form concerning the report of the Presidential Advisory Committee on Transport Policy and Organization.

ASSOCIATION OF AMERICAN RAILROADS
928 TRANSPORTATION BUILDING • WASHINGTON 6, D. C.
Please send me a free copy of the booklet “WHY NOT LET COMPETITION WORK?”

NAME............................................................................................................................................

ADDRESS.....................................................................................................................................

CITY...................................................................................................................... STATE..............
KAROL SEES NEW RADIO 'DIMENSIONS' IN TALK TO CENTRAL AAAA REGION

Two-day annual meeting of Central AAAA Region in Chicago features workshop sessions on several topics. The most popular topic: "$64,000 Question' and how its working.

Radio has "found itself" and soon there will be additional "new dimensions of use and usefulness to broadcasting," John Karol, vice president in charge of CBS Radio network sales, told the AAAA Central Region last week.

Mr. Karol spoke at a media session of a two-day council annual meeting at Chicago's Continental Hilton Hotel. The workshop problems were held concurrently on such topics as media, copy and art work, account management, research, merchandising-marketing, tv creativity and production of commercials. Vincent Bliss, president, Earle Ludgin & Co., presided as AAAA Central Region chairman.

On the list of most popular speakers was CBS-TV's "$64,000 Question," with added comment on panel-appears by William Tomd, Goodson-Todman Productions.

Mr. Karol told AAAA delegates that advertisers can reach weekly audience of 22 million people for $8,400. He added: "I don't know what $64,000 would get you, but one-third of that amount will bring your advertising to some 50 million people."

Whether advertisers are inclined toward full program ownership or sponsorship or emphasis on frequency, he said, "network radio is now in a position to fulfill the individual requirement of any acceptable product."

There have been three factors in the "patterns of listening," Mr. Karol declared: television, the omnipresence and omnipotence of radio in every room and radio's sheer size—132 million sets.

The "truly long life personal radio" will be developed as the result of the transistor, even in solid models, Mr. Karol stated: "radio no longer will be tied down by its "umbilical power cord or handicapped by short-lived battery pack. . . . The time is not distant when radio will be a constant companion of virtually everyone."

Other points made by the CBS radio executive:

1. For most advertisers a carefully coordinated combination of media is usually the most satisfactory.
2. Automotive manufacturers need not eliminate the color shots of their newest models in printed media but, equally they should tell people "about the superiority of [their] make through radio."
3. Radio and tv are becoming "an increasingly valuable combination of medium." Advertisers are abandoning alternate day-after-day sponsor patterns and other sottings in television and a goodly number of them who used tv to introduce new model products are, through their agencies, "studying or using radio schedule files for these products."

Appearing with Mr. Karol on the Thursday media panel, under chairmanship of George A. Bong, Advance media director, KBG Inc., Chicago, were Mr. Todman of Goodson-Todman; Taft B. Schreiber, vice president, Music Corp. of America; Arthur H. (Red) Motley, president, Parade Publications Inc., and Edward von Tress, vice president, Curtis Pub. Co.

AAAAs Central Region held a closed management session Thursday morning, with discussion centered on the government's anti-trust complaint against AAAA. Maurice Karol, AAAA president, was moderator over a panel including Henry G. Little, president, Campbell-Ewald Co., Detroit and AAAA board chairman; Robert D. Holbrook, president, Compton Adv. Inc., New York, AAAA vice chairman; J. D. Danforth, vice president, BBDO, New York, and George Link Jr., New York, AAAA general counsel.

In other sessions, on general topics, speakers were Edward J. Lauesen, Fuller & Smith & Ross; Maurice H. Needham, president, Needham, Louis & Broby Inc., with panel chair Joseph H. Epstein, Fitzgerald Adv. agency, AAAA director, and Howard Wolchon, The Buchen Co., and Emerson Foote, Rippey, Henderson, Kostka & Co., AAAA director.

Always New Ideas

Mr. Todman (What's My Line, I've Got a Second Job), on other panel showed advertising brains and creativity will always develop a better program—"the right program for the right product at the right time," even where network and station time periods are sold out. He described the secondary exchange and noted that unexpected programs in unexpected time slots frequently do a selling job.

A concurrent session on copy and art featured Arthur Tatham, president, Tatham-Laird
OVER HALF THE HOUSEHOLDS IN INDIANA
are in the area served by WFBM-TV

NO OTHER INDIANA TV STATION DELIVERS SO MUCH

Households state-wide: 1,305,400
Households WFBM-TV-wide: 685,840

WFBM-TV INDIANAPOLIS
Represented Nationally by the Katz Agency
Affiliated with WFBM-Radio; WOOD AM & TV, Grand Rapids, WDFD, Flint; WTCN, WTCN-TV, Minneapolis, St. Paul
Inc.; Leo Burnett, board chairman, Leo Bur-  
nett Co., and others under chairmanship of  
James Cominos, Needham, Louis & Brorby Inc.  
Mr. Tatham reported on AAAA's Improve-  
ment of Advertising Content Committee. Its  
policy, he said, is now away from "antagonism"  
toward "constructive criticism," whether it be  
on tv commercials or in printed media. The  
committee has thought in terms of a code for  
violations of "deception, distortion and bad  
taste," but, Mr. Tatham pointed out, most vo-  
lators are outside AAAA ranks.

Friday talks were devoted to advertising in  
the American economy, by Arno Johnson, vice  
president and research director, J. Walter  
Thompson Co.; Mr. Little, Campbell-Ewald;  
and Pierre Martin, research director of the  
Chicago Tribune, which levied heavy assaults  
on tv advertising claims. Among other speak-  
ers: Bayard Pope, vice president, BBDO; Fair-  
fax Cone, Foote, & Belding; William H. Her-  
zog; S. C. Johnson & Son's (Johnson's wax);  
H. Webber, vice president, FC&B; Norman Owen,  
distribution vice president, Zenith Radio Corp.;  
J. K. Laird, Tatham-Laird; Earle Ludgin, board  
chairman, Earle Ludgin & Co.; George Hgeme-  
man, NBC Central Div. program manager; Lin-  
colin Schuerle, J. Walter Thompson Co.

Realignment of Personnel  
Announced by Geoffrey Adv.

KEY APPOINTMENTS were announced last  
Monday by A. G. (Jeff) Wade II for Geoffrey Adv.,  
Chicago, as part of a realignment of agency  
assignments, with primary emphasis on new  
responsibilities for network and spot tele-  
vision.

The appointments, according to Mr. Wade,  
head of the agency, are designed to "further in-  
tensify" better advertising for all clients. The  
principals involved are:

Lawrence W. Davidson, from creative director  
to product service director; Booth Luck,  
from television director to director of spot tele-  
vision and the television film department; Jack  
Farnell, from radio programs director to direc-  	or of television network programs, and Peter  
C. Lund, former writer-producer, to radio pro-  
grams director.

In their new capacities Mr. Davidson (with  
Geoffrey since 1936) will supervise handling of  
all agency advertising brands and coordinate  
work of brand supervisors with the agency's  
existing sales team. Mr. Luck (with Geof-  
frey since 1942) will supervise production and  
use of all tv films for Wade clients. Mr. Farnell  
joined Wade in 1949 after leaving Schwerin  
Research Corp. and Mr. Lund has been associated  
with Uncle Eneas, Quiz Kids and other programs.

Booraem to LaRoche
HENDRIK BOORAEM Jr., vice president, Mc-  
Cann-Erickson, has joined C. J. LaRoche & Co.,  
New York, as vice president in charge of  
radio-television and member of the agency's  
plans board. Mr. Booraem will take  
over his new duties at McCann-Erickson on  
Nov. 1, it was announced last week.

Mr. Booraem has been with the Mc-  
Cann-Erickson agency for six years. He  
also has served as national program  
manager of Mutual Broadcasting System.

Nine Buy CBS Radio's  
Segmented Selling Plan

Nine ADVERTISERS have purchased a total  
of 21 five-minute segments in programs available  
under CBS Radio's segmented selling plan. The  
domains, which were made during the few  
weeks the new plan has been in effect, reflect  
new advertisers interest in network radio as  
"upgraded" by CBS Radio's plan, according to  
John Karol, vice president in charge of network  
sales.

The sales were made to Philip Morris; Brown &  
Williamson Tobacco; Anash; CBS-Columbia  
(2); Hallmark Cards; Buick (division of Gen-  
eral Motors); General Foods Corp.; Father  
John's Medicine Co., and The Dromedary Co.  
(division of National Biscuit Co.)

In reporting these sales, Mr. Karol listed  
for agencies, clients and prospects the programs  
the network now sells on the segmented basis.  
They include the Bing Crosby Show, Tennessee  
Tune (CBS); "Andy, Andy, Andy," Edgar  
Bergen Show, Golen Drake, Young Ideas, On a  
Sunday Afternoon, Peter Potter's Juke Box  
Jury, Kathy Godfrey's Show and the Mitch  
Miller Show.

The weekday programs are evening strips  
while the others are weekend shows slated in  
either daytime or evening periods. Costs are  
at uniform time and talent costs ranging from  
$1,440 to $2,100 for each five-minute segment  
on the full network. Mr. Karol explained.

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LATEST RATINGS---

NIELSEN

Top Radio Programs  
Two Weeks Ending September 10, 1955

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>News (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Dragnet (NBC)</td>
<td>1,619</td>
</tr>
<tr>
<td>2.</td>
<td>People Are Funny (NBC)</td>
<td>1,577</td>
</tr>
<tr>
<td>3.</td>
<td>Best of Groucho (NBC)</td>
<td>1,256</td>
</tr>
<tr>
<td>4.</td>
<td>People Are Funny (NBC)</td>
<td>1,434</td>
</tr>
<tr>
<td>5.</td>
<td>Godfrey's Scouts (CBS/Columbia)</td>
<td>1,295</td>
</tr>
<tr>
<td>6.</td>
<td>Charlie McCarthy (CBS)</td>
<td>1,295</td>
</tr>
<tr>
<td>7.</td>
<td>Gene Autry Show (CBS)</td>
<td>1,110</td>
</tr>
<tr>
<td>8.</td>
<td>Our Miss Brooks (CBS)</td>
<td>1,110</td>
</tr>
<tr>
<td>9.</td>
<td>True Detective (ARS)</td>
<td>1,075</td>
</tr>
<tr>
<td>10.</td>
<td>News from NBC News &amp; Williama (WB) (N)</td>
<td>929</td>
</tr>
</tbody>
</table>

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Top 10 Spot Programs**  
Aug. 27-Sept. 2, 1955

<table>
<thead>
<tr>
<th>Name of Program</th>
<th>% TV</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;I Led Three Lives&quot; (2iv)</td>
<td>17.7</td>
<td>5,666</td>
</tr>
<tr>
<td>&quot;Libra&quot; (Glef)</td>
<td>17.2</td>
<td>4,412</td>
</tr>
<tr>
<td>&quot;Man Behind thebadge (MCA-TV)</td>
<td>16.5</td>
<td>2,274</td>
</tr>
<tr>
<td>&quot;Eddi Corbett&quot;</td>
<td>15.9</td>
<td>2,450</td>
</tr>
<tr>
<td>&quot;Mayor of the Town (MCA-TV)</td>
<td>15.8</td>
<td>2,350</td>
</tr>
<tr>
<td>&quot;Bugsy&quot; (NBC-Film)</td>
<td>15.6</td>
<td>2,127</td>
</tr>
<tr>
<td>&quot;Death Valley Days (Mc-Erick)&quot;</td>
<td>15.4</td>
<td>1,790</td>
</tr>
<tr>
<td>&quot;Mr. District Attorney (CBS)&quot;</td>
<td>15.2</td>
<td>1,555</td>
</tr>
<tr>
<td>&quot;Soldiers of Fortune (MCA-TV)</td>
<td>15.1</td>
<td>1,505</td>
</tr>
<tr>
<td>&quot;Science Fiction Theater, &quot;Trilby&quot;</td>
<td>15.0</td>
<td>1,486</td>
</tr>
</tbody>
</table>

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Allstate Takes Service Tilt
ALLSTATE Insurance Co. (auto & fire,  
comprehensive liability insurance) will sponsor  
MBS the Army-Navy football game to be played  
Nov. 26 in Municipal Stadium, Philadelphia.  
Christiansen Adv., Chicago, is the agency.

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BROADCASTING & TELECASTING
WJAR-TV 10 PROVIDENCE OFFERS ADVERTISERS

The Powerful Double AA Food Merchandising Program

YOUR PRODUCT GETS -
✓ Window Banners ✓ Newspaper Ads
✓ Point-of-Purchase Displays ✓ Posters

Your product really gets HOME in the Southern New England Market! Every aid to sell your product... and 177 Food Stores are cooperating with WJAR-TV in this AA merchandising plan.

GET ALL THE DETAILS FROM ANY WEED TELEVISION OFFICE

Dominant 10
SOME STRAIGHT TALK ABOUT SELLING RADIO

AS PUT TO NARTB BY BBDO'S FRANK SILVERNAIL

Reminding that spot radio's dollar volume has not gained proportionately with the overall increase in advertising during the past five years, Frank Silvernail points out some of the faults in the stations themselves. In an address to the NARTB regional meeting last week in Roanoke, Va. (see story, page 66), BBDO's manager of station relations makes these points:

The net billing for radio national spot has had a very very slight dollar volume increase for the past five years, but its percentage of total advertising has slipped woefully. Why hasn't it grown with the increase in sets, the increase in stations and, above all, with the increase in total advertising expenditures?

I don't think a growth from $119 million to $121 million over a five year period is truly great. Especially when local business has been climbing from $203 million to over $250 million in the same period. Certainly you can't blame it on diversion of funds to the radio networks, in spite of all the current protest by stations and reps against the networks "poaching into spot business" with their participation programs such as the "Multi-Messages Plan" or Monitor or the brand new "Segmentation" plan.

From 1950 through 1954 national network billing has skidded steadily from 124 million to 76 million and it has not been until just now that the networks have started to scrap their old programming ideas, their static sales formulas, and are now experimenting with new program techniques and new sales plans, and really sloughing off the traditional framework that made radio seem old hat and stale compared with the excitement and news value of television.

It could be that radio stations, instead of being mad at the networks, ought to be grateful to them for bringing radio back in any form on the advertiser's attention. Maybe they could profitably study the networks' brand-new thinking and create some new and imaginative ideas of their own, better even than the news-and-music concept that I am afraid seems to be the most sparking inspiration of too many radio stations. Speaking of news 'n' music and its lightning spread, one station operator remarked recently that he can't wait for all the competitive stations in his city to convert to it, so that he can be different.

I don't really believe that television is as much to blame for the fall-away in total radio billing as some stations tell me they think it is. It certainly has had no such disastrous effect on magazines or newspapers. As a matter of sober fact, I have been told by a great many radio station managers whose opinions I respect, that their highly profitable increase in local business is directly due to television, because so many local advertisers plunged into it on account of its new excitement and novelty, found the costs far too rich for their blood, and back-tracked as fast as possible into radio with bigger budgets for radio broadcasting than ever.

You may not like this, but some of us wonder whether diversion of funds from radio to tv is not partly the fault of the radio stations themselves.

It might just be that a lot of radio operators sat too complacently on their past records, as a holdover from the transom-sales of the war or the tv-freeze days, and neglected to revamp their operations to keep at least some of the very real glamor, excitement, and above all the friendship-building qualities of radio, against the inroads of this tv upset.

Above all, you can't blame the advertising agencies for any switch of spot funds from radio to tv. Market by market, our responsibility to our clients is to buy the most effective possible advertising medium to do a sales job for our clients. It may not be the cheapest, it may not be the most spectacular, it may not be the biggest, but it must be what to the best of our knowledge is best suited to the particular requirement of our client in that market.

By and large we do our utmost to do the best job we can for our clients and that is one reason why we are glad to work with you, as friends, so that you can help us to do that job more efficiently and more UNDERSTANDingly to our mutual profit.

So I'm going to venture to tell you three of the things that have contributed to keeping national advertisers from using more radio.

The first one is a lamentable tendency to sell "by the numbers", by which I mean making ratings the only selling point, whether we are being offered a program or an announcement package. Ratings matter, of course, because they give an approximate idea as to whether there is a ready-made audience. But to depend on statistics alone certainly shows a lack of creative imagination, or awareness of what the advertiser really can best use.

You've got to learn to rouse enthusiasm for the medium in place of mechanistic tabulations. Remember, radio now is a 35-year-old housewife, who has been around the entire lifetime of a lot of agency people and advertisers, and it is in competition with the Marilyn Monroe glamour of television.

Many radio stations do develop talent that is uniquely their own, they build shows with human interest and they work out ideas for adapting the copy approach of the product to what they have to offer the advertiser, and then they see to it that the advertiser and agency know about it and appreciate it. They are recapturing the old lure of radio, and selling it.

The second lack—under-merchandising—is so obvious that I'm almost embarrassed to mention it—it is failure in too many cases to use every means to make the local distributors and dealers really enthusiastic, to make them believe that radio should still be a part of any complete campaign and to insist on it. What good does it do for us to recommend the use of radio in a specific market where we know it would be an asset if the district managers report that their big dealers are more or less lukewarm about it?

The third failure is ever more important—the failure to rouse the enthusiasm of the client himself, to give him the plus, the dramatic, or the really practical reasons why you can do a job for him over and above the essential, but dull, drab and uninspiring facts about circulation and audience.

Data alone may satisfy him that your radio station is probably as adequate as a half-dozen other ways of investing his budget for the market, but they will never make his eyes light up, or make him pound the table because of the super-extra advantage of how you would merchandise his campaign to his dealers, or the incredible hold that your home economics expert, your farm specialist, your local news analyst, or your friendly old counsellee have on the hearts of your listeners, and what their personal endorsement can mean.

There's just one thought I want to leave with you. Recently my Vermont sister-in-law made what to me was a startling remark. Out of a clear sky she said: "Sometimes I feel sorry for you people with television, because there are so many good things on radio that you miss."
Area Coverage Means

More Viewers Per Dollar

The Texas Gulf Coast Television Market is nearly twice the size of the Galveston-Houston Metropolitan market alone.

<table>
<thead>
<tr>
<th></th>
<th>Galveston-Houston</th>
<th>Gulf Coast TV Market*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Families</td>
<td>333,000</td>
<td>544,800</td>
</tr>
<tr>
<td>Income</td>
<td>$2,075,371,000</td>
<td>$3,076,812,000</td>
</tr>
<tr>
<td>Sales</td>
<td>$1,347,228,000</td>
<td>$2,091,153,000</td>
</tr>
</tbody>
</table>

KGUL-TV—the CBS Basic Affiliate for the Gulf Coast Area—completely covers the fastest growing major market in the country.

More audience every day means your advertising dollar buys more...every day on KGUL-TV.

*Measured by Research Department of Television Magazine

Represented Nationally by

CBS Television
Spot Sales

CBS

Gulf Television Company
Galveston, Texas

October 17, 1955 • Page 59
COLOR BAR GENERATOR—MODEL PT-203
A complete instrument with a color bar pulse forming unit, a complete colorplexer unit and regulated B+ and filament supplies. Provides NTSC color TV test signals, for receivers, transmitters, networks and components. Internal switching provides 19 different test patterns in the form of a composite NTSC video signal. Special self-balancing colorplexer provides exceptional stability over long periods of operation without readjustment, with "I" and "Q" outputs. (See colorplexer details.)

AUTO-SELF-BALANCED COLORPLEXER
MODEL PT-205
Incorporated in the Model PT-203 Color Bar Generator, available as a separate chassis for rack mounting. Designed for high stability and negligible drift, this unit replaces old encoder units of early design. This instrument multiplexes three simultaneous color video signals (R, G, B) and properly encodes them into color information and then combines them with sync pulses and color sync signals to form a standard NTSC color TV signal. Pulse or video signals to drive colorplexer may be obtained from special (R, G, B) pulse generators, color camera or color slide scanner. Subcarrier balance is stable and dynamically independent of signal level changes over long periods of operation. Driving signals are Subcarriers, Blanking, Sync and Vertical pulses. Full bandwidth "I" and "Q" modulation is used in the chrominance channel of the colorplexer. "I" and "Q" or "B-Y" and "R-Y" video test signals are available for receiver and monitor matrix alignment. Both positive and negative polarity signals are available at high and low impedance.

COLOR BAR GENERATOR—MODEL PT-203
Output Signals: NTSC Composite video 2 Outputs O-1.4 v. pk/pk
Output Signal Information:
Color Bars—6 Bars of Color (R, G, B, C, Y, M) plus Blk/Whk
Gamma Bars—10 step gray scale
Black to White
Dots—White dots on a black field
External Video—Positive or negative (provision for mixing ext. video with above).
System Bandwidth: Luminance Channel—6 mc
Chrominance: "I" and "Q" Channel per NTSC standard
Subcarrier balance stability: Drift not greater than 0.6 mv (1.4 v. pk-pk signal), 8 hour operation.
Residual Subcarrier Unbalance: 1% signal level.
Power Requirements: AC 105-125 volts 7 amps, 60 cps.

COLORPLEXER—MODEL PT-205
Output Signals: NTSC Composite Video 2 Outputs O-1.4 v. pk/pk
Available Test Signals: I, Q, Y, R-Y, B-Y, Neg. and Pos.) Video
Input Signal: Subcarrier 20-30 v. pk-pk, 3.579545 mo
Sync: 3.5 v. pk-pk, negative
Vertical Drive 3.0 v. pk-pk, negative
System Bandwidth: Luminance Channel—6 mc
Chrominance: "I" and "Q" Channel per NTSC standard
Subcarrier Balance Stability: Drift not greater than 0.6 mv (1.4 v. signal), 8 hour operation.
Power Requirements: AC 63 v. @ 12 amps, DC 280 v. @ 470 ma

Polarad
TV
COLOR
AN INTEGRATED LINE
OF EQUIPMENT FOR
STUDIO AND LABORATORY

Fully integrated units that combine ease of operation with maximum stability. No additional accessories or power units required for operation.

Especially designed for:

- Testing receivers, transmitters, and terminal equipment.
- Laboratory test standards for development of color TV equipment.
- Checking components used for color TV.
- Alignment and adjustment of colorplexers or encoders.
- Testing convergence of tri-color kinescopes.

ELECTRONICS CORPORATION

Page 60 • October 17, 1955
SYNCHRONIZING GENERATOR—MODEL PT-201

Compact unit provides RTMA standard driving, blanking and synchronizing pulses, as well as a composite video signal comprising vertical and horizontal dots for receiver tests (positive and negative). Used to drive color bar generators, or any other NTSC color TV generating equipment. Umlast stability assured through use of delay lines and by driving all pulses from leading edge of a crystal controlled oscillator. Unit may also be locked to synchronize with 60 cps line. External drive input jack permits operation with Color Subcarrier Generator. Complete with power supply.

COLOR SLIDE SCANNER—MODEL PT-210

A complete equipment integrated into only two racks which provides a high resolution NTSC composite color video signal obtained from standard 2 x 2 (15mm) transparencies. Designed for maximum stability and high signal to noise ratio. The optical head is complete with lenses employing IN-LINE dichroic mirrors and Fresnel condensing lenses. The R, G, B signals obtained from three channel photo amplifiers are gamma corrected to give proper rendition to high lights and shading. Utilizes a highly stabilized colorplexer. (See complete description of Model PT-205 Colorplexer above.)

The scanning kinescope has fine resolution and is combined with the deflection and high voltage unit. The remaining chassis components contain regulated low voltage power units, a regulated filament power unit and a regulated photo multiplier power supply.

COLOR SUBCARRIER GENERATOR AND FREQUENCY DIVIDER UNIT—MODEL PT-202

This rugged unit complete with regulated B+ and filament power provides standard NTSC subcarrier frequency with dual outputs and includes a frequency divider to provide a sync generator driving signal (31.5 Kc) to convert standard B/W sync generators for color TV use. High stability achieved by temperature controlled crystal oscillator. All adjustments accessible at front of unit. Adapts any sync generator to NTSC color operation.

COLOR TV VIDEO MONITOR—MODEL M-200

Two portable units supplied with brackets for standard rack mounting. High definition color picture with exceptionally good color rendition is displayed on a 15" inch, tri-color kinescope. Excellent for checking the quality of NTSC color video signals in the studio, on transmission lines or in the receiver factory. Special test jacks and switches are provided for analyzing R, G, B signals, matrixing and phase of color signals. Exceptionally good synchronizing capabilities over a wide range of signals. Special convergence circuits are employed to give maximum utilization of color kinescope. Model M200 has good color stability and is relatively insensitive to line voltage changes. Excellent dynamic circuit linearity assures good color stability over a wide range in signal level.

43-20 34th STREET, LONG ISLAND CITY 1, N.Y.
SPOT NEW BUSINESS

Tri State Buick Dealers Assoc., consisting of 150 dealers in New York, New Jersey and Connecticut, have renewed radio saturation campaign for October on WOR, WABC, WINS, WMCA and WGMG, all New York. William, Warren, Jackson & Delaney, N. Y., is agency.

Bristol-Myers Co., N. Y., is sponsoring one-quarter of the NBC-TV National Collegiate Athletic Assn. national and eastern regional football schedule over WRCA-TV New York, now underway and ending Dec. 3. Several weeks ago NBC-TV made the one-quarter segment available for local sale by stations. Bristol-Myers sponsorship is for Vitalis, through Doberhty, Clifford, Steers & Shenfield, N. Y., and Bufferin, through Young & Rubicam, N. Y.

Domalson Dairies Ltd., Montreal, is sponsoring quarter-hour film "Patti Page Show" for 26 weeks on five Canadian tv stations, as first venture into tv. Agency is Cockfield Brown & Co. Ltd., Montreal.

Blumenthal Brothers Chocolate Co., Philadelphia, has started a saturation campaign of ID's to run until Easter in four Eastern cities, with the possibility of expansion into other markets. From 10 to 80 spots per week are being used on WNAC-TV Boston, WMAR-TV Baltimore, WPTZ (TV) Philadelphia and WPIX (TV), WABC-TV and WRCA-TV, all New York. Agency is Feigenbaum & Wermen, Philadelphia.

NETWORK RENEWALS

Studebaker-Packard Corp., Detroit, and its dealers renew "Tv Reader's Digest" (ABC-TV, Mon., 8-8:30 p.m. EDT) for 26 weeks through July 1955. Agency is Ruthrauff & Ryan, N. Y.

AGENCY APPOINTMENTS

General Electric Co., N. Y., appointed BBDO, N. Y., to handle new residential load-building program promotion called "live better electrically."

Bristol-Myers Co., N. Y., has named Doherty, Clifford, Steers & Shenfield, N. Y., to handle advertising for Mum Mist. Television spots will be used, but no definite plans made yet.

Gardner Adv. Co., St. Louis, appointed for Comet Pre-Flushed Rice, effective Dec. 1. New product of Comet Rice Co., Houston, Tex., will be introduced into selected Texas markets and ultimately will be distributed nationally.


Whitehall Pharmacal Co., N. Y., names Biow-Bein-Toigo, N. Y., to handle two more products, Hopper Home Facial and new toiletty item which has not yet been named. Agency plans to use "Wanted" on CBS-TV (Thurs., 10:30-11 p.m. EDT) to promote the Hopper Home Facial starting late this month. Media plans for new item have not been determined.

Block Drug Co., names Emil Mogul Co., N. Y., to handle advertising for Sentrol (headache capsule). Sentrol will be marketed by Hudson Products Co., Block subsidiary. Media plans as yet undetermined.

A&A PEOPLE

Clarence Hatch Jr., senior vice president, Kudner Agency, N. Y., elected member of board of directors and executive committee.

Robert P. Kleinmann, formerly Strauchen & McKim, Cincinnati, radio-television director, joins Foote, Cone & Belding's Hollywood Office as a production supervisor under Gene Fox on agency western account.

Joan Stark, chief radio-television timebuyer, William Weintraub Co., N. Y., to Grey Adv., N. Y., as timebuyer [Closed Circuit, Oct. 10]. Miss Stark formerly was head of media buying at Harris & Whitebrook, N. Y.


Townsend Griffin and Edward Hobler, account supervisors, Benton & Bowles, N. Y., appointed vice presidents. Mr. Griffin has been with the agency six years and Mr. Hobler, for 15 years.

Ken McAllister, for past two years with Sullivan, Stauffer, Colwell & Bayles, N. Y., rejoins Benton & Bowles, as a vice president and account supervisor.

Alice Welshampel and Richard Grossman to professional marketing division, Benton & Bowles, N. Y., as copy writers.

George W. Heiland, vice president and director of production and service, Foote, Cone & Bel- ding, Chicago, resigned effective Oct. 15.

George B. Anderson, creator of network tv-radio programs and advertising agency consultant, has been appointed creative head of the radio and television department of Ruth- rauff & Ryan Inc., Chicago. Ed Simms was named production manager.

Mr. Anderson succeeds Norman Heyne, vice president of radio-television division, who resigned to join a new agency, Wesley, Heiney & Cuca [BV, Aug. 29.]


Frances L. Rickley named director of media for Rutledge & Lilenfeld Inc., Chicago.


Tad Shell, free-lance artist, to Walter J. Klein Co., Charlotte, N. C., as creative supervisor.

Jay Kaelin, assistant director, radio-television, Gardner Adv., St. Louis, to McCann-Erickson, N. Y., as television film production director in radio-television creative department.

Peter S. Cardozo, Fuller & Smith & Ross, N. Y., radio-television creative supervisor, to vice president. He has been with F&S&R since 1950. W. P. Wood, Young & Rubicam radio-television department, to F&S&R as program supervisor for Alcoa Hour. R. A. Elwell Jr., senior writer at WNEW New York, to F&S&R as writer.

Robert K. Christenberry Jr., to F&S&R copy-contact staff from N. Y. office of Koehl, Lands & Landan.

Dorothy Furman appointed publicity director, Walter McCreery Inc., Beverly Hills, Calif. She has served with Bracken Radio & TV Productions, WGN Chicago and Jos. W. Hicks Public Relations.

Roy Newquist, Knox Reeves, Minneapolis, appointed copy chief, Miller, Mackay, Hoeck & Hartung, Seattle agency.

Charles Faller, formerly with Swift & Co., and Robert Joselyn, formerly with Armour & Co., to Simoniz Co. as brand advertising managers.

Thomas F. Brennan, formerly with Kudner Agency, to Maxon Inc., N. Y., as copy chief.

Edwin W. Berg to Campbell-Mitchun Inc., as assistant research director.

John B. Draper, Hunter Mfg. Corp., Emily, Pa., aluminum window division, to contact department, Gray & Rogers, Philadelphia.

Phillip Newill, copy writer, Ted Bates Inc., from 1946 to 1951, and with J. Walter Thompson Co. before joining Bates, rejoins latter agency's copywriting staff.

Charles F. Mathieu to The McCarthy Co., Chica- go, as account service man and copywriter.

Edward G. Wilson, vice president and general counsel of J. Walter Thompson Co., N. Y., for second year named chairman of the advertising division of the United Hospital Fund's 76th annual fund-raising appeal. Mr. Wilson will direct 16-member volunteer committee trying to meet advertising division's $40,000 quota of the total 1953 goal of $3,500,000.

Henrietta Kieser, vice president, Bozell & Jacobs Inc., Omaha, elected president, Heart of America Chapter of American Women in Radio & Television, representing six states.

Walter W. Welz, vice president, Donahue & Coe, N. Y., writing musical version of The Hucksters, novel satirizing advertising.

Broadcasting • Teletacing
...as advertised in LIFE

the sensational

NOE MAC

independent stations

KLIF, Dallas — number one in both Hooper and Pulse
KELP, El Paso — highest rated station in radio history
WNOE, New Orleans — tops all independents in August Hooper
WRIT, Milwaukee — in 6 months nearly first in Milwaukee Hooper
KNOE, Monroe, La. — first by far in Hooperatings

and

KNOE-TV, Monroe, La. — Channel 8
KOKE-TV, El Paso — Channel 13

Represented by H-R
O'NEIL: RKO LIKELY TO RELEASE FILM BACKLOG TO TV FIRST OF YEAR

Setting up distribution plans and reducing films to 16mm in sufficient numbers are the only factors delaying release, according to General Teleradio's president.

RKO Radio Pictures Inc., under new General Teleradio Inc. management, is working actively to release its feature film backlog for television, Thomas F. O'Neil, General Teleradio president, said in Hollywood last Thursday. He said it is the release of films that will be underway around the first of the year.

Asked to explain what Daniel T. O'Shea, new RKO president, meant when he said earlier in the week that there would be no immediate decision on television release, Mr. O'Neil told BWT, "He meant there wouldn't be any this week." Mr. O'Shea had been on the west coast for his first visit to the major studio property since it was acquired this summer by General Teleradio for $25 million from Howard Hughes [BWT, July 25 et seq.]. Mr. O'Neil is to return to New York this week after stops in San Francisco and Chicago.

Before leaving Hollywood, Mr. O'Neil announced that RKO will move its advertising department from the studio lot to New York effective today (Monday). This involves the transfer of Perry W. Lieber, national advertising manager, who said other personnel changes are not contemplated at the present time. Mr. Lieber has been at RKO in advertising and publicity for more than 25 years. Mervin Houser, Mr. Lieber's assistant, remains in Hollywood to supervise operations there.

Mr. O'Neil said it was felt desirable to transfer Mr. Lieber to the East where he can function more closely in conjunction with the RKO sales offices.

Granger Leaves

Meanwhile, James R. Grainger, president of RKO under Howard Hughes ownership but who has been continuing under contract until Jan. 31 as consultant, announced last week that he has terminated his association with the studio. A veteran movie executive, he had been with Mr. Hughes three years.

The big problem at the present time on release of features to tv, Mr. O'Neil explained, is the overall planning of how it will be done, what films will be issued and the order in which they will be made available. There is a great amount of details to map out, Mr. O'Neil indicated.

Another time consuming factor, he said, is the big job of having the film processing laboratories make 16mm reductions from the 35mm masters and next make sufficient 16mm release prints to take care of tv distribution.

Questioned about how RKO will handle the additional payments claimed by actors, musicians or others in connection with re-issue of the features, Mr. O'Neil said "that won't be too difficult to work out." He expected no trouble in making an agreement with American Federation of Musicians' James C. Petrolito on re-issue material. Several weeks ago Mr. Petrolito was reported to have demanded a share of any new money to be acquired through release of old features to television.

Extent of RKO's movie business is indicated in the studio's $44 million gross in 1954 under Mr. Grainger's presidency. This was based on the release of only 17 new features for theatre showing plus some shorts and a few re-issues. The studio has been relatively inactive on the production side. Most of the films released have been coming from outside independent producers. During Mr. Grainger's three years there, RKO made only five major films. It's backlog of old material, though, is considerable.

Talent Assoc. Organizes Independent Movie Firm

REVERSING the trend of motion picture companies extending their operations to include television is the recent formation by Talent Associates Ltd., tv program packagers, of Jonathan Productions, an independent movie subsidiary. An agreement, signed last week between members of the new firm and legal representatives of Metro-Goldwyn-Mayer, calls for the Hollywood studio to finance and distribute an unspecified number of Jonathan productions.

The first scheduled production under the new agreement, to be filmed in New York, is tv playwright Robert Alan Aurthur's "A Man Is Ten Feet Tall." Mr. Aurthur, up to this season co-producer of The Goodyear-Philco Ty Playhouse (a Talent Associates package), left the program last month when Philco dropped sponsorship and Alcoa took over that company's segment. Mr. Aurthur also will be associated with Jonathan Productions in an executive capacity, as will Talent Associates President and founder Alfred Levy, and Executive Vice President David Susskind. Later this season Mr. Susskind will produce his first Broadway play, "A Very Special Baby," written by Mr. Aurthur.

CBS-TV Sets Up New Films Production Operations Unit

FORMATION of a new films production operations department that will "consolidate all operations in connection with the production of motion picture films for CBS-TV" was announced Thursday by Henry Grossman, director of operations, CBS-TV.

Managing the new department will be M. Clay Adams. Clement Sigdson has been named assistant manager.

Other changes announced for the network's film operations include the appointment of Gordon Shadwick, as managing officer of CBS-TV film services operations department, replacing Grant Theis, recently named director of operations at CBS-TV, Hollywood. Lee Hon will assist Mr. Shadwick.

United Gas Buys 'Cristo'

SALE of Television Programs of America's Count of Monte Cristo series to the United Gas Co., Shreveport, La., for use in nine southwestern cities, has been announced (Monday) by Michael M. Sillerman, TPA executive vice president. The transaction was negotiated through Bozell & Jacobs, Shreveport, agency for United Gas. The markets to be used are Beaumont, Houston, San Antonio, Tyler and Lufkin, all Tex., and Shreveport, Lake Charles, and Monroe, La., and Jackson, Miss. The series will be launched on varying dates, starting Nov. 6.

TPA-Screen Gems Merger Still in Talking Stage

TELEVISION Programs of America last week acknowledged that negotiations have been in progress on a merger with Screen Gems Inc., but said no agreement has been reached [CLOSED CIRCUIT, Sept. 26].

In a memorandum circulated to the TPA staff by Milton Gordon, president, and Michael Sillerman, executive vice president, it was pointed out that despite reports which had circulated, there still is no agreement between TPA and Screen Gems. The memorandum, intended to clarify the facts about the negotiations, stated that if a contract is signed, the transaction will not be completed before the first of the year because of "certain contingent problems."

"We can't tell you with assurance at this time," the memorandum continued, "whether the deal will be consumated or whether it won't, but one thing we can assure you is that if a deal is made, it will be for the best interests of this company and all the people involved."

George Blake Firm Names Two

AS PART of an expansion program, George Blake Enterprises, New York tv film producers, last week announced the appointment of Donald Drucker as film editor and George Goodman as film expeditor. Mr. Goodman succeeds Jack Lieberman, who has been promoted to the newly created post of studio manager. The company also reported that Richard Donner, staff director, is leaving for Rome to supervise the overseas shooting of color footage for a Young & Rubicam account. Accompanying Mr. Donner on the trip will be John Freese, manager of radio and television commercial production for Y & R, and Art Cody, one of its art directors.

George Blake, 38, Dies

FUNERAL services for George Blake, 38, founder and president of George Blake Enterprises, New York, tv film commercial producers, were held on Oct. 9 in New York. Mr. Blake died of a heart ailment on Oct. 7.

Mr. Blake founded his company in 1951 and previously had been a director of the Candid Camera series and other short subjects for Columbia Pictures Corp.
Screen Cartoonists Hold Third Annual Film Show

THIRD ANNUAL Film Festival, sponsored by the Screen Cartoonists Guild, was held Oct. 15 in Hollywood and featured continuous running of the “best of the year” in animated films for the television, industrial, advertising and educational fields. The event was designed as a showcase for the work of the members of the guild, which represents about 300 members who work at the 25 Hollywood studios.

Because of the great growth of the television industry, the festival featured the best animated tv spots that have been produced during the past year. Invitations went to all advertising agencies and other sponsors of animated films. The Commercial Film Producers Assn. cooperated with the guild by furnishing films and designed display boards for the event.

Ziv Promotion Aimed At Sponsors' Employes

DETAILS of a promotional campaign to acquaint employes of sponsors of Ziv television shows with complete programming information were announced last week by M. J. Rifkin, Ziv Television vice president in charge of sales.

This move was undertaken, Mr. Rifkin said, after surveys made by the Ziv Television research department had shown that between 50% and 70% of the average large company employes did not know the name of the film show, the time slot, or the outlet or channel being utilized by the company. He said that Ziv has created a special "Enthusia Kit" for use in company employe relations programs, which will be available for each film show sale. The kit currently is being tested out with Science Fiction Theatre. It also consists of a four-part, Ziv-prepared plan, which clients can follow in publicizing Highway Patrol.

Film Clinics Started

CONSOLIDATED Film Industries, Hollywood processor of television films, has inaugurated a public relations program to acquaint advertising agencies with the basic technique of film processing in a three-hour clinics being conducted by Sid Solow, CFI vice president and general manager, who has lectured in cinema arts for eight years at the U. of Southern California. Agencies represented at the clinics to date include N. W. Ayer, Benton & Bowles, Blow-Beln-Toigo, BBDO, Leo Burnett Co., Foote, Cone & Belding, J. Walter Thompson Co. and Young & Rubicam. CFI is a subsidiary of Republic Pictures Corp.

FILM SALES

ABC Film Syndication Inc. made its first British sale recently with contract for 26 of The Playhouse films signed by Associated Re-diffusion Ltd., London. Option for remaining 26 hours of series was granted Associated, which is official program contractor for British commercial TV Monday-Friday programs.

Barry-Grafman & Assoc., film distributor, reports sale of 104 quarter-hour Christie Comedies to WNBQ (TV) Chicago. As midwest representative for another distributor, Synda Pix, firm also announces sale of Art Linkiletter and the Kids to WTTV (TV) Bloomington, Ind., and of Mr. and Mrs. North to KAKE-TV Wichita, Kan., and WEHT (TV) Henderson, Ky.


Tonight In Britain, a 22-minute filmed salute to British showbusiness first shown at Queen Elizabeth’s Royal Film Festival in London, and starring headliners Claire Bloom, Jeannie Carson, Eileen Joyce and Bud Flanagan and the Crazy Gang, has been made available to U. S. tv stations at no cost. Film, 16mm black-and-white, can be ordered through public relations dept. of British Travel Assn., 336 Madison Ave., New York 17.

FILM DISTRIBUTION

Interstate Television Corp., N. Y., last week reported acquisition of distribution rights for Married Joan tv film series. Package, owned by Business Management Corp., consists of 98 half-hour shows, previously carried on NBC-TV.

Atlantic Television Corp., N. Y., has acquired “Thirty-Nine Steps,” Alfred Hitchcock suspense feature, for tv distribution. Atlantic's feature package now is said to number 14.

Association Films Inc., N. Y.; distributors of industry-sponsored animated films reported last week that four public service cartoons had racked up 1,200 free tv showings. They are: "How to Catch a Cold," produced by Walt...
Disney studios for Kleenex tissues; "Second Sight Sam," an Eastman color cartoon drawn for the Health Information Foundation by UPA-N. Y.: "The Spray's the Thing," a John Sutherland production for DuPont; and "Losing to Win," prepared for Metropolitan Life Insurance Co. by Jerry Fairbanks Productions. Films are available in either black-and-white or color and can be ordered for station use from AF's four regional exchanges: Ridgefield, N. J. (Broadcast at Elm); La Grange, Ill. (561 Hillgrove Ave.); Dallas (1108 Jackson St.), and San Francisco (351 Turk St.).

Broadcasting & Film Commission of National Council of Churches of Christ in U.S.A., 220 5th Ave., New York 1, has announced new religious tv series, "Man to Man, available to stations for transportation and insurance charges. Series, which cannot be sponsored, is in four units of 13 successive 15-minute programs.

RCA Recorded Program Services, N. Y., is making available to tv stations a new series of 35-nine minute films, titled The Sam Snead Show, starring golfer Sam Snead. The series, which is being offered in both black-and-white and color, stresses the need to help either the beginner or the experienced golfer.

U. S. Information Agency is making available to stations a half-hour film, Operation Truth, showing what the government is doing to combat Communist propaganda and to make our own foreign policy better known and better understood throughout the world. Film, running 28 minutes and 13 seconds, may be obtained by writing Mrs. Ann Hagen, officer for radio and tv, U. S. Information Agency, H.E.W. Building, Room 1266, Independence Ave., SW., Washington 25, D. C.


**FILM PRODUCTION**

Cathedral Films has completed four new half-hour productions in the Living Christ series. Films, dealing with stages in life of Jesus, are for church and possible television distribution.


**FILM PEOPLE**

John Zane, program director for Pan American Broadcasting Co. and previously in similar capacity with WMWW Meriden, Conn., appointed production supervisor of motion pictures, Transfilm Inc., N. Y., producers of tv and industrial films.

Sidney Kramer, associated with RKO Radio Pictures for the past 26 years as short subjects sales manager and RKO-Pathé general sales manager, named foreign sales manager of RKO Radio Pictures, effective Oct. 24, succeeding Edwin J. Smith, resigned to join Allied Artists.

Phil Larschan, film editor, Transfilm Inc., N. Y., father of a boy, Oct. 5.

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**FILM REVIEW PLANS, PA. PILOT STUDY REPORT GIVEN NARTB ROANOKE SESSIONS**

Combined meeting for Districts 3 and 4 attract over 250. Pilot study is to set course for national survey, if NARTB should undertake one.

A PROGRAM of film reviewing is being inaugurated by the NARTB Television Code Review Board, G. Richard Shafto, president of WIS-TV Columbia, S. C., and chairman of the board, announced Friday morning to the tv broadcasters present at the final (tv) day of a three-day regional meeting of NARTB Districts 3 and 4 held Wednesday-Friday at the Roanoke Hotel in Roanoke, Va. Total attendance exceeded 250 members and associate members at the three-day meeting. Districts 3 and 4 include Delaware, District of Columbia, Maryland, North and South Carolina, Pennsylvania, Virginia, West Virginia.

The Code Board will not preview films nor review all films on the air, but will review films regarding which complaints are received from stations or members of the viewing public and also films which the board's monitoring of tv stations shows to be objectionable in whole or in part. When film sequences not compatible with the Code are found, all tv stations subscribing to the Code will be notified of them and it will then be the responsibility of each station operator to decide for himself what action to take.

Both Mr. Shafto and Edward Bronson, NARTB director of Code affairs, stressed that negotiations with film producers, either for the purchase of films for tv use or to complain about films already acquired, is strictly a matter for individual broadcasters to handle and is without the province of the Code Board, whose function is an advisory one to its subscribers. Time of day and kind of audience are often pertinent factors, it was pointed out, as a film sequence which might be objectionable at 5 p.m. for a predominantly juvenile audience might be quite all right for showing in the late evening hours.

**Cities Cose**

The problem arises almost exclusively with films originally made for showing in theatres and now being sold to tv, the speakers said, noting that when a film series is made specially for television use the maker is preparing it for sponsorship and is careful to exclude anything to which an advertiser is likely to object. Mr. Shafto recalled a case of a bakery sponsoring a series of Tom Mix films and tying the telecasts in with the Boy Scouts of his community. Among came one film in which Tom Mix entered a barroom and took a drink. The series was cancelled immediately.

Stockton Helfrich, manager of continuity acceptance for NBC, in contrast told of the filming of Steve Donovan, a western series made for tv, in which the hero holds his conversations in railroad stations, post offices, general stores and elsewhere instead of always in a saloon as most movie westerns do. Steve, a marshal, seldom kills the bad men; instead he shoots just to wound them enough so he can take them to jail to await trial.

Mr. Helfrich showed film clips to illustrate the types of material that should be deleted—or better, omitted in the making—to comply with the Tv Code. There was the unfunny suicide sequence in a comedy film, a kidnapping reference, a child maltreating a cat and an extramarital two-timing scene, among others.

**Pockege Films**

Part of the trouble with theatre films now made available to television, Mr. Shafto said, is in the sale of a package of films, when a salesman will throw in a selection of films of low quality to bulk up the package. Broadcasters must buy with care, considering quality as well as quantity, he declared.

The Code Board chairman also urged tv broadcasters to monitor their own stations and police their own programming. That is essential to full Code compliance, he said.

Ward Quaal, vice president, Crosby Broadcasting Corp., and chairman of the NARTB committee to study viewer attitudes, spoke at the Friday luncheon, and made the first general report of a pilot personal interview survey made last December in Allentown, Bethlehem and Easton, all in Pennsylvania, an area of high tv saturation, with 84% of the families set-owners. Using a pretested probability sample, Mr. Quaal said interviewers visited the specific addresses among those present at NARTB's Roanoke sessions were (I to r): James H. Moore, executive vice president of WSLS Roanoke; M. W. Armistead III, president of WDBJ-AM-TV Roanoke; Richard H. Moson, president of WPTF Raleigh; Harold Essex, general manager-vice president of WSJS Winston-Salem; Charles Crutchfield, general manager of WBT Charlotte, and Ward Quaal, vice president of WLWT (TV) Cincinnati.
The *Magic Tree* is not for sale...
The Magic Tree is a program which re-creates the fairy stories loved through the ages.

In presenting it, WDSU-TV renders real service to a large New Orleans audience.

(Latest Pulse Rating: 25)
The New Orleans TV audience has shown by its warm response that WDSU-TV's unsponsored programs not only fulfill a station's public responsibility, but satisfy a public need. That is why the Magic Tree is not for sale.
selected and interviewed one adult household member. The questions, he said, fell into five general areas:

"To determine the number of hours the respondent watches tv on week days and week-ends and his (or her) attitudes toward tv in comparison with other media; attempt to evaluate his reaction to sets over the family; determine what specific programs and types of programs the respondent likes or dislikes; ask parents about their attitudes and opinions toward the "kids" of the local stations; seek respondents' opinions and reactions to advertising on tv."

The next step, he said, will come at the end of the regional meeting series, when committee and staff members evaluate the "study not only to determine what the course should be for a national survey, if one should be undertaken. "Our committee feels that such a national study would do more than any other effort, the Code excepted, to prove again our sincerity as television broadcasters in doing our level best to serve the public good and to gain respect of government and people everywhere as the greatest source of education and entertainment the world has ever known."

Formal dedication of the new $1 million radio-television center of WLS-M-AM-TV Raonoke took place on Friday, timed to coincide with the NARTB Regional Conference, for which James H. Moore, executive vice president of the Shenandoah Life Stations and NARTB director of District 4, was "host director."

Mr. Moore chaired the sessions on Wednesday -Radio Day--and Thursday--Association Day. Campbell Arnoux, president and general manager, WTAR-AM-TV Norfolk, Va., and vice chairman of the NARTB TV Board, chaired the TV Day sessions on Friday.

Farm Radio Does More

"Farm radio reaches more farm family homes more frequently, more effectively, at a time when they are in a more receptive mood, at a cost lower than any other medium," Phil Alampi, farm and garden director of WRCA-AM-TV New York, told the Raonoke meeting Wednesday morning. Reporting that 99% of farm homes have one or more radios and that there are more farm autos and therefore more farm auto radios (67% compared to 63% of urban car owners), he said that farmers and city cousins drive a market that will not receive listening to weekday, weekend and evening programs than do their city cousins.

Farm radio reaches the farmer several times a day, every day, and it serves him "with authenticity," Mr. Alampi said, because a recommendation made by a station farm director is backed by actual farm experience and puts "a stamp of approval on the commercials which is difficult to beat."

Wednesday luncheon speaker Frank Silvernail, BBDO station relations manager, stated that "radio can come right back up into its former place among national media" if it is possible to suppress those who "view with alarm any change in radio as we used to know it." (See story, page 58.)

FCC Chairman George C. McConnaughey, at the Thursday luncheon, praised the American system of free enterprise broadcasting in contrast to the state-controlled systems of Europe he inspected this summer. He said that the FCC must decide the problems confronting him in a manner that will not adversely affect the progress which has been made to date in giving the people of this country a fine broadcasting system. (See story, page 80.)

Ingenuity and inventiveness are the basic elements in good promotion—and money helps, too, it was agreed by the four broadcasters who made up a panel on audience promotion at the NARTB gathering. C. Leslie Gollday, co-owner and general manager, WEMP Martinsburg, W. Va., stressed the prime essential of "your station, your community and its various activities. "Publicize your call letters," he told the broadcasters at the Wednesday afternoon session. "Don't be known only as the local radio station."

He also gave a pink slip that integrated the community with the station—a telephone giveaway show with a fairly difficult question that was repeated until answered. The first 100 who go on to great lengths to discover the answer and the one who did will call ten friends who would each call ten friends to pass it along.

Special short-term contests have been good promotion media for WFIl Philadelphia, Station Manager George A. Koehler said, citing a slogan contest for the city's Cerebral Palsy drive and a traffic safety campaign. He also urged lots of pre-programmed promotions, particularly of use of morning time to attract listeners for later in the day and evening.

Local public service programming, local news and staff participation in all local civic activities constitute the "gold promotion" media, according to Emerson J. Pryor, vice president and general manager, WDVA Danville, Va. The Danville Chamber of Commerce takes over station in the fall of each year. WDVA has them photographed at microphones; the pictures are in the office of practically every businessman in town, he said. Between Thanksgiving and Christmas WDVA conducts a charity drive for undernourished children each week it stages a teen-age dance at the Moose Club and broadcasts its disc jockey show an hour or two from there, he cited as other examples.

The most important thing in audience promotion is programming, Allen Wanamaker, general manager, WBIG Greensboro, N. C., declared, "as what we're trying to promote is audience for our programs." He told how WBIG's woman's home service program conductor used the station's station wagon to call on women at home, surveying their kitchen and pantry shelves and noting the products they used, meaning talk and WBIG and concluding her visit by giving the housewife samples of food products advertised on WBIG.

Fellows Misses Meeting

The conference banquet, Thursday night, was a speakerless affair in the absence of NARTB President Harold Fellows, ill in Boston.

The problems and policies of NARTB were reviewed in the text of Mr. Fellows speech, which was distributed in printed form to delegates in his absence from the meeting.

NARTB periodically goes through a cycle when smaller broadcasters say "the big boys are running the show," he said. Then there is a tendency on the part of larger broadcasters, "Why should I spend my money to teach the newcomers my business?" These cycles no longer frighten him, he said, observing that they teach this lesson, "Everything is for everybody; and if the total revenue and the total public welfare are not benefited, the cause is lost anyway." He listed the association's toll tv stand as an example, since it follows this line, "We don't want any kind of change in free-enterprise television which will lessen to any degree its free characteristics."

After reviewing the association's financial problems, he said;

"We are a business association because we perform certain services, resulting from our mutual interests, which are intended to assist the industry in growing stronger as an economic entity. An association cannot prosper upon hypocrisies, much less than an individual. All of us know with what vigor the NARTB and its staff and its membership have endeavored to obtain widespread observance and support of the Radio Standards of Practice and the Tele- vision Code. Subject to decentralization, there is mere hypocrisy if it pretends nothing but an effort on the part of a broadcaster to cover his shortcomings in other areas of station activity—such as business association because his haphazard selling practices to the acceptance of questionable advertisers and advertising copy."

"The purpose of standards is to establish a platform for better performance, not to camouflage bad performance. This same concept must must find its way to the association which represents you as broadcasters."

Ollie Trey, president of Television Bureau of Advertising, Friday reported that TVb in its first nine months took in $270,000 at a rate of $30.10 an hour. It was operating on a basis of $532,000 a year from 168 members. In return, TVb has played a role in the sale of $648,000 worth of tv business, according to Mr. Trey. This includes 11 accounts, six new television and the other five have expanded tv usage.

Resolution Adopted

A resolution urging the NARTB Board to consider ways to resolve the confusion caused by a multiplicity of program rating services with often contradictory reports was adopted by the members of Districts 3 and 4. The group also asked NARTB to work for legislation keeping all times in this country in the same relation as under standard time. A third resolu- tion expressed support for the regional type of meetings and thanked the district directors for their co-operation.

Other resolutions thanked FCC Chairman McConnaughey and other speakers and the NARTB staff for helping make the meeting a success, expressed regret at the illnesses of President Eisenhour and NARTB President Fellows and wished them both a speedy re- covery.

Not presented to the membership was a resolu- tion drafted by Ben Strouse, vice president and general manager of WPAR Parkersburg, W. Va., commending the national networks on their ingenuity in developing new methods and tech- niques for the use of the great mass medium, radio, and urging each to insist that the rate which the network establishes for his station for spot participation be not less than the rate that his national representative charges for similar use of his facilities." After lengthy consideration this move was rejected by the resolutions committee.

Maintaining an active legislative committee is essential, and retaining counsel at the state capital helpful, to any state association in Washington or at Washington, commencing the national networks on their interests, according to state association executi- ves speaking Thursday afternoon at a session chaired by George H. Clinton, executive vice president and general manager of WPAR Parkersburg, W. Va. The resolutions and other activities of state asso- ciations were reviewed by representatives of the state groups including: Maryland-D. C.— Ben Strouse, WWDC Washington; North Caro- lina—William S. Page, WELS Kniston; Pennsyl- vania—Cecil Woodland, WEIL Scranton; South Carolina—Charles A. Batson, WIS-TV Columbia; Virginia—John L. Cole Jr., WHIL South Boston; West Virginia—Paul J. Miller, WWVA Wheeling.
NARTB Sets Region 8 Agenda, Fifth of Eight Fall Meetings

AGENDA for NARTB’s Region 8 Conference, which runs Monday-Wednesday, Oct. 24-26, at San Francisco’s St. Francis Hotel, was announced last week by NARTB President Harold E. Fellows.

Fifth in a series of eight NARTB fall meetings, the Region 8 sessions will include delegates from Dists. 15 (Calif., Guam, Hawaii, Nev.), 16 (Ariz., Calif., Nev.) and 17 (Alaska, Ore., Wash.). Monday is Radio Day, Tuesday Association Day and Wednesday TV Day.

Guest speakers on Monday will include Mal Hansen, WOW Omaha, and Raymond R. Morgan, Raymond R. Morgan Adv., Los Angeles. On Tuesday, Judge Justin Miller, former NARTB board chairman, and FCC Comr. Edward M. Webster. On Wednesday, Dorothy Brown, ABC Western Div.; Philip G. Lasky, KPIX (TV) San Francisco; Oliver Treyz, president, and Pete Cash, station relations director, both TV Bureau of Advertising; Robert D. Sweezy, WDSU-TV New Orleans and Clete Roberts, KNXT (TV) Los Angeles.

Hal Fellows Recuperating After Pneumonia Attack

HAROLD E. FELLOWS, NARTB president, is recuperating in Peter Bent Brigham Hospital, Boston, from virus pneumonia. He was unable to attend the NARTB regional meeting at Roanoke, Va., last week (see story page 66).

Mr. Fellows became ill in Boston over the weekend. He had gone to his home city for a weekend rest after a heavy travel schedule and series of speeches and meetings. Recently he had suffered from a heavy cold. When he became ill Monday he was taken to the hospital.

While no definite word was available about his chances of attending regional meetings late this month and in early November, it was pointed out that the recuperative period from pneumonia is frequently long. Last week’s regional meeting completed the first half of the NARTB schedule. Meetings resume Oct. 24 in San Francisco.

Higgins Renamed Chairman Of NARTB Sports Committee

GEORGE J. HIGGINS, KMBC-AM-TV Kansas City, has been reappointed chairman of the NARTB Sports Committee by President Harold E. Fellows. Known widely in the sports and broadcasting spheres as “Coach,” Mr. Higgins has a long background as athlete, coach and game official.


Television members are: Kenneth L. Carter, WAAM (TV) Baltimore; Albert D. Johnson, KENS-TV San Antonio; Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va.; Robert R. Tincher, KVTV (TV) Sioux City, Iowa.

Representatives of networks are Tom Velotta, ABC; Elmer Lower, CBS; John Burnett, MBS, and Tom Gallery, NBC.
Behind this 500,000 hours' performance is the depth of pioneering and experience and service that distinguishes TelePrompTer® operations throughout the industry.

**TelePrompTer adds impact**

**TelePrompTer network service on:**
- 8 of the top 10 shows (Nielsen)
- Over 100 shows weekly
- 18,000 variety, dramatic and news shows in 3 years

**TelePrompTer insures quality production**

**TelePrompTer service available at:**
- TV stations from coast-to-coast
- Every size... Grand Junction, Colo. to New York City
- Stations covering 78% of all U.S. TV homes

**TelePrompTer saves money**

**TelePrompTer service in film studios:**
- Over 100 film shooting days this month
- 40% cut from shooting time on one TV series alone

**TelePrompTer... the speaker's best friend**

**TelePrompTer meeting services:**
- Leading companies now use TelePrompTer's complete staging service consisting of lighting, audio systems, special effects, portable modular stages... and TeleMation ... an amazing system of automation.

Whenever you want impact insurance in a performance... call on the experienced and expert service of... **TelePrompTer Corporation**

**NEW YORK**
- 300 W. 43rd Street
- JUdson 2-3800
  - Don Redell
  - Bart Swift
  - Network and Film
  - Bill Marsh, Staging Service
  - Warren Abrams, Stations Division

**CHICAGO**
- Ted Boisameau, Manager
- 177 North State Street
- FRanklin 2-8826

**LOS ANGELES**
- George Kane, Manager
- 6151 Santa Monica Boulevard
- HOLLywood 9-6258

**WASHINGTON, D.C.**
- Ray Tyrrell, Manager
- 1316 Connecticut Avenue
- Columbus 5-3161

**TORONTO**
- S. W. Caldwell, Ltd.
- 617 Jarvis Street
- WAlnut 2-2103

**TELEPROMPTER OF ENGLAND**
- c/o Towers of London
- 84 Hallam Street
- London W1

*Trademark registered. U.S. Pat. No. 2,635,373. Other Patents Pending*

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**TELEPROMPTER OF ENGLAND**
- c/o Towers of London
- 84 Hallam Street
- London W1
FOREIGN CORRESPONDENT!

K-NUZ News Director, Bill Crawford, reporting direct from

- London
- Paris
- Frankfurt
- Berlin
- Madrid
- Rome
- Athens
- Istanbul
- Amsterdam
- Europe
- And the Middle East

Exclusively reported for Houston, by Houston’s favorite Newscaster, exclusively on Houston’s favorite station.

This world report is another first for K-NUZ, the station Houston looks to for "firsts". First in News, Music, and on the spot reports from "Big Mike" our roving station on wheels, and first in personalities with Paul Berlin, Texas’ No. 1 Radio personality. This exclusive program is sponsored by David’s Hardware Stores of Houston.

Nat’l. Rep.: Forjoe & Company
In Houston: Dave Morris — Jackson 3-2581

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TRADE ASSNS.

Story Behind ‘$64,000’ Told to Radio-Tv Execs

THE REAL story behind the success of the $64,000 Question, according to its creator, lies in the “enormous power of television to affect the future course (or life) of a certain person” and in moving merchandise.

The speaker, Louis G. Cowan, executive producer, CBS-TV, who maintains his interest in Louis G. Cowan Inc., producer of the question show which is simulcast on CBS-TV and CBS Radio, Tuesdays, 10-10:30 p.m. EDT, was featured at a special Radio & Television Executives Society luncheon last Thursday at the Roosevelt Hotel, New York.

Mr. Cowan noted that the program has had phenomenal success not only in selling its sponsor’s products (Revlon Product Corp., through Norman, Craig & Kimmel) but also in moving competitor brands off the shelves.

He said the meaning of the program lies in an understanding of television which he described as the “greatest mass communications medium in the world.” Mr. Cowan said that an average of 300 million “people hours” per day are spent with tv. Acknowledging the movies’ claim of 80 million people attending U. S. motion picture houses in a given week, Mr. Cowan asserted that the $64,000 Question claims to be seen by 60 million people every Tuesday night.

Mr. Cowan said the factor of tv’s tremendous magnetism outweighed all others—such as reality, types of people, size of the prize, identification with contest, the time, the night and the network—in making the program such an outstanding success in the number of viewers, in selling the sponsor’s products and in winning a “generous” share of news wire, feature and photo service attention.

Tv Information Committee Lineup Announced by NARTB

MEMBERS of NARTB's Ttv Information Committee for fiscal 1955-56 were announced last week by President Harold E. Fellows, with Jack Harris, KPRC-TV Houston, as chairman.

Other members: Charles Crutechfield, WBTV (TV) Charlotte; Gordon Gray, WOR-TV New York; Kaye Hall, Meredith Publishing Co. stations; C. Howard Lane, KION-TV Portland, Ore.; D. Lennox Murdoch, KSL-TV Salt Lake City; D. L. Provost, WBAL-TV Baltimore; George B. Storer Jr., Storer Broadcasting Co.; Chris J. Witting, Westinghouse Broadcasting Co.; Eugene Accas, ABC; Sydney Eiges, NBC, and Charles J. Oppenheim, CBS.

Missouri Broadcasters Elect

KXOK’s Thomas President

C. L. (CHET) THOMAS, vice president-general manager, KXOK St. Louis, Mo., was elected president of the Missouri Broadcasters Assn. at the annual meeting a fortnight ago in Jefferson City.

Mr. Thomas succeeds Sam Burk of KIRK Kirkville.

Others elected were Earl Dougherty, KXEO Mexico, vice president and Bruce Barrington, WEW St. Louis, secretary-treasurer. Catherine Roer, of Jefferson City was named executive secretary of the association, a newly created post.

Speakers at the meeting, which was attended by about 50 people, included Howard Bell, assistant to NARTB President Harold Fellows; J. R. Livesay of WLWH Mattoon, Ill., and Ben Sanders, KICD Spencer, Idaho.
Experience makes a world of difference when it comes to quality TV production. On the air since 1948, WBEN-TV is — by far — Buffalo’s oldest TV outlet, with television know-how that has been seven long years in the making.

Nearly every man on the WBEN-TV staff has been with this pioneer station since its early beginning. These skilled veterans work in two fully equipped studios that permit staging with unhurried care.

The fact is, WBEN-TV means Q-U-A-L-I-T-Y. And in a field where quality is crucial, here’s good news. There’s no need to settle for anything less when quality production by WBEN-TV costs no more.

WBEN-TV has seven of the 10 top rated multi-weekly shows in Buffalo. WBEN-TV also has the majority of the top 15 weekly shows, according to TELEPULSE.

WBEN-TV Representatives
HARRINGTON, RIGHTER and PARSONS, Inc., NEW YORK, CHICAGO, SAN FRANCISCO
By every accepted standard of audience measurement, WTRF-TV is the dominant station in the 2 billion dollar Wheeling-Streubenville market. This important and fast growing market, called the Ruhr Valley of America, consists of 416,210 families, 1,409,300 people, owning 307,400 television sets, with a combined spendable income of $1,973,985,000, an average of $4,742 per household.

WTRF-TV, operating on channel 7 with 316,000 watts, penetrates the Wheeling-Streubenville market with amazing results. Intelligent programming combined with alert, aggressive promotion means your budget buys more sales impact than offered by any competing media. Take a long, concentrated look at the important Wheeling-Streubenville market, bearing in mind that WTRF-TV is the dominant TV station—the BIG selling medium.

ATTENTION FOOD ADVERTISERS:
Have you heard about our sensational Merchandising Plan?

Bob Ferguson, VP & Gen. Mgr.
Represented by Hollingbery
NBC Primary—ABC Supplementary

WHEELING, WEST VIRGINIA
Equipped for network color
YOU MIGHT DRIVE 3175 MILES IN 24 HRS.*—

BUT . . . YOU NEED WKZO-TV TO SPEED UP SALES IN WESTERN MICHIGAN!

WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Western Michigan. With over half a million television homes in 29 counties, this is one of America’s “top-20” TV markets!

American Research Bureau figures, left, prove WKZO-TV’s tremendous popularity—not only in Kalamazoo and Grand Rapids, but in Battle Creek and Muskegon as well.

Let Avery-Knodel fill you in!

100,000 WATTS • CHANNEL 3 • 1000' TOWER

WKZO-TV
Kalamazoo-Grand Rapids
Avery-Knodel, Inc., Exclusive National Representatives

*Donald Healey and a five-man team set this world’s record in an Austin-Healey 100-S, in August, 1954.
Bartley Urges Kentuckians To Seek Relief From Libel

URGING Kentucky broadcasters to seek relief from their legislature, FCC Comr. Robert T. Bartley recounted the dilemma of broadcasters who are forbidden by the Federal government to censor a political speech, but who are liable to damages for defamation by state law.

Speaking to the Kentucky Broadcasters Assn. in Lexington, Ky., Friday, Comr. Bartley said that Kentucky was one of the 14 states which still does not have slander protection for its broadcasters. Thirty-four states already have passed such laws, he said.

States without libel protection laws for broadcasters, in addition to Kentucky, are: Alabama, Delaware, Illinois, Indiana, Maryland, Massachusetts, New Jersey, New Hampshire, Oklahoma, Rhode Island, Vermont, Washington and Wisconsin.

Sec. 315 of the Communications Act requires that if a broadcaster permits a candidate for public office to use its facilities, it must extend equal opportunity to all other such candidates. It also forbids censorship of candidates' speeches. In some instances stations have been sued for libel and defamation after a candidate has made charges over the air—even though station officials may have pointed out the libelous nature of the allegations.

Tv Film Directors Form Western Division

FORMATION of a western division of National Assn. of Television Film Directors under the chairmanship of Richard Norman, film buyer at KPTV (TV) Portland, Ore., was announced last week following conclusion of the group's first West Coast conference in Hollywood [Oct. 10]. Les Chipman, KOMO-TV Seattle, was elected secretary, and Richard Woollen, film buyer, KTTV (TV) Hollywood, was named public relations director.

NATFJD voted to hold its first national convention in Chicago next May just before the NARTB convention. Named to head the convention planning committee was Buck Long, operations manager and film buyer, KEIZ-TV Fort Worth, Tex. Other chairmen appointed were Bill Holle Dandridge, KPSD-TV San Diego, Calif., film buyer; Dick Thrasett, KSL-TV Salt Lake City, operational procedures standardization committee; Jim Bentley KCEN-TV Temple, Tex., newsletter; Mr. Woollen, film procurement; and Mr. Chipman, membership.

RTES Sets Oct. 18 Seminars

FIRST MEETING of the 1955-56 series of timebuying and selling seminars of the Radio & Television Executives Society, New York, will be held Tuesday. The series will break into a group of eight luncheons devoted to topics of general interest to buyers and sellers and a second series of eight meetings that will cover specialized aspects. The seminar committee is headed by Co-Chairmen Frank Pellegrin of H-R Representatives, and Mary McKenna. WNEW New York.

Carmine Featured Speaker

JAMES H. CARMINE, president of Philco Corp., will make the feature luncheon address at the 1955 Washington (D. C.) Seminar on Marketing at the Willard Hotel Oct. 25. The meeting is sponsored jointly by the Advertising Club of Washington and Washington Chapter of the American Marketing Assn.
20 years ago...

They’re both BLAW-KNOX Towers over 1000 feet high

The first broadcasting tower over 1000 feet high was a Blaw-Knox Tower, shown on the left.

And today we continue to design guyed towers over 1000 feet high... such as the modern TV tower that accommodates an elevator, shown on the right.

These two examples well illustrate how Blaw-Knox has set the pace in tower design for many years. And why we are prepared to cooperate with you in designing a tower to meet your specific requirements.

For more complete information on the many modern types of Blaw-Knox Antenna Towers, write or phone for your copy of Bulletin No. 2417. Or send us your inquiry for prompt service, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA

ANTENNA TOWERS

Guyed and self-supporting—for AM • FM
TV • radar • microwave • communications
UHF OPERATORS ASK FOR FCC HEARING

Commission requested not to take action on uhf-vhf question that would render the problem moot and solutions impossible.

It was the uhf broadcasters turn at the FCC last week, as the Commission awaited a response to its request to the Office of Defense Mobilization for more frequencies in the vhf band for tv [B&T, Oct. 10].

The uhf operators urged the FCC to hold "open and public proceedings" on the vexatious uhf-vhf problem. They also asked that the Commission not take any "inconsistent" action "which would render the problem moot and make consideration of any effective nationwide solutions of the uhf problem impractical or impossible to attain."

This latter was taken to refer to the Commission-scheduled consideration today (Monday) of the deintermixture petitions. As of late last week the Commission had not changed its mind about taking this up today.

Earlier last week, FCC Chairman George C. McConnaughey met with Dr. Allen B. DuMont. No particulars of Dr. DuMont's recommendations were revealed. On Thursday night, Mr. McConnaughey posed some questions on the uhf-vhf subject to the NARTB regional meeting in Roanoke, Va.

From Early Morning ... to Late Night

MOST PEOPLE LISTEN TO WAKR
Here's How the Audience is Divided

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<tr>
<th>WAKR</th>
<th>STATION &quot;A&quot;</th>
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MORNING - AFTERNOON and NIGHT
* 6 A.M. to 10:30 P.M.

WAKR is 1st.
A DECIDED FIRST IN LISTENERS
The current TRENDEX* audience measurement report again confirms WAKR's dominant position in Akron Radio.

WAKR-TV
Now in its 3rd YEAR
*TRENDEX - Akron Audience Survey
June, 1955

WAKR-RADIO • WAKR-TV
RADIO – TELEVISION CENTER – 853 Copley Rd – Akron 20, Ohio

On the horizon was an undisclosed plan prepared by Dr. W. R. G. Baker, GE Electronics Division vice president, to be presented to a manufacturers' frequency allocations committee scheduled to meet Oct. 19 at the English Room of the Plaza Hotel, New York. The proposal will be presented to the Commission if it is accepted by committee members, Dr. Baker, committee chairman, said last week.

The uhf group gathered 10 strong in Washington Thursday afternoon. They met with Acting Chairman Rosel H. Hyde and Comrs. Edward M. Webster, Robert E. Lee, John C. Halse, and Richard A. Shaw Friday morning. The meeting lasted about an hour, resulted in a decision to have the uhf group submit a formal petition asking that the FCC hold open hearings and that it do nothing to "prejudge" the deintermixture issue.

The uhf spokesman was Harold Thombs, WISE-TV Asheville, N. C. Benedict P. Cotone was counsel to the group.

The uhf committee urged the FCC not to take any action which would "without further proceedings" make "future deintermixture or other remedies difficult or impossible."

"It is our view," the uhf statement read, "... that [the Commission] hold open and public proceedings, with opportunity to be heard given to all interested persons who have recommendations to make ... It is only in this way that problems that are most critical to the survival of many television stations throughout the country can be fairly resolved."

Thombs Initiates Meeting

The meeting of uhf broadcasters was initiated by Harold Thombs, WISE-TV Asheville, N. C., chairman of the Uhf Industry Coordinating Committee. In an Oct. 10 telegram to each commissioner, Mr. Thombs asked that the uhf group be given an opportunity to be heard, "affording us at least the same opportunity given to the two largest networks."

It was understood that Friday's meeting with the Commission was in the nature of an overall uhf broadcasters' committee and not specifically limited to members of Uhf Industry Coordinating Committee.

In Mr. McConnaughey's speech to the NARTB members in Roanoke last week the FCC chairman termed the current uhf-vhf problem as "challenging." Some of the questions he raised were:

What should we do about deintermixture?
Do the present 12 vhf channels and the possibility of obtaining more vhf channels offer enough spectrum space to meet the demand now and for a reasonable time in the future? Do the 70 uhf channels in the present state of the art offer a satisfactory solution to the problem? Will a combined use of these channels work better? When we compare the possibility of obtaining more vhf space with the possibility of developing uhf to a comparable service, what answer do we get?"

He also related some of the actions that the Commission has taken to help uhf. He mentioned booster rule-making, quasi-satellite operation authorization, 5 megawatt proposal, privately owned intercity relays rule-making.

In referring to the FCC's action in seeking additional vhf channels from the military, the FCC chairman said that the Commission "adopted what might be called a priority of procedure, the first step being to consult with the government, at a high level conference, the possibility of obtaining more vhf television channels."

He also referred to the Commission's meetings with ABC, CBS, Gen. Sarnoff, Dr. DuMont, and others.
Dr. W. E. Bradley

Or how the amazing purple motor oil turned purple

"You've heard it said that competition among companies brings you better products ahead of time?"

"Then sit in with me out at Union Oil's research center for a spell and see it happen.

"Take the case of the amazing purple motor oil. Some years back we foresaw that car engines coming up would put more than simple lubrication demands on oil.

"So we developed a method of improving oil stocks. It gave us an oil base that was better than anything nature had ever produced.

"To this we added special ingredients: one to keep the engine cleaner, one to neutralize acids from the combustion chamber and to reduce metal wear, another to control sludge formation. And one of these additives turned the oil purple!

"Our new product was so amazingly good it permitted manufacturers to step up horsepower of their engines. Fact is, this was the original type of heavy duty motor oil used all through World War II.

"We continued perfecting our purple oil, and when peace came we named it Royal Triton and put it on the market. To demonstrate its superiority we filled the crankcases of four different makes of cars with it, then drove them 30,000 miles without changing oil—only adding make-up.

""When we tore the engines down we found the wear was within the usual factory tolerances for new parts. And every part clean as a whistle.

"If you use Royal Triton in your car today you probably take this kind of performance for granted. But don't forget—it was competition that put the pressure on us to bring it to you long before you asked for it!"

"Royal Triton has been a success from the start.

"Today—in new all-weather 5-20 and 10-30 grades designed specifically for modern high-compression engines—it embodies the latest advances in lubricating oil technology.

"Yet Dr. Bradley and his research teams are even now trying to find new ways to increase its margin of superiority.

"This is a typical example of how you benefit when free men freely compete for your business.

Union Oil Company of California

Your comments are invited. Write: The President, Union Oil Company, Union Oil Bldg., Los Angeles 17, Calif.
HERE ARE THE **facts** ABOUT FOR TELEVISION

**WHAT IT IS.** The General Electric Film Center is a complete equipment package for your station projection room. It operates on the Scanner principle and consists of a 16 mm Continuous Motion Scanner; a 2 x 2 Dual Slide Scanner; and a Scanner Pickup. The entire equipment package is newly designed, specifically for color or monochrome operation—or both.

**THE G-E SCANNER SYSTEM.** G.E.'s Film Center, using the Scanner principle, features better picture quality, a simpler operating method, and, lower cost for operation and maintenance. No other type system offered today can match these high G.E. requirements. The G-E Scanner system gives your station the benefits of photo-electric pickup tubes which are simple, mass-produced, inexpensive—with a record of dependable performance. Sweep circuits or sync signals are not needed. Color registration, smear, or shading problems do not exist.

**WHAT IT DOES FOR YOUR STATION.** Your station can replace old equipment with a modern, G-E-designed package which will pay its way on monochrome service now—be on stand-by for color when you want it. With the G-E Film Center you can install basic units, block-build additional equipment as your needs and expansion plans dictate. Quality film and slide operations are assured, control monitoring is reduced. The overall operation is simplified and less costly than others. You owe it to the station to see this G-E system.

---

**G-E Scanner Pickup**—serves the same function as the film camera now used with B&W projectors. Dichroic mirrors break the light from the projectors into primary colors—photo-electric pickup cells convert it to electric signals.

**Film threading of the Eastman Continuous Motion 16 mm Projector** is fast and easy. Light compensating mirrors, behind window, are out of the focal plane—eliminating dust problem—and rotate at 770 rpm.

**2 x 2 Dual Slide Scanner**—handles up to 16 paper, metal, or cloth-bound slides with fast positive action change. Outside knobs provide quick focus control. Slide change controls can be at the scanner or at the console.
THE G-E COLOR FILM CENTER
BROADCASTERS

The Completely New G-E Color Film Center.
A New System—A New Continuous Motion Projector.
For Monochrome Service NOW—Color When You Want It!

See... Compare... Decide...

G.E.'s Scanner System coupled with the Eastman Continuous Motion Projector result in exceptionally high light transmission for the brightest, cleanest, sharpest color television pictures.

Many times the light output of other CM optical systems make it possible to obtain the best pictures from your "problem" films or slides—regardless of age or density.

Automatic film shrinkage compensation—virtually guarantees the same quality of projection time after time regardless of film shrinkage.

Double-duty—available for monochrome or color projection.

Block-Build. Start with 2 x 2 Dual Slide Scanner. Add one Continuous Motion Projector for limited film programming. Add a second projector, when needed, for monochrome or color film facilities.

Separate scanner tubes in each projector—assure reduced lost air-time in the event of tube failure.

Reduced maintenance and operating costs. Accessibility, simplicity of circuits, and minimum adjustments during operation cut manpower costs.

Masking amplifier actually can make the final picture better than original film.

FREE BOOKLET, SPECIFICATIONS!
For detailed information about the new G-E Color Film Center see your local General Electric Broadcast Equipment Manager, or, write to: General Electric Company, Broadcast Equipment, Section X2105-17, Electronics Park, Syracuse, New York. In Canada, write to: C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.

Progress Is Our Most Important Product

GENERAL ELECTRIC
FUNCTIONAL MUSIC PERMITS TO 2 FMS

WWDC-FM Washington and WPEN-FM Philadelphia get FCC authorizations to provide background music services.

The first FCC authorizations to permit fm stations to engage in functional music operations and thus gain additional revenues were awarded last week to WWDC-FM Washington and WPEN-FM Philadelphia.

The new subsidiary communications authorizations are required under the Commission's new fm rules, effective last July 1, allowing stations to provide background music services in addition to their regular broadcast schedule (B&T, July 4, March 28). All stations engaged in functional music were required to apply for an SCA within 60 days after the rule became effective.

The FCC noted it has received over 40 other SCA applications that are incomplete and cannot be processed until more information is received.

The change in the fm rules was designed to give such stations a chance to gain income in addition to revenues from regular broadcast operations. Under the rule change an fm station until July 1, 1956, can transmit functional music on a multiplex basis (simultaneous with regular operations) or on a simplex basis (one program for both regular broadcast and functional music). After next July background music must be multiplexed.

WWDC-FM will conduct a storecasting service to a chain of about 80 drugstores in the Washington area. The storecasting transmissions of WWDC-FM, on a simplex basis, will be received in entirety except for certain announcements which are eliminated by "beep" signals. WWDC-FM also will provide a background music service to a number of commercial establishments.

WPEN-FM will multiplex a background music service to such commercial establishments as automobile agencies, banks, department stores, industrial plants and restaurants.

Ask Fm Rule Change

Amidst FCC grant of the first SCA's came a request by WHOM-FM New York that the Commission alter the new fm rules to clear up a discrepancy which requires fm stations to operate on Sunday. WHOM-FM said under the new rule an fm outlet must operate a minimum of 36 hours a week from 6 a.m. to midnight, consisting of not less than five hours a day; time devoted to functional music operations will not be included in meeting the 36-hour requirement.

The effect of the rule requiring stations to operate not less than five hours a day prohibits them from staying silent on Sunday if they so choose, it was pointed out. WHOM-FM said that standard stations are not required to operate on Sunday.

The station also stressed that Sunday operations are substantially more expensive than a comparable midweek-day operation and involves overtime payments to staff.

Mayer Gets Boston Uhf Grant, Second Cp in Three Weeks

The second uhf tv permit in less than three weeks was awarded last week to Herbert Mayer (Ajax Enterprises) for ch. 38 at Boston. Previously Mr. Mayer was granted ch. 23 at Philadelphia (B&T, Oct. 3).

The proposed Boston station will operate at
Some people are born leaders

...like WCAU, Philadelphia

WCAU Radio’s supremacy is even more evident in its 33rd year. The latest Pulse report shows WCAU’s audience share to be 38% greater than the next nearest station, while sales records for the first eight periods of 1955 surpass the same period last year—an all-time high in station history.

The Philadelphia Bulletin Radio and TV Stations • CBS Affiliates • Represented by CBS Radio and Television Spot Sales
GOVERNMENT

251 kw visual and 135 kw aural, with antenna 459 ft. above average terrain. Mr. Mayer has been out of broadcasting since 1954 when he sold ch. 27 KPTV (TV) Portland, Ore., and ch. 8 WXEL (TV) Cleveland, along with Empire Coil Co. (electronic parts), New Rochelle, N. Y., for $8.5 million to Storer Broadcasting Co.

Comr. Robert E. Lee dissented to the Boston grant because, it was understood, he wanted more information.

In another action last week, Pacific Television Inc., owned by KVAL-TV Eugene, Ore., has applied for ch. 16 at Coos Bay, Ore. The station will operate at 21.7 kw visual and 11.74 kw aural, with antenna 590 ft. above average terrain. KVAL-TV also owns 50% of KPIC-TV Roseburg, Ore.

KOB DENIED REVIEW OF STATE TAX EDICT

REFUSAL of the U. S. Supreme Court to consider the appeal of KOB Albuquerque, N. M., from a decision of that state’s Supreme Court that KOB is liable to the state-imposed school tax makes one thing pretty evident according to tax lawyers familiar with the broadcasting field:

Where a state or a municipality imposes a tax on local revenue and the income of a radio or tv station can be segregated between national and local income, the station is going to have to pay the tax.

The U. S. Supreme Court’s refusal to review the KOB case leaves the New Mexico Supreme Court decision in effect. This held that the state school tax (2% on gross income) was legal on local revenues of broadcast stations.

KOB has been fighting this tax for 10 years. Its position was that broadcasting is interstate commerce and thus immune to state and local taxes.

This defense was based on the 1936 Supreme Court decision in the Fishers Blend case (KOMO Seattle) which held that the income of broadcast stations was not taxable by the state of Washington.

KOB won its point three times in lower courts, but was reversed by higher state courts. The last New Mexico Supreme Court decision in this case was handed down early this year [B*T, Feb. 28].

In the Seattle case, KOMO successfully contended that it was a clear channel station (30 kw on 1000 kc) covering 11 western and northwestern states and Alaska and Hawaii and that there was no way of apportioning its income as between local and national business.

Last week’s Supreme Court ruling that there was no substantial federal question involved in the KOB appeal was the second since 1949 involving taxes and radio stations. In 1949 the Supreme Court held to the same ruling when KGHI and KARK Little Rock, Ark., appealed an Arkansas court decision that the stations were liable to a city tax of $250 plus another tax of $50 for engaging in the business of soliciting advertising.

Earlier this year [B*T, Feb. 14], the Supreme Court refused an appeal by KPOA Honolulu on the same grounds. There the territorial government imposed a tax on gross income of broadcast stations, exempting from taxation the income from business outside the Islands. This was held valid by the Hawaiian Supreme Court, and affirmed by the U. S. Court of Appeals in San Francisco last year [B*T, Dec. 6, 1954].

Page 86 • October 17, 1955
GOING PLACES on the nation's rivers with Cities Service...

Cities Service petroleum products travel by fast supertankers...they also move by plodding barge over the nation's inland waterways from Cities Service refineries to major midwest distribution centers...today they are traveling over water, over land and underground in record quantity, to meet a record customer demand.
COURTS FACE HEAVY RADIO-TV DOCKET

U. S. tribunals open full term laden with cases pending. Supreme Court agrees to determine validity of FCC's multiple ownership rules.

The full term of the U. S. judiciary opened with a heavy radio-TV docket last week.

* The Supreme Court agreed to determine whether the FCC's multiple ownership rules are valid or not. At the same time it turned down a request to review a New Mexico ruling making KOB Albuquerque liable to a 2% gross tax for schools (see separate stories on page 92).

* The Court of Appeals in Washington heard four tv appeals in three days last week. They concerned grants to Tampa-St. Petersburg, Fla.; Savannah, Ga.; Beaumont, Tex., and Petersburg, Va.

* Pending before the Court of Appeals in Washington are four other tv cases heard last spring. They involve Sacramento, Calif.; Portland, Ore., and Providence, R. I. Decisions are expected soon—or they may be held up if the court decides to amalgamate all the current tv cases, both those pending a final ruling and those argued last week.

All of the cases heard last week were appeals from final decisions by the FCC granting tv channels. Although each case involved separate issues, many of them overlapped. Among the issues brought up last week were (1) pre-manufacturing construction, (2) option agreements, (3) city straddling, (4) prior broadcasting record, and (5) network practice regarding option time.

In the arguments last week, the Tampa Times Co. (WDAE) and Orange Television Broadcasting Co. (local department store interests) attacked the FCC's grant of Tampa-St. Petersburg's ch. 13 to Tampa Television Co. Tampa TV is 20% owned by Walter Tison, former owner of WALT Tampa.

The case was heard by Circuit Judges E. Barrett Prettyman, Wilbur K. Miller and John A. Danaher. Arguing for Tampa Times was Thomas H. Wall; for Orange, Marcus Cohn; for FCC, Henry Geller, and for Tampa TV, Vincent B. Welch.

At issue is the past broadcast record of Mr. Tison and the Commission's refusal to agree that kinescopes could be used in place of live network programs in option times.

WJTV Savannah fought the grant of Savannah ch. 3 to WSAV that city on the ground that WSAV had begun construction before the grant was made. This is prohibited by the Communications Act. FCC conditioned its grant so that WSAV was forbidden to use steel sleeves atop the Liberty National Bank Bldg.

Beaumont (Tex.) Enterprise and Journal (KRIC) attacked the Commission's grant of Beaumont-Port Arthur ch. 6 to KDFM that city. It charged that the KDFM application was changed when former Tex. Gov. W. P. Hobby was given an option to buy 32.5% of that station following the issuance of the initial decision favoring that grant. Previously Mr. Hobby, who owns the Houston Post-KPRC-AM-FM-TV, held 35% interest in KTRM Houston, the other unsuccessful applicant in the Beaumont-Port Arthur contest.

The Beaumont case was heard by Circuit Judges David L. Bazelon, Charles Fahy and John A. Danaher. Representing KRIC was Leonard H. Marks; the FCC, J. Smith Henley; KDFM, George S. Smith.

Other Cases

Southside Virginia Telecasting Corp. (which includes principals of WSSV Petersburg) attacked the Commission's grant of Petersburg's ch. 8 to Petersburg Television Corp. Issues involved the FCC's choice of WXEX-TV, which is affiliated in ownership with WLEE Richmond (Tom Tinsley), which proposed to serve the whole Petersburg-Richmond area. Southside proposed to serve Petersburg and southern Virginia.

Awaiting the circuit court's decisions are McClatchy Broadcasting Co.'s appeal against the grant of Sacramento's ch. 10 to Sacramento Telecasters Inc. (KBET-TV); St. Petersburg (Fla.) Times-WTSP appeal against the grant of Tampa-St. Petersburg's ch. 8 to Tampa Tribune-WFLA-TV; Columbia Empire Telecasters Inc. (including KPOI-Portland [ Ore. ] Journal and Wesley Dunn) litigation against the grant of Portland's ch. 12 to Oregon Television Inc. (KLOR [ TV ]).

Also pending a court ruling is the appeal of ch. 16 WPIT (TV) Providence, R. I., against the grant of Providence's ch. 12 to what is now WPRO-TV there. This involves procedural questions.

WOC-TV Sells . . . because it offers the advertiser:
39 Iowa-Illinois counties with a population of 1,558,000.*
39 Iowa-Illinois counties with a population of 481,700* families, 62% of which have tv sets (as of January 1, 1955).
39 Iowa-Illinois counties with an annual Effective Buying Income of $2,456,960,000.*
39 Iowa-Illinois counties that spend $1,800,717,000 a year in retail outlets.

WOC-TV Sells . . . because it offers the advertiser:
Maximum power—100,000 watts video—transmitted over a 602-foot-high antenna system on Channel 6.
Basic NBC programming plus market-WISE local programming.
A responsive audience that sent this station 157,422 pieces of program mail in 1954—82 per cent of which was in response to local, studio-produced programs.

WOC-TV Sells . . . because its 6 years of telecasting experience make it the channel that is watched throughout the Quint-Cities area. To find out more about what WOC-TV offers the advertiser, write us direct or contact your nearest F & P office.

* 1955 Sales Management "Survey of Buying Power"

CENTRAL BROADCASTING CO., Davenport, Iowa

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

The QUINT CITIES

Page 88 • October 17, 1955
This 4-pied piper

... attracts kids from every city, town, and hamlet of our wide, rich viewing area. He knows what the lollipop set wants in programming ... those pies are stuffed with kid-appeal. You pay the piper you want - he'll pipe your message right into the hearts of this huge audience of persistent sales-influencers. Get your own pie eyed by the "Mommy-I-Want" gang. Give them a big slice, too. It doesn't take any crust to say your sales curve will rise. That means good eatin' for everybody ... mostly you!

* Shhh ... it's WHIO-TV's 1104' tower in disguise.

For your winning recipe, contact our national Pie-Eyed Piper, George P. Hollinger.

Channel 7 Dayton, Ohio
One of America's Great Area Stations

Broadcasting • Telecasting

October 17, 1955 • Page 89
Ten New Radio Stations Approved by Commission

CONSTRUCTION permits for 10 new AM stations were granted last week by the FCC.

Granted were:

Lancaster, Calif.—Brocaw Broadcasting Co., 1380 kc, 250 watts. Principal is Christian & McClure, 1290 kc, 250 watts. Principal is L. H. Christian, who owns 52% of WRFC Athens, Ga., and 45% of WGBA Columbus, Ga., and C. A. McClure, 364% stockholder of WRFC and 45.7% stockholder of WGBA.

Canton, Ga.—Christian & McClure, 1290 kc, 1 kw day. Principals are L. H. Christian, who owns 52% of WRFC Athens, Ga., and 45% of WGBA Columbus, Ga., and C. A. McClure, 364% stockholder of WRFC and 45.7% stockholder of WGBA.

Sylvania, Ga.—Sylvania Broadcasting Co., 1490 kc, 250 watts unlimited. Principal is Robert H. Thompson Sr. is the owner of WWNS Statesboro, Ga.

Las Cruces, N. M.—Taylor Broadcasting Co., 570 kc, 1 kw day. Taylor is the licensee of KBQ Lamar, N. M., and has filed an application for ch. 10 in Roswell.

Saugerties, N. Y.—Skylark Corp., 920 kc, 1 kw day with directional antenna. Majority stockholder John P. Lyner is employed at WBNJ Newark, N. J.


Weatherford, Tex.—Weatherford Broadcasting Co., 1220 kc, 250 watts day. The grant was made with the condition that partner Roy Thomas Gibson, sales manager of KRLD Dallas, Tex., sever all connections with KRLD.

Anacortes, Wash.—Skagit Broadcasting Co., 1340 kc, 250 watts unlimited. Principals in equal partnership are C. H. Fisher, owner of KIHR Hood River, Ore., one third owner of KVAL-TV Eugene, Ore., and Mrs. Fisher. Mr. and Mrs. Fisher are equal partners in KDLS The Dalles, KUMA Pendleton and have applied for a new AM to be located in Gresham, all Ore.

Othello, Wash.—Othello Radio, 1450 kc, 100 watts unlimited. Principals are K. B. Brownlow, 4% owner of KBAR Burley, Idaho, and R. E. Pollock, 14% owner of KAYO Seattle, Wash.

Agua Dulce, Puerto Rico—Jaiaco Broadcasting Corp., 1340 kc, 250 watts unlimited. None of the stockholders have other broadcasting interests.

Two Radio-Tv Men Open Shop, Back Kefauver for President

TWO MEN associated with radio and television have opened a Kefauver-for-President office in Washington, although Sen. Estes Kefauver (D-Tenn.), now overseas, has declined to say whether he will run for President in 1956, according to the Chattanooga (Tenn.) Times.


Mr. Poller, who has signed a two-year lease on the premises, said he told Sen. Kefauver he was going ahead before the senator left for Europe, but received no commitment from the Tennessee Democrat.

PATENT LAWS ABUSED, DUMONT TELLS SENATE

Industry leader testifies that some firms get more than 17-year patent protection allowed under law, by engaging in prolonged lawsuits.

CERTAIN electronic equipment manufacturing companies enjoyed more than the legal 17-year monopoly on patents for an audio oscillator because of a long-drawn patent dispute between Dr. Lee de Forest and the late Maj. Edwin H. Armstrong, Dr. Allen B. DuMont, president of Allen B. DuMont Labs, told a Senate subcommittee last week.

Dr. DuMont, testifying before the Senate Patents, Trademarks & Copyrights Subcommittee held hearings on patent procedures and problems, said some firms were licensed under both the de Forest and Armstrong patents. After enjoying a monopoly under the de Forest patent "a long time," they turned to production under the Armstrong patent when the latter prevailed after a long dispute, thus extending the monopoly longer than 17 years, Dr. DuMont said.

An electronics inventor himself, Dr. DuMont criticized what he said was the practice of a firm manufacturing under the original patent of an invention, while using delaying tactics to hold up the issuance of a patent on an improved version of the same invention, prolong-
In a few months, Anaconda's subsidiary, The American Brass Company, will complete its current expansion and improvement program at the Kenosha, Wisconsin, plant... one of the largest copper and brass mills in the United States.

The result will be an engineering dream come true. Able to handle copper and copper-alloy cakes weighing up to 3,000 pounds, this ultra-modern plant is ideally located to meet the growing demand of industry in the Middle West for copper and copper alloys in the form of sheet, strip, rod, tubes and drawn products.

Its completion will mark one more advance in Anaconda's company-wide expansion and improvement program. Through such accomplishments, Anaconda is constantly increasing its ability to serve American industry in the non-ferrous metal and metal-product fields.
ing the patent period longer than 17 years under both patents.

He also said some large companies holding a number of patents can put a small patentee out of business by suing him for patent infringement, although the large company loses its suit. The small company's capital is drained away when it defends such suits, he said. He added that he knew of "specific cases," but did not mention one.

He recommended stricter definition of "what an invention is," so there would be a reasonable chance the patent issued would be on a genuine "invention," instead of "just the right to sue."

Donn Bennett, who conducts a tv show, The Big Idea, on WCAU-TV Philadelphia, told the senators how his show has helped thousands of inventors to present their ideas to the public to attract capital or sell the ideas. Donn Bennett Productions Inc., of which Mr. Bennett is president, presents the inventor and his invention on the show and helps him contact persons or firms with capital to invest in the invention.

Mr. Bennett said the Thomas Alva Edison Foundation, in conjunction with about a dozen large manufacturing concerns, has arranged to have The Big Idea filmed and distributed free to all U. S. tv stations. The show is sponsored on WCAU-TV by Philadelphia Savings Fund Society.

Dr. de Forest was one of a large number of inventors or industrialists scheduled to be present at the Senate hearings, held in round-table fashion under the chairmanship of Sen. Joseph O'Mahoney (D-Wyo.), but did not appear.

Ownership Limit Case Goes to Supreme Court

THE U. S. Supreme Court last week agreed to review a Court of Appeals ruling that the FCC does not have the power to limit the number of broadcast stations that may be owned by a single person or firm.

At issue are the Commission multiple ownership rules, which provide that a single entity or person may not own more than seven am, fm, or tv stations. In tv, the rule provides that no more than five stations may be in the vhf band.

The rule was struck down by the appellate court in Washington earlier this year [BET, Feb. 28]. The court said that the Commission cannot deny an application without giving the applicant a hearing. Therefore, it said, the multiple ownership rules are invalid.

The suit was brought by Storer Broadcasting Co., after its 1953 application for Miami's ch. 10 was refused by the FCC. The Commission said then that since Storer already had its limit of tv stations (at that time the FCC prohibited single ownership of more than five tv stations), it would not accept a new application from that company.

In accepting the appeal, the Supreme Court noted that the basic question raised was whether the FCC's multiple ownership rules conflict with the requirements of Sect. 309 (b) of the Communications Act. This is the section which was revised in 1952 by the McFarland Act. It provides that should the FCC find that it cannot grant a license, it must notify the applicant of such a fact (McFarland letter). If the applicant's response is still not satisfactory, this provision states, then the Commission must set the application for a hearing. The burden of evidence, the section declares, shall be on the applicant.

The FCC maintained in its argument before the U. S. Court of Appeals that it had the power to limit ownership under the Communications Act provision favoring competition and its general policy of encouraging as many persons as possible to seek broadcast licenses.

One of the chief reasons for striking down the multiple ownership rules, according to the appeals court, was that the Commission did not justify its numerical limit.

The court pointed out that its decision does not deny the Commission the right to limit ownership by a single individual, but it must arrive at this decision after a hearing. The FCC does not have the right to preclude an applicant from showing that it would be in the public interest to have more than the maximum limit, the court said.

In invalidating the Commission's multiple ownership rules, the appellate court also ruled illegal the Commission's policy regarding minority interests. The Commission had counted even 1% interest against the holdings of a multiple owner. This forced CBS to divest itself of minority interests in WTOP-AM-FM-TV Washington, WCCO-AM-TV Minneapolis and KQV Pittsburgh. It jeopardized Westinghouse Broadcasting Co. holdings because three of the directors of the parent Westinghouse Electric Co. had minor holdings in other stations. This was resolved by having the directors sell out these stock interests.

Since the suit was initiated, Storer acquired its maximum of tv stations by purchasing what is now ch. 23 WGBS-TV Miami. It also owns ch. 27 KPTV (TV) Portland, Ore., and vhf stations WJBK-TV Detroit, WSPD-TV Toledo, WAGA-TV Atlanta, WBRG-TV Atlanta, and WXEL (TV) Cleveland.

The appeal to the Supreme Court was taken by the Dept. of Justice and the FCC.
for tall towers
talk to Truscon

Truscon builds them tall (and small, too) for all types of topography ... to withstand the extremes in wind and weather.

Whatever your requirements, Truscon, with modern and efficient manufacturing facilities, can create the tower you want ... guyed or self-supporting ... tapered or uniform in cross-section ... for AM, FM, TV and Microwave transmission.

And no matter what forces are exerted upon them, they stay in the air to keep you on the air day-in and day-out, year-in and year-out. In recent East Coast hurricanes not a single Truscon Tower was damaged by the terrific onslaught of high winds—a dramatic demonstration of their great stability and dependability.

You can get this kind of dependable performance every time with a Truscon Tower. Our engineers have designed and built hundreds which today stand sturdy and straight and tall in all parts of the world. They can design one for you, too. To get your tower program started, just write or call your nearest Truscon district office or "tower headquarters" in Youngstown.

WFMJ-TV, Youngstown, Ohio—1000 feet high

WBAP-TV, Fort Worth, Texas—1113 feet high
SUIT FILED AGAINST AT&T IN INTERCITY RELAY CASE

A CLAIM of more than $20,000 has been entered against AT&T by North Dakota Broadcasting Co. for charges sustained in the preparation of building a private microwave intercity relay system which was never completed. This action heightens a jurisdictional problem, presently under FCC consideration, over AT&T's exclusive right to construct and operate intercity relay systems.

The North Dakota Broadcasting suit is a counter claim against AT&T's suit of a month ago seeking payment of $9,000 from North Dakota for alleged failure to pay expediting charges for construction of a microwave relay system from Minneapolis to Fargo. The AT&T suit was filed in the U.S. district court at Fargo.

North Dakota's counter claim asks payment of $20,180. Of this $18,180 is for pre-building expenses (leasing of microwave sites and professional expenses) and $2,000 for reimbursement of payment made to AT&T.

North Dakota owns three TV stations in the state: ch. 12 KBMB-TV Bismarck, ch. 4 KXJB-TV Fargo (Valley City) and ch. 13 KOJB-TV Minot. The TV firm said its expenses were incurred in planning to build its own relay system before AT&T interconnected Minneapolis and Fargo in October 1954.

The FCC has under consideration a proposed change in rules which would permit TV stations to construct their own private relays wherever the cost would justify the construction. Under present rules, a station may construct its own private relay only when AT&T and carrier (AT&T) facilities are not available.

North Dakota maintains its own intrastate relay system to connect its three stations and if the FCC approves the rule change the firm will construct its own network facilities between Minneapolis and Fargo.

In a related action last week, the FCC advised ch. 8 KZTV (TV) Reno that its plans to construct a private intercity TV system indicate the necessity of a hearing because it has failed to show that adequate common carrier facilities are not available.

In the past fortnight, two more TV stations have asked the FCC for permission to build private intercity relays:

- Due on the air Nov. 15, ch. 3 KLEW-TV Lewiston, Idaho, is seeking an off-air relay system to connect programs from ch. 19 KEPR-TV Pasco, Wash. (Both stations are satellites of ch. 29 KIMA-TV Yakima, Wash. The station said it can build the entire system for not more than $30,000 and maintain it for about $10,000 a year. This compares with charges quoted by Pacific Telephone & Telegraph Co. of slightly more than $2,500 a month, about $30,000 annually, KLEW-TV said.

- At Bangor, Me., ch. 5 WABI-TV plans a private relay system for off-air pickup of signals from ch. 6 WCHS-TV Portland, Me. WABI-TV said the system will cost $14,585 to build.

Setmakers Ask Removal Of Tax on Color, UHF Sets

REMOVAL of the 10% federal excise tax from all-channel and color TV sets was asked before a House Ways & Means subcommittee last Wednesday.

Glen McDaniel, general counsel of Radio-Electronics-Tv Mfrs. Assn., and Sigurd Tranmal, tax manager of Stromberg-Carlson Div. of General Dynamics Corp., representing RETMA's Tax Committee, asked congressmen to exempt color and uhf-equipped sets from the tax. They attacked a statement against the tax exemption made the week before by Dan Throop Smith, assistant to the Secretary of the Treasury [BT, Oct. 10].

Differing with Mr. Smith's statement that exemption of the tax would amount to a "concealed subsidy," Mr. Tranmal said the excise tax system is selective and that only a relatively few articles are subject to the tax.

He said most items selected for the tax (with the notable exception of uhf and color sets) represent a deliberate choice of articles with established markets which could carry the tax burden and still yield substantial revenues.

Mr. McDaniel voiced his belief that removal of the tax would stimulate color and uhf tv.

Sales of WBGE-AM-FM, WBCM-AM-FM Approved

TWO MAJOR changes in ownership were approved by the FCC last week.

Bartell Broadcasters Inc. was granted purchase of WBGE-AM-FM Atlanta, Ga., for $150,000 [BT, Aug. 22]. Bartell owns WOKY Milwaukee, WAPE Appleton and WMTV (TV) Madison, all Ws. The station was licensed to the General Broadcasting Co., of which Robert Pinkerton and Edgar B. Pool are principals. James Pinkerton and Pool were among those who recently purchased KTXX Austin, Tex. [BT, Oct. 10].

Assignment of the licenses of WBCM-AM-FM Bay City, Mich., for $150,000, from Bay Broadcasting Co. to Michigan Broadcasting Co. was approved. Michigan Broadcasting is the licensee of WBCK, Battle Creek, Mich.
New ABC Radio Plan Lauded by Affiliates

Network's new 'personalized listening' concept for 7:30-10 p.m. evokes enthusiasm from affiliates, reports Kintner.

ABC RADIO'S new "personalized listening" concept [BT, Sept. 26] for the hours between 7:30 and 10 p.m. (EDT)—whereby five, multi-segmented, across-the-board programs are sold on a five-minute segmented basis, setting an $800 maximum and $700 per segment on 15 or more strips—was reported by the network last week to have won "enthusiastic endorsement by affiliate executives."

After being approved by the ABC Stations Advisory Committee last month, the plan was sent to affiliates three weeks ago and network spokesmen reported that "the response has been most favorable and gratifying."

Among the replies received personally by Robert E. Kintner, ABC president, were those of general managers Alex Keece of WPFAA Dallas; Franz J. Robisonch, KWN Reno; Richard Gordon, KGAK Spokane; F. S. Houwink, WMAL Washington; E. A. Van Alstyne, KATE Albert Lea, Minn.; Don C. Reeves, KMJ Modesto, Calif., and Leon P. Gorman Jr., WABI Bangor, Me., the network reported.

Mr. Keece congratulated the network for "coming up with something which seems to me to be workable, practical and of great potential value." Mr. Robisonch said that the "New Sounds for You" plan makes such good sense that he failed to see "how it could possibly fail to make ABC the number one network at night." KGK's Richard Gordon felt that the building of a stable framework for the concept was "the outstanding feature of the complete idea," and WMAL added that WMAL was going to do an added bit of promotion by "undertaking a heavy schedule of radio and newspaper advertising to build an audience for the plan."

The continuity aspect of the program, ABC reported, particularly pleased Mr. Van Alstyne, who wrote that the station was "particularly pleased at . . . the importance of a . . . predictable format. Mr. Gorman, in his letter, minced no words saying, "If I were running the network, I would do exactly this," and Mr. Reeves expressed a deepened pride in the network, adding, "It is extremely heartening to see a plan such as your proposal."

One of the most enthusiastic replies received by the network was that from Ervin F. Lyke, who wrote Mr. Kintner that the station was giving the "personalized programming an opportunity to prove itself in Rochester by . . . juggling . . . our local programming (which) may take us a few weeks," adding, "We think it is so good that we intend to carry all of the basic segments live." Reported William M. Dawson, vice president of WARM Scranton: "The plan represents some of the best news of this or any other season."

Air Trails Names Spencer

AIR TRAILS NETWORK regional officials Friday announced the election of William H. Spencer as vice president of WCOL Columbus, Ohio. At the same time, Mr. Spencer was named secretary-treasurer of the Mid-America Broadcasting Corp., operators of WKLO-AM-TV Louisville, Ky. Additional broadcasting properties of the Air Trails group, headed by former U. S. Secretary of Commerce Charles Sawyer, include radio stations in Dayton and Springfield, Ohio, Ashland, Ky., and Huntington, W. Va.

Here's a Market
52% Above U.S. Average

$8,830—after taxes—52% above the national average—that's the yearly income of the average Kansas Farm Family!*

Kansas is booming! Kansas farm families are buying as they have never bought before! And they listen to WIBW more than any other radio station.†

Give us the word and we'll sell 'em your product in volumes you never thought possible. We've done it before, and we've got a stack of success stories to prove it.

† Kansas Radio Audience, 1954.

TOPEKA, KANSAS

Ben Ludy, Gen Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City
Reg. Copper Publications, Inc.
ABC PROMOTES STERN, SETON

In an expansion of activities at ABC, Gene Accas, director of advertising, promotion and publicity department, last week announced a series of promotions and the addition of new personnel to the department. The changes take effect today (Monday).

Ernest E. Stern, manager of publicity, has been named director of advertising, promotion and publicity for the ABC-TV western division in Los Angeles, succeeding Stanton Kramer, who has resigned. Mr. Stern joined ABC as copy chief of the publicity department in October 1950 and was advanced to trade news editor in 1951. In February 1954 he was appointed publicity manager of ABC.

Adolph L. (Al) Seton was named to succeed Mr. Stern as manager of publicity for ABC with headquarters in New York.

Seton has served the network since 1953, most recently as assistant manager of publicity and as trade news editor.

Policy Announced

The post of assistant manager of publicity relinquished by Mr. Seton, is being given to Anthony Leighton, who has been ABC photo editor since last summer. He joined ABC in 1950 as publicity writer and successively was promoted to exploitation chief and photo editor.

Christie Barter, who joined ABC in August 1955 as assistant photo editor, was advanced to photo editor.

New additions to the department are Seymour Vall, who was named copy chief of audience promotion in the promotion department, and Art Foley, appointed assistant photo editor. Mr. Vall most recently has been radio advertising and sales promotion manager for NBC Sport Sales. Mr. Foley was a civilian employee of the Public Information Division, U.S. Army, Europe, for the past year.

Cameraman’s Helicopter Use Scored by Ike’s News Chief

CBS raised the ire of White House Press Secretary James C. Hagerty last week when one of its cameramen, Coy Watson, tried to get pictures of convalescing President Eisenhower sunning on a terrace of the Fitzsimons Army Hospital in Denver.

Sig Mickelson, CBS vice president in charge of news and public affairs, in speaking of the incident said, “The President’s health comes first and we regret that some of our people were over-zealous.”

Mr. Watson, on an assignment from Sam Zelman, manager of the Los Angeles CBS bureau, used a helicopter in the unsuccessful attempt. TABC president was returned to his room from the eighth-floor terrace minutes before the cameraman arrived overhead.

In a scathing statement, Mr. Hagerty said such an act could well endanger the health not only of the President but of other patients as well. Mr. Watson and Andrew Willoner, CBS sound man, who was originally identified as being in the helicopter but said he waited at the airport, were called before Mr. Hagerty, but no statement was released as to what was said. The film was confiscated at the airport but later returned.

31 NBC-TV Outlets Plan Own Color

Some 31 NBC-TV affiliates are originating their own color programs this fall and 102 network outlets are equipped to rebroadcast color shows originated by NBC-TV, it was announced last week by Robert W. Sarnoff, NBC executive vice president.

Mr. Sarnoff observed that the 31 affiliates serve areas which include nearly one-half of all U.S. homes and the 102 NBC-TV outlets make the network’s color programs available in areas representing 90% of all U.S. tv homes.

Fully 10% of NBC-TV’s network schedule this fall will be in color, Mr. Sarnoff pointed out, with the total “live” color programming adding up to at least 40 hours per month. He pointed out that this total, combined with the eight to nine hours monthly from another network (an apparent reference to CBS-TV), means that the industry’s colorcasting output is more than 600% above that of last fall.

“With plenty of color programs on the air in all parts of America,” Mr. Sarnoff said, “the demand for color television receivers grows tremendously. Production of 21-inch color receivers is now underway, and a supply is flowing to dealers and distributors everywhere. NBC’s regular daytime schedule—first in the industry—will allow dealers to demonstrate their color receivers every day of the week during store hours. And we hope the overall color schedule will provide the excitement, the sparkle and word-of-mouth that will make people feel a color receiver is a necessity.”


Vic England to Direct New ABC-TV Film Dept.

VIC ENGLAND has been named director of the newly-created ABC-TV film department, Earl J. Hudson, vice president in charge of ABC’s western division, announced last week. Mr. England’s work will be concerned with the Hollywood-originated network properties such as Mickey Mouse Club, Wyatt Earp and Warner Bros. Present.

The promotion of Howard Lipstone to the post of ABC-TV Los Angeles Film department director also has been announced. Mr. Lipstone has been in charge of the editorial film division for the past six months.
HERE ARE THE FACTS ABOUT TV MICROWAVE LINKS

Read this brief engineering report before you select this vital equipment

| ITEM                                      | Raytheon KTR-Series | Link "Q" | Link "S" | Link "T"
|-------------------------------------------|---------------------|----------|----------|----------
| Available in both 100 mw and 1 watt for NTSC color? | YES | NO | NO | NO |
| Total number of tubes used?               | 59 | 87 | 72 | 68 |
| Audio channel included in basic unit?     | YES | NO | NO | NO |
| Color modification available for early monochrome models? Approximate cost (less shipping) | YES | $350 | YES | $2,000 | NO | NO |
| Field change of frequency, from 6,000 to 7,000 to 13,000 Mc.—without obsolescence? | YES | NO | NO | NO |
| Transmitter Monitor included?             | YES | YES | NO | NO |
| Number of units for complete system?      | 4 | 5 | 5 | 6 |
| Total weight of system (lbs.)             | 162 | 299 | 195 | 295 |

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**KTR-100A**—7,000 Mc.
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**KTR-100B**—6,000, 7,000, 13,000 Mc. For field—sequential color transmission

**KTR-100E**—6,000 Mc.
For common-carrier band, color transmission with program audio

**KTR-100F**—13,000 Mc.
First link available for this band, color transmission with program audio

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Powerful, one watt output, color transmission with program audio

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One watt for common-carrier band, color transmission with program audio

*In use by leading TV stations throughout the U.S.A.—names on request.

For complete information write Dept. 6120.

RAYTHEON MANUFACTURING COMPANY

Excellence in Electronics

Broadcasting • Telecasting

October 17, 1955 • Page 97
How Service-Ads help agencies select radio markets and stations

The Service-Ads that hundreds of stations place in Standard Rate help advertisers and their agencies by giving them more of the kind of information they are looking for...when they want it. They are called Service-Ads because they offer service information in a service position.

an agency man says

"In general, I would say the most valuable thing that stations can put in Service-Ads would be coverage maps, counts of radio homes in the area, and program information with ratings."

Standard Rate & Data Service, Inc.
The National Authority Serving the Media-Buying Function
Walter E. Botthof, Publisher, 1740 Ridge Ave., Evanston, Ill.
Sales Offices: New York, N. Y. • Evanston, Ill. • Los Angeles, Calif.
ABC Radio Names DeGray Station Relations Director

EDWARD I. DEGRAY, former director of station relations for Vitapix-Guild Films Inc., last week was appointed in a similar capacity for ABC Radio, replacing Charles Godwin, recently named Sponsor magazine business manager [CLOSED CIRCUIT, Oct. 10]. Mr. DeGray broke into broadcasting in 1937 with CBS in New York, later transferred to WBT Charlotte where he served as assistant general manager and secretary-treasurer, returning in 1948 to New York as executive assistant to the vice president in charge of CBS station administration and radio spot sales. Before moving to Vitapix-Guild Films Inc., DeGray was director of station relations for CBS Radio and supervisor in charge of CBS Radio co-op programs.

At the same time, Ernest Lee Jahncke Jr., vice president and assistant to the president of ABC, announced the appointment of Earl Mullin, regional manager of ABC Radio's station relations department, as department manager.

No replacement has been named for Mr. Mullin.

ABC-TV 'Festival' Sold Out With Three Latest Sales

WITH THREE new participating purchases in ABC-TV's Grand Film Festival (Sundays, 7:30-9 p.m. EDT, featuring full-length movies), the program has been sold out through Nov. 20, Slocum Chapin, vice president in charge of ABC-TV sales, said last week. Additional purchases were two participations by Belltone Hearing Aid Co., Chicago, through Oliah & Bronner Inc., Chicago; one participation by Chrysler Corp., Detroit, through McCann-Erickson, Detroit; and four participations through Young & Rubicam, New York, and two participations through N. W. Ayer & Son, New York, for Johnson & Johnson, New Brunswick, N. J. Nine participations are available each week on the program, making a total of 54 which have sold for the six-week period Oct. 16 to Nov. 20.

Imogene Coca Withdraws From 10-Yr. NBC Contract

COMEDienne Imogene Coca last week voluntarily gave up her $100,000-a-year contract with NBC-TV which still had nine years to run. Reason for Miss Coca's decision, according to her attorney, Mortimer S. Rosenthal, was that she "wanted to do some other things," aside from tv.

Mr. Rosenthal announced that when she opens an engagement at Las Vegas' Sahara Hotel next month, Miss Coca will be paid $65,000 for a three-week engagement.

NBC's Honrath Is Polio Victim

DONALD HONRATH, 44, manager of NBC's continuity acceptance department on the West Coast, died Oct. 8 of polio. Mr. Honrath, who joined NBC in 1941 as a parking lot attendant, was named a department head in February 1945. He is survived by his father, Leo Edward Honrath of San Bernadino, Calif.
Paramount’s Bernard Goodwin elected president. New corporation says it will go after as many top market radio and tv stations as 'FCC will approve.' Development presages formation of 'film network' using New York, Washington and Hollywood facilities.

A NEW ENTRY in radio and tv station ownership and operation, spearheaded by Paramount Pictures Corp., was organized last week at a meeting at Clifton, N. J.

The new corporation is the DuMont Broadcasting Corp., owned at the outset by the same stockholders as the parent Allen B. DuMont Labs [BW, Aug. 15 et seq.]. President of the firm is Bernard L. Goodwin, secretary of Allen B. DuMont Labs, vice president and general manager of all music-publishing subsidiaries of Paramount Pictures Inc., vice president of Paramount TV Productions Inc. (owns and operates KTLA TV (Los Angeles)) and business manager of Paramount's short-subject productions.

Formation of the corporation Monday afternoon followed swiftly that morning's stockholder approval of a proposed “spin-off” of DuMont's broadcasting division. The spin-off separated DuMont manufacturing and broadcast operations, each to be owned at first by the same stockholders and in the same proportions as DuMont Labs through the issuance of one share of DuMont Broadcasting stock for each 2½ shares held in the laboratories.

Additional shares in the new company also will be offered for sale, thus making possible an eventual divergence in the ownerships of the two companies.

With the announcement of the new officials of the DuMont Broadcasting Corp. Tuesday it was stated that the firm would go into the 'radio broadcasting business while expanding its telecasting interests.' The latter interests include WABD (TV) New York and WTTG (TV) Washington, both of which formerly had been owned and operated by the laboratories' broadcast division.

The corporation said it will "take steps to acquire or establish as many television and radio stations in important markets in the country as the FCC will approve."

The action also formally completes the de-mise of the DuMont Television Network. Under the new formation, Ted Bergmann, formerly director of DuMont's broadcasting division (under which the network operated) becomes director of Electronicam Production Services in New York, owned by Allen B. DuMont Labs. Mr. Bergmann will report to Dr. DuMont, chairman (and acting as president until a successor is named) of the labs.

The changes bring to the fore the following principals of the new corporation:

- Paramount's Goodwin who—along with other Paramount officials—reportedly may lean on advice and guidance of Klaus Landsberg, vice president and general manager of Paramount's KTLA, in planning new radio-tv operations.
- Paramount's Paul Raibourn, president of Paramount TV Productions Inc., a vice president of Paramount Pictures Corp. and secretary of Allen B. DuMont Labs. He also becomes chairman of the executive committee of the DuMont Broadcasting Corp. and treasurer of the new firm.
- Ted Cott, formerly director of owned and operated stations of DuMont's broadcasting division and a former vice president of NBC. Mr. Cott becomes vice president and a member of the board of the new corporation.
- Allen B. DuMont, president of the company he founded, will serve on the executive committee of the broadcasting corporation. In last Monday's stockholder approval, Dr. DuMont became chairman of the board of Allen B. DuMont Labs with a contract which will give him a $50,000 yearly salary through 1966, and $20,000 a year as a consultant for 10 years thereafter. He was granted an option to purchase 35,000 shares of common stock.

Dr. DuMont's Salary

Although this salary is the same as Dr. DuMont now receives, the board chairman will no longer receive additional compensation based on the corporation's net earnings. He had been receiving 2½% of earnings, before taxes, in excess of $1 million each fiscal year.

Paramount Pictures is the largest single stockholder in both the laboratories and in the new corporation. Its ownership of 560,000 shares of Class B common and 68,500 shares of Class A common comes to 26-27% of the combined outstanding common stock.

The swift announcement that the DuMont Broadcasting Corp. will seek the acquisition of additional stations, including radio outlets, lent credence to speculation which has been voiced since last May that the Paramount interests have big plans for its broadcast media activities. One of these activities, according to early reports [BW, Aug. 22], is the eventual establishment of a "film network" using Hollywood facilities as well as the WABD and WTTG facilities in New York and Washington.

KTLA syndicates tv film shows widely and thus is in a key position to launch such a film network. It is reported that should Paramount spark such an operation, Mr. Landsberg would figure prominently in the undertaking.

BWT reported last August that Paramount, a major movie interest, has been making all the motions of priming for full-scale invasion of the "network" (film) and film packaging fields, both black-and-white and color, possibly by the first of next year.

Paramount, for example, has been building a tv city in downtown Hollywood that in physical scope would approach production facilities of both NBC and CBS.

At the same time, Paramount reportedly has under contract some 50 to 60 tv stations from coast-to-coast, although only a few now are being used on certain package-type shows. It also is ready to exploit pay tv through its subsidiary, International Telemeter Corp., while keeping pace with technical developments through another of its subsidiaries, Chromatic Television Labs, color tube developer.

While DuMont had never considered KTLA to be among its tv stations, under FCC interpretation Paramount-owned tv stations had to be included with those of DuMont in totalizing stations for the purpose of multiple ownership rules. (Some years ago, the Commission found the Paramount interest to constitute "veto" power within the DuMont Labs and thus ruled this interest as a "negative control.") Most likely KTLA will be brought directly...
under the aegis of the DuMont Broadcasting Corp. in the future.

Assuming a lineup of these three stations, all vhf, the new firm under the FCC multiple ownership rules (a lower court reversal of the rules is to be reviewed by the U. S. Supreme Court [see page 92]) would be permitted to acquire an additional two vhf's and two uhf's. Since it has no radio holdings, it could acquire the full station limit (seven). It is believed that the new firm may pick up its radio outlets on a basis of good profit potential and availability at reasonable prices.

Although there has been no indication into which tv markets the company will move, it is indicated certain ones are in mind.

As a result of the spin-off, the presidency of the laboratories has been left vacant. Spokesmen last week said that a "manufacturing and merchandising man" would be sought for the post with the final choice coming from either within the DuMont manufacturing unit or from without. A possibility, it was said, is William H. Kelley, vice president and general manager of the DuMont manufacturing and sales division.

Other features of the spin-off and subsequent reorganization:

- Applications will be filed with the FCC for approval, followed by distribution of stock.
- Plans have been authorized for "revitalizing and strengthening management" via surveys undertaken to determine the company's course of expansion.
- Executive committee includes three directors of Allen B. DuMont Labs: Mr. Raibourn, chairman; Dr. DuMont and Armand Erpf, general partner of Carl M. Loeb, Rhoades & Co., New York investment firm that holds minority interest. Messrs. Goodwin and Cott make up the other members of the executive committee. Mr. Goodwin is secretary of DuMont Labs.
- Board of the new corporation has 10 members: Dr. DuMont, chairman; Messrs. Goodwin, Raibourn, Erpf, Cott, Barney Balaban, Dr. Thomas T. Goldsmith Jr., Stanley F. Patten, Percy M. Stewart and Edwin Weil. Messrs. Goodwin, Raibourn, Balaban and Weil are of Paramount Pictures; Dr. Goldsmith, vice president for research, and Mr. Patten are of DuMont, while Messrs. Stewart and Erpf are "independents."
- New corporation will have 2.5 million shares of one class common stock authorized with about one million shares of this amount to be distributed to common stockholders. Additional shares will be offered to DuMont Broadcasting Corp. stockholders for increased capital.

Sherwood Gordon Buys WILD for $275,000
PURCHASE of WILD Birmingham, Ala., by Sherwood R. Gordon from George A. Mattison Jr. for a total of $275,000 has been announced by Mr. Gordon, president of Gordon Broadcasting Co. (WSAI-AM-FM Cincinnati).

WILD, 10 kw fulltimer on 850 kc, is affiliated with MBS.

In purchasing WILD, Mr. Gordon declared that "this is a logical step in our expansion plans" and he let it be known that his firm is planning to acquire stations in other markets.

WNEW Promotes Yarnell; Brandt in WMGM Assignment
DAVID YARNELL has been named director of publicity for WNEW New York, it was announced last week by Richard D. Buckley, president. Mr. Yarnell succeeds Bud Brandt, who resigned to open his own public relations firm [BW, Sept. 26]. Mr. Yarnell joined WNEW
there's a Graybar Broadcasting Specialist

The Graybar Specialist serving your area knows the problems of AM and TV broadcasting. Consult him for technical assistance in station construction, expansion and selection of equipment. He'll be glad to work with you or your consulting engineers. You'll find his long experience and first hand knowledge of all phases of radio and television invaluable in planning your facilities. Check the listing for his name, location and phone.

Graybar can supply over 100,000 electrical items. Complete price and catalog service on any electrical need is always available from a nearby Graybar office. Graybar Electric Company, Inc., Executive Offices: Graybar Building, 420 Lexington Avenue, New York 17, New York.

in 1953 as assistant publicity director. He was named assistant program manager in 1954. Mr. Brandt last week was engaged to handle exploitation for WMMG New York. Station spokesman said that publicity efforts will be coordinated between Mr. Brandt and Jo Ranson, station's publicity director, and that the Brandt office will not handle any other radio or tv station account during its contractual agreement with WMMG.

**WBZ-TV FILMS USED TO INDICT RIOTERS**

BOSTON POLICE, in need of evidence to convict a group of prison rioters, turned to WBZ-TV, Westinghouse outlet there, whose roving newscameramen had gone inside the prison walls and taken on-the-spot newsmfilm during the rebellion. And, what is more, the film shots were introduced as evidence before a Suffolk County grand jury, leading to the indictment of 46 prisoners.

At 6:30 on the evening of Oct. 8, prisoners at Deer Island, a city prison located in Boston Harbor, started wrecking cell blocks, starting fires and tearing up the prison's facilities.

When the tumult and the shouting died, estimated damage was placed at $60,000 and the assistance of the State Police, Boston Police, Boston Fire Dept. and troops from nearby Ft. Dodd had been called into play.

The station had some of the filmed shots on its regular 11 p.m. news show and followed up with a special prison riot program at 1 a.m.

At the request of Boston homicide captain Frank Wilson, WBZ-TV News Director F. E. (Dinny) Whitmarsh turned over to the Suffolk County grand jury about 500 ft. of film.

**Winterble to Katz, L. A.**

WILLIAM K. WINTERBLE, KNX Los Angeles sales staff, last Monday joined the radio staff of the Los Angeles office of the Katz Agency Inc., national advertising representatives. He joined KNX from Erwin, Wasey & Co., Los Angeles, where he was a radio-tv time-buyer, and before that was on the advertising staff of the Minneapolis Star and Tribune. He has also been a merchandising executive with the Schering Corp., a pharmaceutical house.

**Sailors Joins Blair & Co.**

DON SAILORS, account executive at WOW Omaha since 1953, will join the St. Louis office of John Blair & Co., radio station representatives, effective Nov. 1. Prior to his association with WOW, Mr. Sailors was sales manager for Sport-service Inc., Buffalo, later joined the Baker Advertising Agency of Omaha, and then moved to the Douglas County Legionnaire as advertising manager. (Stations continue on page 113)
ON THE DOTTED LINE . . .

STANDARD Oil of Indiana signs to sponsor Colorado U. football on KLZ Denver for the second consecutive season. At the contract signing are (l to r) seated: KLZ President Hugh B. Terry; T. J. Wolfe, Colorado manager for Standard, and KLZ Sports Director Starr Yeiland, who will be calling Colorado grid games for Standard for the ninth straight year. Standing: Russ Schumacher, advertising director for Colorado division of Standard; D. H. Lewis, Mr. Wolfe's assistant, and KLZ Sales Manager E. Lee Fondren.

PRUDENTIAL Insurance Co. of America and WKY-TV Oklahoma City complete contractual arrangements for sponsorship of 24-hour delayed film telecasts of the entire 1955 U. of Oklahoma gridiron schedule. L to r: Sam Drake, account executive, Max Jacobi, Advertising Agency, Houston; William Cotter, advertising director, Prudential Insurance Co., Houston; Robert Olson, operations director, WKY-TV, and Jim Terrell, national sales representative, WKY-TV.

KVOO-TV Tulsa also is carrying U. of Oklahoma 1955 football games (see above) under sponsorship of Prudential. The OU games follow the telecast of Oklahoma Aggie football Sunday afternoons and U. of Tulsa games are being aired on Sunday nights, giving KVOO-TV complete game coverage of Oklahoma's three major colleges. At the contract signing are (l to r) Earl Crewson, Prudential; John Devine, KVOO-TV commercial manager, and W. Eli McRorey, Prudential.

KOCA Kilgore, Tex., claims to have broadcast more play-by-play sports events than any other station in the U. S. the past year, according to H. A. Degner, general manager. The station has completed a $20,000 arrangement with three local firms to broadcast all football games of Kilgore College, Kilgore High School, Sabine High School, Oil Belt Conference and Southwest Conference, a total of 56 football games. KOCA also broadcast the entire basketball schedules of the three schools, a total of 106 games, and has just concluded a broadcasting schedule of 86 Pony and Little League baseball games.

Principals in the contract signing were (l to r): seated, Wayne Douglas, KOCA sports director and commercial manager; James H. Griffin, Meadows Insurance Agency; Forrest Sartain, president of the Citizens State Bank & Trust Co.; E. E. Jackson, president, Spunky Oil Co.; H. A. Degner, KOCA general manager; standing, Nick Virgilio, KOCA sportscaster; Solon Holt, Kilgore College coach; Clay Kennedy and Ty Bain, Kilgore High School coaches; Joe Turner, Kilgore College coach, and KOCA sportscaster Oris Woods.

PURE OIL dealers of Palm Beach County, Fla., agree to sponsor All American Game of the Week for 13 weeks on WEAT-TV West Palm Beach. Game is a half hour weekly film show produced and distributed by Sportsvision Inc. At the signing (l to r): seated, Harry Vetter, representing Pure Oil; C. C. Lewis, WEAT-TV local sales manager; standing, Edward J. Hennessy, general sales manager, and Jack Poole, director-m.c., both of WEAT-TV.

HOWARD R. BLOOMQUIST, director of marketing for Post Cereals Div. of General Foods Corp., signs for sixth consecutive sponsorship of U. of Michigan football games on WBCK Battle Creek, Mich. Looking on is WBCK Manager Gene Cahill.

October 17, 1955 • Page 103
HAVE YOU REGISTERED YET?

- Time Buyers
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- Researchers
- Station and Network Representatives
- Media Directors
- Account Executives
- Sales Managers

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MERCHANDISING A TV PROPERTY

IT CAN BRING A WORTHWHILE RETURN, AS WITNESS WHAT TPA IS DOING WITH THE 'LASSIE' FILM SHOW

BEFORE VIDEO, one of the principal sources of merchandising theatrical characters was Hollywood, where a chief practitioner was—and is—Walt Disney, who has been more than somewhat successful in merchandising Mickey Mouse, Pluto, Donald Duck and other cartoon characters. But even Mr. Disney had to sit up and take notice when tv got into the merchandising act. As a wellspring for merchandising a character, tv makes the movies look as antiquated as a nickelodeon.

There are a number of reasons why this is so. Probably the most important is that tv has a far greater, far deeper and far stronger impact. The viewer, who is also the merchandising customer, sees the tv character week in and week out, in the most desirable of all surroundings—his home. This frequency of viewing not only sets up a stronger identification with the character, but a deeper and warmer identification. The tv character becomes more real—and that reality is the source of merchandising, by making the items based on the character, or identified with the character, more desirable to the customer than similar items without the tv identification.

It is rather surprising that relatively few video producers make any effort to merchandise the characters they bring to the screen. One reason may be a lack of knowledge on the subject, because merchandising, like the art of tv production itself, is a highly specialized field. The comparison goes even further. Even as tv production requires a knowledge of many elements—script and acting values, lighting, camera limitations, budget control, to name a few, so does merchandising encompass many factors. These include—again to name just a few—the right way to design, package and price an item, and the right way to introduce and exploit it, and the right way—and this may be most important of all—to control it.

Among those tv companies which emphasize merchandising is Television Programs of America Inc. TPA already has some 50 items licensed on its Ramar of the Jungle series, and almost that many on Captain Gallant of the Foreign Legion. TPA's merchandising counsel is Stone Associates—
FIRST STEP in manufacturing an item is to develop the rough sketch. Ben Rosano (c), Mr. Vitale's partner, lays out a rough of the Lassie doll for Allan Stone (1) and Eddie Kean. Both Bob Maxwell, TPA and Stone Assoc. must approve the item, as shown by a hand made sample, before tooling up can begin.

THE SEWING ROOM, where the jigsaw of cut-out parts starts to take shape. After the face—made of pliable vinyl plastic—is sewn on, the doll is given a cotton stuffing via a pneumatic machine, and wires are inserted in the legs to enable the dog to stand.

SID KESSLER, sales manager of Smile Novelty, introduces the toy at this year's Toy Fair. Smile Novelty was licensed in March, introduced the doll at the fair and since then has sold $850,000 worth of Lassies.

MISSION ACCOMPLISHED. The payoff on merchandising, exploitation and promotion comes when the customer buys.

TPA GUARANTEES its licensees that it will assist in the promotion. Personal appearances are among the best. Lassie and Tommy Rettig (Jeff in the tv series) spent six days at the Canadian National Exhibition, Toronto, where door prizes of Lassie pups were given away. Here they appear with CBS-TV star Ed Sullivan and two girls who won puppies.

ANOTHER PROMOTION: Lassie's tie in with the U. S. Treasury's campaign to sell savings stamps and bonds to school children. Certificates like this one are give to each purchaser.

A BT PICTURE STORY

Martin Stone, Allan Stone, Milton Kayle and Edward Kean—which scored a notable success with its merchandising of Howdy Doody and which now, in addition to TPA's shows, is merchandising the Jackie Gleason series, The Honeymooners, and its characters.

The accompanying photos list, in sequence, the procedure in merchandising a tv character. In this case, the character is Lassie, the program produced by Robert Maxwell, distributed by TPA and merchandised by Stone Associates.

THE FINAL TOUCH. Every dog is brushed and curried. These Lassie boxes were designed by Stone Associates.
BIG ONES
for little ones . . .

You have a problem? Want to
demonstrate how something tiny
works? Want to bring something
enormous into the studio before the
TV camera? Your answer is... Film—
for shows that tell all about
everything, without change or "fluff,"
day after day, on or off network.
What's more, it's easy, economical to
USE EASTMAN FILM.

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Agents for the sale and distribution of Eastman
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AND BE SURE to use IN COLOR... You'll be needing it soon.
## THE 10 TOP FILMS IN 10 MAJOR MARKETS

**AS RATED BY ARB IN SEPTEMBER**

### NEW YORK

<table>
<thead>
<tr>
<th>Film</th>
<th>Seven-Station Market</th>
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<tbody>
<tr>
<td>1. Soldiers Fort</td>
<td>Fri. 8:00 WABC-TV</td>
</tr>
<tr>
<td>2. Guy Lombardo</td>
<td>Thurs. 7:00 WRCA-TV</td>
</tr>
<tr>
<td>3. Sherlock Holmes</td>
<td>Mon. 7:00 WCRA-TV</td>
</tr>
<tr>
<td>4. Man Behind the Badge</td>
<td>Sat. 6:30 WCBS-TV</td>
</tr>
<tr>
<td>5. City Detective</td>
<td>Sun. 9:30 WPX-TV</td>
</tr>
<tr>
<td>6. Looney Tunes</td>
<td>Fri. 6:30 WABD</td>
</tr>
<tr>
<td>7. Superman (Flamingo)</td>
<td>Mon. 6:00 WRCA-TV</td>
</tr>
<tr>
<td>8. I Led 3 Lives</td>
<td>Fri. 10:30 WABC-TV</td>
</tr>
<tr>
<td>9. Buffalo Bill Jr.</td>
<td>Sat. 6:00 WPX-TV</td>
</tr>
<tr>
<td>10. Racket Squad</td>
<td>Thurs. 10:30 WABC-TV</td>
</tr>
<tr>
<td>11. Waterfront</td>
<td>Tues. 7:30 WABD</td>
</tr>
<tr>
<td>12. Annie Oakley</td>
<td>Sat. 5:30 WCBS-TV</td>
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### MINNEAPOLIS-ST. PAUL

<table>
<thead>
<tr>
<th>Film</th>
<th>Four-Station Market</th>
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<tbody>
<tr>
<td>1. Mr. District Attorney</td>
<td>Thurs. 9:30 KSTP-TV</td>
</tr>
<tr>
<td>2. Badge 714</td>
<td>Mon. 9:30 KSTP-TV</td>
</tr>
<tr>
<td>3. Lone Wolf</td>
<td>Sun. 8:30 WCCO-TV</td>
</tr>
<tr>
<td>4. I Led 3 Lives</td>
<td>Tues. 8:30 KSTP-TV</td>
</tr>
<tr>
<td>5. City Detective</td>
<td>Wed. 8:30 KSTP-TV</td>
</tr>
<tr>
<td>6. Hopalong Cassidy</td>
<td>Sat. 8:00 WCCO-TV</td>
</tr>
<tr>
<td>7. Follow That Man</td>
<td>Fri. 9:30 KSTP-TV</td>
</tr>
<tr>
<td>8. Science Fiction Theatre</td>
<td>Fri. 9:00 KSTP-TV</td>
</tr>
<tr>
<td>9. Soldiers of Fortune</td>
<td>Sun. 8:00 WCCO-TV</td>
</tr>
<tr>
<td>10. Bandstand Review</td>
<td>Sat. 9:00 KSTP-TV</td>
</tr>
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</table>

### CHICAGO

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<thead>
<tr>
<th>Film</th>
<th>Four-Station Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Mayor of the Town</td>
<td>Sat. 10:00 WNQ-B</td>
</tr>
<tr>
<td>2. Racket Squad</td>
<td>Tues. 8:30 WGN-TV</td>
</tr>
<tr>
<td>3. Science Fiction Theatre</td>
<td>Sat. 10:30 WNBQ</td>
</tr>
<tr>
<td>4. Eddie Cantor</td>
<td>Mon. 9:30 WNBQ</td>
</tr>
<tr>
<td>5. Badge 714</td>
<td>Tues. 8:00 WGN-TV</td>
</tr>
<tr>
<td>6. Death Valley Days</td>
<td>Mon. 10:00 WKB-TV</td>
</tr>
<tr>
<td>7. Mr. District Attorney</td>
<td>Fri. 9:30 WKB-TV</td>
</tr>
<tr>
<td>8. Annie Oakley</td>
<td>Sun. 2:00 WKB-TV</td>
</tr>
<tr>
<td>9. Superman (Flamingo)</td>
<td>Sat. 5:00 WKB-TV</td>
</tr>
<tr>
<td>10. I Led 3 Lives</td>
<td>Tues. 9:30 WGN-TV</td>
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### ATLANTA

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<thead>
<tr>
<th>Film</th>
<th>Three-Station Market</th>
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<tbody>
<tr>
<td>1. Favorite Story</td>
<td>Tues. 9:30 WAGA-TV</td>
</tr>
<tr>
<td>2. Racket Squad</td>
<td>Sun. 10:00 WSB-TV</td>
</tr>
<tr>
<td>3. Ellery Queen</td>
<td>Thurs. 10:00 WAGA-TV</td>
</tr>
<tr>
<td>4. Waterfront</td>
<td>Mon. 10:00 WSB-TV</td>
</tr>
<tr>
<td>5. Mr. District Attorney</td>
<td>Fri. 10:00 WAGA-TV</td>
</tr>
<tr>
<td>6. City Detective</td>
<td>Wed. 9:30 WSB-TV</td>
</tr>
<tr>
<td>7. Patti Page (GAC-TV)</td>
<td>Mon. 10:00 WSB-TV</td>
</tr>
<tr>
<td>8. City Detective</td>
<td>Sat. 10:30 WSB-TV</td>
</tr>
<tr>
<td>9. Star and the Story</td>
<td>Sun. 10:30 WSB-TV</td>
</tr>
<tr>
<td>10. Secret File USA</td>
<td>Sat. 10:00 WSB-TV</td>
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### BOSTON

<table>
<thead>
<tr>
<th>Film</th>
<th>Two-Station Market</th>
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<tbody>
<tr>
<td>1. Mr. District Attorney</td>
<td>Tues. 10:30 WNAC-TV</td>
</tr>
<tr>
<td>2. Man Behind the Badge</td>
<td>Sun. 10:30 WNAC-TV</td>
</tr>
<tr>
<td>3. I Led 3 Lives</td>
<td>Mon. 7:00 WNAC-TV</td>
</tr>
<tr>
<td>4. Foreign Intrigue  (S. Reynolds)</td>
<td>Mon. 10:30 WBZ-TV</td>
</tr>
<tr>
<td>5. Superman (Flamingo)</td>
<td>Fri. 6:30 WNAC-TV</td>
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<tr>
<td>6. The Shadow (CBS Film)</td>
<td>Sun. 7:00 WNAC-TV</td>
</tr>
<tr>
<td>7. The Falcon</td>
<td>Sat. 11:00 WNAC-TV</td>
</tr>
<tr>
<td>8. Patti Page (GAC-TV)</td>
<td>Mon. 7:45 WNAC-TV</td>
</tr>
<tr>
<td>9. Lone Wolf</td>
<td>Sat. 10:30 WNAC-TV</td>
</tr>
<tr>
<td>10. Wild Bill Hickok</td>
<td>Tues. 6:30 WNAC-TV</td>
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### LOS ANGELES

<table>
<thead>
<tr>
<th>Film</th>
<th>Seven-Station Market</th>
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<tbody>
<tr>
<td>1. Secret Journal</td>
<td>Sun. 9:00 KTTV</td>
</tr>
<tr>
<td>2. Life of Riley</td>
<td>Sat. 8:00 KTTV</td>
</tr>
<tr>
<td>3. Badge 714 (NBC Film)</td>
<td>Thurs. 7:30 KTTV</td>
</tr>
<tr>
<td>4. Waterfront</td>
<td>Tues. 7:30 WCTV</td>
</tr>
<tr>
<td>5. Science Fiction Theatre</td>
<td>Wed. 8:00 KTTV</td>
</tr>
<tr>
<td>6. I Led 3 Lives</td>
<td>Fri. 8:00 KTTV</td>
</tr>
<tr>
<td>7. Band Review</td>
<td>Sat. 9:00 KTTV</td>
</tr>
<tr>
<td>8. Superman (Flamingo)</td>
<td>Sat. 7:00 KTTV</td>
</tr>
<tr>
<td>9. Boston Blackie</td>
<td>Fri. 8:00 KTTV</td>
</tr>
<tr>
<td>10. Annie Oakley</td>
<td>Thurs. 7:00 KTTV</td>
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### SEATTLE-TACOMA

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<tr>
<th>Film</th>
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<tbody>
<tr>
<td>1. Mr. District Attorney</td>
<td>Fri. 9:00 KING-TV</td>
</tr>
<tr>
<td>2. Waterfront</td>
<td>Fri. 7:30 KOMO-TV</td>
</tr>
<tr>
<td>3. Badge 714 (NBC Film)</td>
<td>Fri. 9:30 KING-TV</td>
</tr>
<tr>
<td>4. Annie Oakley</td>
<td>Wed. 7:00 KING-TV</td>
</tr>
<tr>
<td>5. Eddie Cantor</td>
<td>Wed. 8:30 KING-TV</td>
</tr>
<tr>
<td>6. Science Fiction Theatre</td>
<td>Fri. 8:30 KING-TV</td>
</tr>
<tr>
<td>7. City Detective</td>
<td>Mon. 6:00 KING-TV</td>
</tr>
<tr>
<td>8. The Whistler</td>
<td>Mon. 10:00 KING-TV</td>
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<tr>
<td>9. Soldiers of Fortune</td>
<td>Tues. 6:00 KING-TV</td>
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### WASHINGTON

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<tr>
<th>Film</th>
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<tbody>
<tr>
<td>1. I Led 3 Lives</td>
<td>Mon. 10:30 WRC-TV</td>
</tr>
<tr>
<td>2. Superman (Flamingo)</td>
<td>Fri. 7:00 WRC-TV</td>
</tr>
<tr>
<td>3. Soldiers of Fortune</td>
<td>Wed. 7:00 WRC-TV</td>
</tr>
<tr>
<td>4. Wild Bill Hickok</td>
<td>Fri. 8:00 WMAF-TV</td>
</tr>
<tr>
<td>5. Badge 714 (NBC Film)</td>
<td>Mon. 7:00 WRC-TV</td>
</tr>
<tr>
<td>6. Little Rascals</td>
<td>Wed. 7:00 WRC-TV</td>
</tr>
<tr>
<td>7. Ramar of the Jungle</td>
<td>Wed. 7:00 WTOP-TV</td>
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<tr>
<td>8. Big Show G-Men</td>
<td>Fri. 8:00 WMAF-TV</td>
</tr>
<tr>
<td>9. Sherlock Holmes</td>
<td>Mon. 7:00 WRC-TV</td>
</tr>
<tr>
<td>10. Little Rascals (m.a.) (Interstate)</td>
<td>Mon. 7:00 WRC-TV</td>
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### CLEVELAND

<table>
<thead>
<tr>
<th>Film</th>
<th>Three-Station Market</th>
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<tbody>
<tr>
<td>1. Passport to Danger</td>
<td>Tues. 10:30 WXEL</td>
</tr>
<tr>
<td>2. Waterfront</td>
<td>Wed. 7:00 WNBK</td>
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<tr>
<td>3. Mr. District Attorney</td>
<td>Tues. 8:00 WEXL</td>
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<tr>
<td>4. Liberase (Guild)</td>
<td>Wed. 7:00 WNBK</td>
</tr>
<tr>
<td>5. Uncommon Valor</td>
<td>Mon. 10:30 WNBK</td>
</tr>
<tr>
<td>6. Ramar of the Jungle</td>
<td>Mon. 6:00 WNBK</td>
</tr>
<tr>
<td>7. Range Rider</td>
<td>Sun. 7:00 WEWS</td>
</tr>
<tr>
<td>8. I Am the Law (MCA)</td>
<td>Fri. 10:30 WEWS</td>
</tr>
<tr>
<td>9. Hopalong Cassidy</td>
<td>Fri. 8:00 WMAF-TV</td>
</tr>
<tr>
<td>10. Soldiers of Fortune</td>
<td>Thurs. 7:00 WNBK</td>
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### DAYTON

<table>
<thead>
<tr>
<th>Film</th>
<th>Two-Station Market</th>
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<tbody>
<tr>
<td>1. Man Behind the Badge</td>
<td>Fri. 9:30 WWOH-TV</td>
</tr>
<tr>
<td>2. Badge 714 (NBC Film)</td>
<td>Sat. 10:30 WWOH-TV</td>
</tr>
<tr>
<td>3. Mr. District Attorney</td>
<td>Fri. 9:30 WWOH-TV</td>
</tr>
<tr>
<td>4. Waterfront</td>
<td>Wed. 9:30 WLDW</td>
</tr>
<tr>
<td>5. Science Fiction Theatre</td>
<td>Sat. 10:00 WLDW</td>
</tr>
<tr>
<td>6. Band Review (Paramount)</td>
<td>Fri. 10:15 WWOH-TV</td>
</tr>
<tr>
<td>7. I Led 3 Lives</td>
<td>Thurs. 9:00 WWOH-TV</td>
</tr>
<tr>
<td>8. Follow That Man</td>
<td>Sun. 10:15 WWOH-TV</td>
</tr>
<tr>
<td>9. Eddie Cantor</td>
<td>Fri. 8:30 WLDW</td>
</tr>
<tr>
<td>10. Kit Carson (MCA)</td>
<td>Sun. 5:00 WLDW</td>
</tr>
</tbody>
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*FROM the monthly audience surveys of American Research Bureau, Inc. Each month, lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.*

**Broadcasting • Telecasting**
The matchless technical perfection which a Mitchell camera brings to a film can insure the investment as can no other single element of production.

For over 25 years constant research and engineering by Mitchell has continued to produce, year after year, the most advanced and only truly professional motion picture camera. It is traditional of Mitchell cameras that in addition to filming the world's greatest films, they are to be found wherever new and exacting techniques of filming are being successfully used.

Mitchell cameras are today dependably serving such varied fields as Television, Business and Industry, Education, Government, the Armed Services, and major Motion Picture Studios.

Mitchell cameras are created, not mass produced—The same supreme custom workmanship and smooth, positive operation is found in each Mitchell camera, 16 mm or 35 mm. Available to give Mitchell Cameras almost limitless capabilities, are the finest of professional accessories.

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell
OWNED through the years, New York-owned WNYC has earned a pre-eminent reputation for its public service radio.

On a small scale, a grand-style start already has been made to do the same in TV.

Although the Municipal Broadcasting System, which operates WNYC-AM-FM, does not have WNYC-TV on the air, its officials already are laying the groundwork for its television operation. Even before FCC had granted the city ch. 31, the Municipal Broadcasting System was learning the intricacies of television through its television film unit established in 1951.

The unit served another worthwhile purpose: Its films were made available to the six commercial outlets in New York and scores of stations throughout the country, bringing information of significant civic developments about New York to viewers.

Seymour N. Siegel, director of communications for the City of New York and a pioneer leader in educational broadcasting, says that several considerations prompted the city to form the film unit, adding:

"With television the most effective means of mass communications yet devised, we wished to prepare adequately for an efficient service to keep people informed on vital subjects, such as health, welfare, fire, sanitation, city government and other important aspects of community living."

"Each city agency and department found the need for film services for the production of vital public service spots and short documentaries, as well as training films, but the cost of establishing separate departmental film production staffs, or even commissioning package firms to produce films, when necessary, was highly prohibitive. Thus, it was decided that one central TV film unit to produce spots, documentaries and training films for the various civic departments and agencies was the logical answer."

WNYC's film operation maintains a well-equipped studio at 500 Park Ave. and has a mobile unit, similar to the one used by major newsreel companies, for covering newsworthy city events and for producing on-the-spot documentaries. The unit operates on a shoestring budget of about $5,000 annually, including production costs and the salaries of Frank Rosa Jr., supervisor of operations, and of a cameraman and two technicians. The entire operation is under the supervision of John De Prospo, executive officer of the Municipal Broadcasting System, who has been associated with WNYC for the past 22 years.

The TV films have a collateral use. For example, in 1954, almost 100 organizations requested the filmed documentary programming for free screening. These included the World Health Organization in Geneva, numerous colleges and universities, industrial firms, civic groups and charitable and welfare organizations.

Officials of the various city agencies in New York have praised the films as a vehicle of promoting improved cooperation from the public, according to Mr. Siegel. He cited the experience of Signal 92, a filmed documentary produced for the New York Fire Dept. Following numerous showings on New York's six commercial TV stations, Mr. Siegel said, the Fire Dept. reported "an unprecedented drop in false fire alarms." He pointed out that Fire Dept. officials were convinced that this improvement could be traced directly to the telecasts.
BROADCASTING

UPA

places woman and child communications within the television, to bring culmination of posed films. producing and general manager, bank, The company has currently bers has and president, was of McCormick. UPA, according to Mr. McCormick, said that the cartoon series will have high sponsor interest, according to Mr. McCormick. He noted that at the outset, agencies were reluctant to go along with UPA’s approach to tv commercials. Today, he said, many agencies hold such confidence in UPA that the company is permitted to do “the storyboard” and

MODERN ART with a zing—that could be a capsule description of the modus operandi of United Productions of America.

Come next spring and the mass television audience of the U. S. will be exposed to a UPA series of all-color variety-cartoon programs to be carried over CBS-TV. Although television audiences are not likely to be aficionados of modern art, the UPA formula of “unarty” modern art appears headed for a resounding success, judging on past performances.

In the past seven years, UPA’s theatrical cartoons, featuring such beloved characters as Gerald McBoing-Boing, Mr. Magoo, Frankie and Johnny, Madeleine and Christopher Crumpet, have titillated motion picture audiences throughout the world. Academy Awards have been presented to “Gerald McBoing-Boing” (1950) and “When Magoo Flew” (1954), and, in all, UPA has received eight Academy nominations for its animated productions.

Though the projected series over CBS-TV will mark its leap into the tv entertainment field, UPA has been producing cartoons for commercial television for the past eight years. It’s list of “blue chip” accounts includes Coca-Cola, New York Telephone, General Electric, Borden, Bristol-Myers, Ipana, Procter & Gamble, American Airlines, Piel Bros., Soony Oil, Emerson Drug, Mennen, Campbell Soup and A. T. Babbitt, among others. The New York Art Directors Club awarded UPA its Club Medal for “the top television commercial of 1954” (produced for Jello-O Instant Pudding) and singled out the company with its Distinctive Merit Citation for the best tv commercials of 1951, 1952 and 1954.

UPA, with Stephen Bosustow as founder and president, was incorporated in 1945. It has grown in the past decade and now numbers more than 100 employees. Its business is excess of $1 million a year. The company has its own rambling rambling ranch-type building in a breezy canyon in Burbank, Calif. The UPA New York studio, headed by Don McCormick, vice president and general manager, is actively engaged in producing tv commercials and industrial films. Chris Ishii and Jack Goodford are directors of the commercial unit.

Mr. McCormick told B&T that the proposed tv series for CBS-TV represents the culmination of a dream long held by Mr. Bosustow. Through the medium of network television, Mr. McCormick said, UPA hopes to bring the company’s approach to communications within the reach of every man, woman and child in the U. S.

UPA, according to Mr. McCormick, places emphasis on line drawing; uses color for its own sake, and presents story material that is amusing to the entire family. Unlike other animated films, he added, in UPA films there are people instead of famous American authors; gentle satires on suburban American life, and tales with the O. Henry touch. UPA’s agreement with CBS-TV also includes the production of a full-length animated feature film for motion picture theatre distribution.

Mr. McCormick said Mr. Bosustow is “most enthusiastic” about the CBS-TV project because he believes that television will afford UPA an even wider scope for its creative talent than the motion picture theatre. The variety of subjects that can be treated on television, Mr. McCormick said, cannot often be attempted for theatrical exhibition.

It is UPA’s feeling that the cartoon series will have high sponsor interest, according to Mr. McCormick. He noted that at the outset, agencies were reluctant to go along with UPA’s approach to tv commercials. Today, he said, many agencies hold such confidence in UPA that the company is permitted to do “the storyboard” and

That happy glow (temperature) in Precision’s corner is simply the indication of a solid reputation for sound, careful and accurate film processing. You will find Precision’s service superior, its prices fair, and its facilities are complete. It is a pleasure to do business with Precision, and we look forward to the future with Precision.

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In everything there is one best... in film processing, it’s Precision.
UPA CARTOONS for (l to r) Bromo Seltzer, Jello Instant Pudding and Esso.

even write the script—all accomplished in cooperation with the agency. With this agency acceptance, Mr. McCormick added, the new series appears headed for a smooth road.

The year 1955 apparently is the "crowning year" for UPA. Two widely separated achievements point up the range of the company's talents. The CBS-TV series is a "bench-mark" of UPA's appeal to the masses. Its exhibition at New York's Museum of Modern Art, called "UPA: Form in the Animated Cartoon," which opened on June 22 and ran through Aug. 21, reflects the company's hold on the esoteric. For UPA, the twain do meet.

AT LEAST one independent producer and packager of tv shows is taking an optimistic view toward the entry of major motion picture studios into television production.

Charles E. Skinner, who recently opened his own studios in Hollywood, insists that it may well prove the greatest thing that's happened to the medium since the completion of the transcontinental cable. "There is only one thing which anyone in the television industry should fear," he says, "and that is mediocrity of product. And it is my opinion that the competition the majors will offer will force all producers to strive for a higher quality in production."

Mr. Skinner's own plans encompass a wide variety of productions, not only for television, but theatrical showing as well. One tv series, Sergeant Preston of the Yukon, a story of the Royal Northwest Mounted Police in the Gold Rush era, went on the air this month, Quaker Oats sponsoring, with a CBS network release. Another, Riders of the Pony Express, an original story idea developed by himself and Executive Writer Nelson Gidding, is in the pre-production stage. And a third, based on the James Fenimore Cooper classics, Leather Stocking Tales, is slated for production next year.

Mr. Skinner, 43, literally has grown up in show business, having started as a child actor on the stage and in silent films, at the age of six. He directed his first motion picture in 1928, when he was only 16. By the time he was 20 he had his own distribution company, known as United Film Distributors, which supplied film to schools and church organizations.

Since that time, he has served as a producer, director and creator of motion picture and television properties, both at major studios and as an independent. During World War II he was an officer with the Army Signal Corps, producing and directing training, morale and rehabilitation films. He also co-produced and directed the post-war theatrical release, "This Is Your Army," made by 20th Century-Fox Movietone.

During his years as a Hollywood director, before entering the television field, he directed films for major Hollywood studios.

In television he created, produced and directed the original Les Paul and Mary Ford At Home shows; produced and directed The Greatest Story Ever Told series, based on the Fulton Oursler best-seller; directed 75 of the Big Story segments; produced and directed the Fight for Freedom series and Unknown Soldier films, both for the Freedoms Foundation of Valley Forge; co-produced and directed the Chesterfield Stars programs, along with all commercial spots, as well as many others.

C A M A R T
TV TRIPOD SUPPORTS

TRIANGLE
$29.50

CAR-TOP CLAMPS

Set of three: $28.00

THE CAMERA MART INC.
165 Broadway, near 60th Street
New York 23, N. Y. * Circle 6-0930
Mail Address: CAMFRAMART

Page 112 • October 17, 1955
KOWB Covers Disaster
KOWB Laramie, Wyo., was kept busy furnishing the nation with details following the recent United Airlines crash in Wyoming taking 66 lives. Soon after the crash, General Manager Harry D. Peck went to the scene for first hand information, and was followed by the KOWB news staff. Coverage was furnished stations from Philadelphia to Salt Lake City, plus the entire Mutual-Intermountain Network.

Miss Komar Named Manager
OF KLAS-TV Las Vegas
MARIAN Y. KOMAR, commercial manager, has been named general manager of KLAS-TV Las Vegas, according to Rube G. Jolley, president of Las Vegas Television Inc.

Other appointments announced by Mr. Jolley include: Ralph E. Smith, chief engineer to operations manager; Alex Gold, account executive, becomes sales manager, and James P. Hart, KLAS program director, assumes the same position for the TV operation.

WCUE Inaugurates 'Contact'
In Increasing News Coverage
EXPANSION of its national news coverage through a new service, called "Contact," has been announced by WCUE Akron, Ohio. The station has contacted 1,000 radio stations in "key population center" and made arrangements to receive on-the-spot tape recorded news stories wherever they happen to break.

WCUE listeners received a preview of the new service during the week of Sept. 23-30 when the station aired 47 taped news stories from various parts of the country.

In addition to the expanded national news coverage WCUE is augmenting its local news coverage with a roving newsmen, who patrols the Akron area in the WCUE newsmobile, looking for happenings which make news. Other WCUE reporters are equipped with tape recorders as they cover their beats.

7 Michigan Tvs Carry Hockey
DETOUT TV stations for the second consecutive year are cooperating to bring viewers the play-by-play of all Detroit Red Wing hockey games. WXYZ-TV, WWJ-TV and WJBK-TV will split the coverage for the Detroit area under the sponsorship of the Stroh Brewery Co. In addition, four other Michigan tv stations will carry the Red Wing games: WKNX-TV Saginaw; WHM-TV Lansing; WTV (TV) Cadillac, and WPBN-TV Traverse City. It is believed that this year's network will be the largest ever to cover regularly scheduled Red Wing games.

Capitol Network Formed
By American, Maryland U.'s
CAPITOL NETWORK, a joint operation between WAMU American U., Washington and WMUC Maryland U., has been organized to broadcast programs to the students of the two universities. Both stations are members of the Intercollegiate Broadcasting System, consisting of over 100 college stations.

Network programming has enabled the stations to stay on the air 18 hours on weekdays and 10 hours Saturdays and Sundays. Capitol offices are located in the new $250,000 Radio-Tv Building on the American U. campus.

KNXT (TV) Sales Increase
ROBERT D. WOOD, general sales manager of KNXT (TV) Hollywood and the Columbia Television Pacific Network, announced that the station's sales for the summer quarter just completed (July-September) set an all time summer high, and also was the top quarter for 1955.

National spot business was 45% higher during the past quarter than for the same period in 1954 and local sales were up 80%. Overall increase over the same period last year was 62%, according to Mr. Wood.

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CAPITOL NETWORK, a joint operation between WAMU American U., Washington and WMUC Maryland U., has been organized to broadcast programs to the students of the two universities. Both stations are members of the Intercollegiate Broadcasting System, consisting of over 100 college stations.

Network programming has enabled the stations to stay on the air 18 hours on weekdays and 10 hours Saturdays and Sundays. Capitol offices are located in the new $250,000 Radio-Tv Building on the American U. campus.

KNXT (TV) Sales Increase
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KOWB Covers Disaster
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Miss Komar Named Manager
OF KLAS-TV Las Vegas
MARIAN Y. KOMAR, commercial manager, has been named general manager of KLAS-TV Las Vegas, according to Rube G. Jolley, president of Las Vegas Television Inc.

Other appointments announced by Mr. Jolley include: Ralph E. Smith, chief engineer to operations manager; Alex Gold, account executive, becomes sales manager, and James P. Hart, KLAS program director, assumes the same position for the TV operation.

WCUE Inaugurates 'Contact'
In Increasing News Coverage
EXPANSION of its national news coverage through a new service, called "Contact," has been announced by WCUE Akron, Ohio. The station has contacted 1,000 radio stations in "key population center" and made arrangements to receive on-the-spot tape recorded news stories wherever they happen to break.

WCUE listeners received a preview of the new service during the week of Sept. 23-30 when the station aired 47 taped news stories from various parts of the country.

In addition to the expanded national news coverage WCUE is augmenting its local news coverage with a roving newsmen, who patrols the Akron area in the WCUE newsmobile, looking for happenings which make news. Other WCUE reporters are equipped with tape recorders as they cover their beats.

7 Michigan Tvs Carry Hockey
DETOUT TV stations for the second consecutive year are cooperating to bring viewers the play-by-play of all Detroit Red Wing hockey games. WXYZ-TV, WWJ-TV and WJBK-TV will split the coverage for the Detroit area under the sponsorship of the Stroh Brewery Co. In addition, four other Michigan tv stations will carry the Red Wing games: WKNX-TV Saginaw; WHM-TV Lansing; WTV (TV) Cadillac, and WPBN-TV Traverse City. It is believed that this year's network will be the largest ever to cover regularly scheduled Red Wing games.

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ABC Names Noble
WABC Sales Manager
ROBERT E. NOBLE Jr., regional manager for
ABC station relations dept., named sales man-
ager for WABC New York, key station for the
ABC Radio Network, effective today (Monday).
Mr. Noble joined the network in 1950 as a
research assistant following his graduation from
Yale U. He later became an associate director
of the radio network, producing and directing
network programs. He is a nephew of Edward
J. Noble, former owner of ABC, and now
chairman of the finance committee of the par-
ent American Broadcasting-Paramount Theatres
Inc.
He succeeds Charles (Chuck) Bernard, re-
cently named an account executive with ABC
Radio.

KGER Moves Second Studio
KGER Long Beach, Calif., has moved its Los
Angeles studios to 419 South Robertson Blvd.,
Beverly Hills, according to Clinton Fowler,
general manager. The 5 kw outlet, owned by
John Brown Schools of Calif. Inc., has main-
tained dual studio operation for several years.

KDB’s Local Business Rises
KDB Santa Barbara, Calif., reports that for
September, its first full month on a straight
music and news format, local revenue was 67% ahead of
the same month in 1954 and 69% above August 1955.

‘Big Flash’
SYLVARIA lighted the new $1.5 million
building of WBTV (TV) Charlotte, N.C.,
Sept. 28, in the sixth of its exhibits of
multiple flash photography. Using 250
flash bulbs, the “Big Flash” radiated an
equivalent of 450,000 60-watt light bulbs.
The exhibit was covered by WBTV’s
Picture That, a program for photograph-
ers. Many shutter bugs were on hand
for “Big Flash” and the program awarded
a prize for the best pictures taken at the
time the flash went off.

Buskett Named KCBQ Head
By Bartell Broadcasters Inc.
LARRY BUSKETT, general sales manager of
KLAC Los Angeles, has been named general
manager of KCBQ San Diego, according to
Gerald A. Bartell, president of Bartell Broad-
casters Inc., recent purchaser of KCBQ.
Mr. Buskett has been in west coast radio since
his discharge from the Army in 1945. He was
instrumental in the successful application of
the news and music format for a number of
stations which he served as consultant.
Staff Personnel Completed For WTOP-AM-TV News

STAFF appointments have been completed for the news and public affairs division of WTOP-AM-TV Washington, according to John S. Hayes, WTOP Inc. president. The new department will begin functioning Oct. 30 to expand WTOP’s coverage of Washington Metropolitan Area news while continuing to furnish up-to-the-minute reports of major world-wide news developments,” Mr. Hayes announced.

Edward F. Ryan was previously named director [B&T, Sept. 5]. Others include Lawrence Beckerman, executive producer; Arch McDonald sports director; Harold Saylor, cameraman; Elizabeth Ann Parrish, research assistant, and Morris Siegel, Steve Cushing, Paul Hallett, Claude Mahoney and Paul Niven.

REPRESENTATIVE APPOINTMENTS

Everett-Mckinney Inc., N. Y., named national representative for KCRG Cedar Rapids, Iowa.

CKNW New Westminster, B. C., appoints Radio Representatives Ltd., Toronto, exclusive representatives.

CFCY-TV Charlottetown, P. E. I., has appointed All-Canada Radio Television, Toronto, as exclusive representative. Station is expected to begin on the air on ch. 13 next summer with 21 kw video and 12.5 kw audio power.

STATION SHORTS

WBFM-TV Indianapolis, with installation of complete RCA live color camera chain, becomes first area station equipped to originate color programs for both local and network broadcast, it is claimed. Station plans to begin programming local colorcasts this month.


WDSU-TV New Orleans has received Civil Aeronautics Authority, approval for construction of new 975-foot tower in St. Bernard Parish. Station has applied to FCC for permission to move tower from present Hibernia Bank Bldg. location to new site.

STATION PEOPLE

Maitland Jordan, general manager, KJR Seattle, to national sales staff of KOMO-TV Seattle.

V. Byron Williams, assistant program director, WTRF-TV Wheeling, W. Va., named program director. He has been with station since Feb. 1954, shortly after it went on the air. Garry Vorbees, WTRF-TV production manager, steps up to assistant program director.

Frank Edwards, correspondent, to WTVT (TV) Bloomington-Indianapolis. He formerly broadcast for the American Federation of Labor.

Bill Parker, WOC-AM-FM-TV Davenport, Iowa, radio sales staff since 1952, appointed local and regional radio sales manager.

John Condon, KTAC Tacoma, Wash., account executive, named assistant manager.

Kaye K. Gentry, Alaska Weekly managing editor, to KTVV (TV) Tacoma, Wash., as account executive. Mrs. Gentry was formerly with sales department of Mear Teleshows and in tv production at KFI-TV, both Hollywood.

Robert L. Whitaker, manager, KWAT Douglas, Ariz., to WMIX Mt. Vernon, Ill., as sports director-account executive. He succeeds Willard J. Purser, now on WCOL Columbus, Ohio, sales staff.

Phyllis Ivers to KPTV (TV) Portland, Ore., as assistant promotion manager, succeeding Donald Thompson, resigned. Miss Ivers has been with Insurance Co. of Oregon and was clerk of Oregon State Senate labor and industries committee.

John Roberts to sales staff of WAAF Chicago.

EL PASO County 5th in Texas in POPULATION

1955 Sales Management Survey of Buying Power

El Paso County — and only El Paso County — is Texas’ fifth market as proven conclusively by these figures:

1. — Harris County (Houston) . . . . 1,012,000
2. — Dallas County (Dallas) . . . . 751,300
3. — Bexar County (San Antonio) . . . 502,200
4. — Tarrant County (Fort Worth) . . . 486,500
5. — El PASO COUNTY . . . . 244,000
6. — Jefferson County (Beaumont) . . . 238,000
7. — Nueces County (Corpus Christi) . . . 211,500
8. — Hidalgo County (McAllen) . . . 194,500
9. — Travis County (Austin) . . . 180,500
10. — Cameron County (Harlingen) . . . 159,300

And, as a bonus, KROD-TV delivers an additional 105,400 customers in the rich, growing Southern portion of New Mexico. Get the complete KROD-TV story from your Branham man.

KROD-TV

CHANNEL 4 • EL PASO, TEXAS
Affiliated with CBS, ABC and DuMont Television Networks
Affiliated with K200-AM 5,000 watts
Owned and operated by the El Paso Times, Inc.

EL PASO, TEXAS
October 17, 1955 • Page 115
LARGEST AUDIENCE
in wealthy
Central California

360,000 TV sets... more than 1,000,000
televiwers watch KBET's
basic CBS night time
programs *2 to 11 K
For the biggest audience at the lowest cost
per thousand, your best
bet is KBET.

T-V VANGEL 10
Sacramento, Calif.
H-R Television Inc.

STATIONS

ducer, commercial announcer and entertainer.
Emil Bergdolt, WKRC-TV Cincinnati film di-
rector, promoted to sales department.
Dave Bailey, WCAW Charleston, W. Va., news
director, to WKRC-TV Cincinnati announcing
staff. Ray Watson returns to producer-director
staff of that station after Army duty. Back from
Naval duty is Barry Hersh, WKRC-TV film
director.
Shirley Rosenstein to WDRC Hartford, Conn.,
commercial department.

Tony Weitzel, Chicago Daily News columnist,
signed by WGN-TV that city for new series of
five-weekly, five-minute commentaries sponsored
by First Federal Savings & Loan Assn.
Charles Nelson, San Antonio disc jockey, re-
turns to that city with KCOR after association
with recording companies in Hollywood and
New York.
Clyde Moody, hillbilly singer-composer, to
WDVA Danville, Va., as disc jockey.
Koila Pandit, organist-pianist, has begun half-
hour, weekly series on KNTV (TV) San Jose,
Calif.
Lee and Lorraine Ellis, production manager
and woman's director, KOMU-TV Columbia,
Mo., have resigned.
B. George Barber Jr., WRGB Greensboro,
N. C., commercial manager, elected governor of
3d District of Advertising Federation of
America.
Ernest Peterson, WTC Hartford, Conn., ac-
count executive, spoke on "How to Get the
Most From Your Advertising Dollar" at Con-
neccticut Petroleum Assn. three-day Oil Mar-
keters Management Institute.

Mary Landis, WBAL-TV kitchen personality,
invited by International Center of Baltimore
YWCA to participate in fall cooking courses.
James Martin, announcer, WWNY Watertown
and WCNY-TV Carthage, both N. Y., father of
boy, James, Oct. 6. Mrs. Martin, former Jody
Merrill, was with CBS-TV Film and Pathé
laboratories before marriage.
Ernie Olivieri, WNHC-TV New Haven, Conn.,
film director, father of boy, Wayne. John Brub-
aker, WNHC account executive, father of boy,
James Robert.

Hugo Murray, 52, WTMJ Milwaukee farm di-
rector and traffic manager of Milwaukee stock-
yards, died Oct. 10 following heart attack.

REPRESENTATIVE PEOPLE

Bill Crumley, formerly program supervisor at
The Pulse Inc., and more recently re-
search director at Television Magazine,
appointed head of new tv research de-
partment recently set
up at Adam Young Television Corp.,
New York, tv station representatives.
Don Wall, assistant director of radio and
tv of MacLaren Adv.
Ltd., Montreal, to
assistant manager of Radio Representatives Ltd.,
Montreal. Dick Sienko to research department
of Radio Representatives Ltd., Toronto.

AWARDS

Legion Auxiliary Picks
'Golden Mike' Award Winners

BEST radio and tv programs in religious, patri-
ocic and family categories were awarded Golden
Mike awards of the American Legion Auxiliary
Oct. 12 at the auxiliary's 35th annual national
convention, held in Miami Beach, Fla.
Dr. Norman Vincent Peale (NBC) and
Bishop Fulton J. Sheen (Life Is Worth Living,
formerly DuMont TV Network, now ABC-TV)
were the respective radio and tv winners in the
best religious program group.
The auxiliary's sixth annual membership poll
picked Ziv's I Was a Communist for the FBI
as the best patriotic show on radio and Ca-
valcade of America (ABC-TV) as its tv counter-
part.

In the best family program category auxili-
ary Golden Mike awards went to One Man's
Family (NBC Radio) and CBS-TV's Mama.

Mrs. Alfred C. Hendrickson of Boston, the
auxiliary's national radio-tv chairman, an-
nounced the results of the poll, which was con-
ducted under the supervision of Mrs. William
N. Cann of Wilmington, Del., a member of the
auxiliary's national radio-tv committee.

13,141 Catholic Teen Agers
Place George Gobel on Top

GEORGE GOBEL was voted the undisputed
champion among tv personalities in a nation-
wide survey of 13,141 Catholic high school
students directed by Father James P. Conroy,
associate editor of Our Sunday Visitor, national
Catholic newspaper.
Others who finished high in the popularity
category were Ed Sullivan, Loretta Young,
Perry Como, Eddie Fisher and, despite the stu-
dents criticism for vulgarity, Jackie Gleason.
Bob Hope and Martha Raye were severely cen-
sored for being vulgar. Others criticized for
the same reason included Milton Berle and
Arthur Godfrey.

Ninety per cent of the students polled do not
belong to fan clubs, considering them "ridicu-
los" and "stupid."

McCall's Times 'Mike' Awards
With Annual AWRT Meeting

McCALL'S magazine's annual "Mike" awards
for outstanding public service by women in
broadcasting, usually announced in the January
issue of the magazine, will now be listed in the
May issue. The change, which becomes ef-
fective with this year's competition, was made
in order to coincide more closely with the an-
nual convention of the American Women in
Radio & Television (AWRT), officials said.  
Competition for the 1955 awards, which closed at midnight Oct. 3, is open to all women in radio and tv—broadcasters, executives or "behind-the-scenes" members of the industry—on the basis of any program, program series or public service project aired between Sept. 1, 1954, and Oct. 1 this year.

Here's how the seven awards will be broken down: three to broadcasters and three to executives in three categories—service to the community in general, service to women and service to youth—plus one overall award as the "outstanding woman in radio and television for 1955."

Presentation of the 1955 golden mikes will be made at the AWRT convention in Boston next April.

AWARD SHORTS

CBS-TV's documentary series The Search received the 1955 Howard W. Blakeslee Award of the American Heart Assn. for "outstanding reporting in the field of heart and blood vessel diseases." Cited telecast, "Gate 27," described the research being conducted at U. of Minnesota in relationship of diets, vocations and other factors to heart and blood vessel diseases. Award, one of four awarded to individuals in the communications profession, honors the memory of the late Howard W. Blakeslee, science editor of the AP and founder of the Nat'l Assn. of Science Writers. "Gate 27," televised Feb. 27, 1955, was produced by Irving Gitlin for CBS News & Public Affairs.

"Captain Z-Ro", science-fiction-history program on WRCA-TV New York, received New Jersey State Fair blue ribbon as "the outstanding program of its type and division on television." Program, sponsored by National Shoes Inc., appears Sundays 11:30-12 noon.

WWJ-TV Detroit recently received an Army certificate of achievement for being the first television station to carry the Army's documentary program, The Big Picture. General Manager Edwin K. Wheeler accepted the award from Col. John L. Shafer, representing the command general of the Fifth Army.

Frayn Utley, commentator at WMAQ Chicago, honored with citation Oct. 8 for her special services as member of Chicago Board of Education. She has completed 10 years on the school board.

Arthur C. King, WEEI Boston production manager, received award of Merit from Daughters of the American Revolution for "consistent support of the good work of many civic and patriotic enterprises."

American Broadcasting-Paramount Theatres Inc. produced the best annual report in the motion picture industry, according to the findings of a special jury set up by Financial World.
NATO NATIONS SEEN JOINING BRITAIN IN COMMERCIALISM

Italy takes lead in reverting to commercial broadcasting with prediction that others will soon follow. Also foreseen: exclusive use of FM for radio due to necessity caused by overcrowding. Here's a report on the situation by B&T editor and publisher Sol Taishoff, currently on a European tour.

As Britain goes, so goes broadcasting in Europe—at least that portion of the Old World which comprises the NATO nations.

Informal observers interviewed by B&T's correspondent during the last three weeks, confidently predict that all of the western nations on the continent will (1) go commercial in TV following broadly the British pattern, (2) eventually forsake the medium-wave band and go fully FM in radio.

Indeed, commercial radio already operates in Italy, and plans also are being prepared for commercial TV. But it isn't our kind of commercial operation. It follows the recently instituted British plan in television of no direct sponsorship, wherein the advertiser buys spots but has no voice as to where they will fall. It is catch-as-catch-can sponsorship.

Western Germany is making rapid strides in both radio and TV. Virtually stripped of AM facilities as a consequence of the war, it has turned to FM on a nationwide basis. And it is moving ahead with plans for country-wide TV, following a modified American Plan of commercial operations. Details haven't yet been fully divulged.

What France will do is quite fuzzy, but it normally has followed Britain, with whom it has interchanged programs over the years in radio, and now with Eurovision—a system of TV relay designed to spread to the continent (B&T, Oct. 3). France, plagued by frequent changes in government, and uprisings in its colonies, has no clearly defined television construction project, and is now operating experimentally from a Paris transmitter a few hours a day. During the past few weeks promises have been made that a concrete project for nationwide television will be announced before the year's end.

The FM trend in Europe is one of necessity. The broadcast band, equivalent to our AM radio spectrum, is overcrowded and shot-through with interference. FM quality is admittedly far superior. The problem is one of orderly transition. So in England and in Italy, dual operations are being maintained, and will for the foreseeable future continue that way. No cut-off dates have been announced in Italy, because European wouldn't condone what they would regard as confiscation of their AM receivers, no matter how antiquated.

Germany, on the other hand, starting from scratch following World War II, is using FM for its "home" service, supplementing it with a few long-wave stations it has managed to maintain.

Differences in Standards

One of the big problems in European television is the varying standards used on the continent. Great Britain uses 405 lines on a five megacycle channel. France is using something like 925 lines for its experimental operation, while most other nations are using 425 lines. Engineers identified with the various organizations dealing with continental allocations, feel that standardization will come and believe that the American standard of 525 lines, 60 frames, will be adopted because it is a sound compromise between optimum quality and good quality. Europeans, they say, should not be subjected to the amount of "flicker" now prevalent under existing systems in use.

Italy, like Germany, engaged in vigorous new construction and expanding its industry, has established a 14 billion lira (roughly $22.5 million) budget for television. Aldo Campagna, engineering executive of RAI—Radiotelevisione Italiana—the Italian broadcasting monopoly in which the government holds stock to the tune of 4 billion lira, has been instructed to Rencontre new station construction and micro-wave relays, and about two billion lira for new studio buildings. Three theatres in Rome now are being used for program origination on a temporary basis. Five VHF channels are being used in Italy at the present time.

RAI takes in about two billion lira (about $3.5 million) in total revenues from spot announcement advertising, and license fees. There are about 5 million radio sets in use in this nation of 45 million, and a fee of 2,400 lira is charged annually for this receiver, while the blanket license for radio and television runs 15,000 lira per year (about $24). While no precise figure on television receivers in use was available, the estimate was about 600,000 of which in excess of 300,000 were in Rome.

All European nations have their eyes on Britain's new commercial TV operations. Even the government men privately are disposed to admit that the high cost of television programming cannot be sustained by license fees saddled on the taxpayer. But like the BBC spokesmen, they argue that the European public won't accept the American style of program sponsorship; that the broadcasting companies must build and maintain their own programs, with advertising to be worked in as the network operators decree, rather than "dictated" by the advertiser or agency.

Reports that Britain's new Independent Television Authority was having difficulty with advertisers on morning schedules, was viewed with no great alarm by advertising men in Europe. They feel that it will take a while for daytime programming to sell—just as it did in the U.S. Moreover, they believe that the British service eventually will become more like U.S. programming, with advertisers anchored to particular programs with which they will be identified week after week. Now they question whether the hit-and-miss method pays.

Associated Rediffusion, the program contractor handling the Monday-through-Friday schedules in London under ITA jurisdiction, through its director Roland Illgott, commented that the company was "on the ground." Asserting "they had just the same trouble in America," he said his company will try to attract "the smaller advertiser."

'CBC News,' 'Ma Perkins' Lead Canadian Radio Panel Survey

NATIONAL RADIO PANEL of Canada reports that for September the most popular radio network evening programs were CBC News reaching 10% of radio homes, followed by Our Miss Brooks with 6% and CBC News Roundup with 5%.

Daytime leading network programs were Ma Perkins 29%, Pepper Young's Family 27%, Right to Happiness 25%, Guiding Light 25%, and Road of Life 22%.

Leading evening French-language network programs in September were Un Homme et Son Peche 55%, Nouvelles Chez-nous 12%, Colette et Rolland 7% and Le Theatre du Radio Canada 4%.

Daytime leading French-language network shows were Jeunesse Doree 51%, Rue Principale 48%, Frances Lounais 45%, Face a la Vie 38%, and Tante Lucie 36%.

Canadian Broadcaster Dies

SÉR. PAMPHILE R. DU TREMBLAY, 76, president of Montreal La Presse and La Patrie, and of CKAC and CHLP Montreal, died in Montreal Oct. 6 after an illness of two weeks. He started CKAC as an affiliate of Montreal La Presse in 1921, as Canada's first French-language radio station. CHLP began operations in 1933 as an affiliate of Montreal La Patrie.
SCHOOLS TO TUNE IN WWDC
WASHINGTON, D. C., schools will turn on their radios tomorrow (Tuesday) morning to WWDC for the ninth annual “Voice of Democracy” contest kickoff. The 15-minute broadcast will feature officials of the local Junior Chamber of Commerce, Board of Education, government, church and the station giving contest rules and promoting maximum participation. WWDC will broadcast contest finals and transcribe winning entry for national finals.

RAILROADS OFFER FREE BOOKLET
FEDERAL transportation policy and recommendations for its revision are the subjects of a new booklet being distributed free by the Assn. of American Railroads, Washington. Titled “Why Not Let Competition Work?”, the booklet explains who recommends revision of federal transportation policy and what some of the major revisions recommended are. The booklet is available free upon request to the association, 928 Transportation Bldg., Washington, D. C.

BUS BECOMES TV THEATRE
TELEVISION took over in the driver’s seat of Indianapolis busses as in several other cities during the World Series. WBMB-TV Indianapolis, with the cooperation of Indianapolis Transit System and RCA set distributors, equipped four stationary buses with tv and invited downtown office workers and shoppers to see the game.

CONVERTS COLOR TO CASH
WLWC (TV) Columbus, Ohio, turned the World Series colorcast into dollars for the station by inviting 50 clients and agencymen to lunch and see the games in color. Several hundred showed up in the course of the seven games and several left their names on new contracts with the station.

KTRK-TV HANDS-ACROSS-BORDER
KTRK-TV Houston went all-out documenting the Gulf Coast hurricane and backing up coverage with appeals for help to Mexican disaster victims. Jim Whisenhunt, station news cameraman, spent four days filming the stricken area for a special program, Tampico Disaster. The station, claiming an important newsbeat, says INS picked up shots for national circulation. After the broadcast KTRK-TV collected food and clothing donations and cooperated with local fire department, Red Cross and Houston air reservists to fly the collections to Tampico.

WTAG REDISCOVERS NEW WORLD
WTAG Worcester, Mass., observed Columbus Day last week with an all-day salute to Latin America. Programs and personalities featured south-of-the-border records, recipes and interviews with Central and South American visitors. Advance promotion included newspaper features and pictures.

HONOR COLUMBUS WITH PIZZA
GIANT pizza pies and pop records by Italian-American artists were showered on listeners by KYW Philadelphia on Columbus Day. The station awarded packets of records to listeners hourly, with winners receiving giant six-foot pizza pies, called the world’s largest pizza pie by their creator, Popeye’s Pizzeria in Bryn Mawr, Pa. To be eligible for the big stakes listeners addressed postcards to “Columbus, Box 1492,” care of KYW.

WEWS (TV) ‘OPEN CIRCUIT’
WEWS (TV) Cleveland, Ohio, reversed the usual closed circuit procedure for advertisers and agencies and put an “easy-chair audition” on open circuit one evening, so prospective clients could look over the offering in their own homes. Advertising men were alerted in a station mailing to preview the new daytime Gene Carroll Song Shop Oct. 10.

KFAB EXPANDS NEWS REPORTS
KFAB Omaha today (Monday) inaugurates what it says is the first multiple-voice news format in the Middle West. The station is expanding its five-hour daily budget of news to include on-the-spot reports from a staff of specialists. Every major newscast will feature reports from police headquarters, City Hall and regional correspondents wherever the news breaks.

**Daytime Tv Sells**
NEARLY two years ago, Ike Zale and Sam Epstein, partners in the Fabric Center, Sioux City, Iowa, bought a participation in the 1950 Voice Christmas Program on KVTV (TV) same city at a cost of $30 per week. After 13 weeks on KVTV the firm’s sales had increased so much that a twice-weekly daytime program, It’s Fun to Sew, was purchased. The program is now sponsored by Fabric Center and sales continue to grow.

After the first six months of television, Fabric Center won a national sales contest, based on percentage of sales gain, which totaled 250% over 1954. The second prize consisted of a new Ford and again television was given credit.

Since their TV success, the two partners have opened two branch stores in the KVTV area and plan to add more.

**THE KGF 10 KW**
**SIGNAL DELIVERS PRIMARY COVERAGE TO 87 COUNTIES IN KANSAS, OKLAHOMA, MISSOURI & ARKANSAS WITH A POPULATION OF 2,750,000**

Carries the sports load in Northeastern Wisconsin

**KWFG**

People in Northeastern Wisconsin

Like Action

Buying Action! Sports Action! Green Bay’s 5,000 watts daytime (500 night) station, WJPG, translates this “sports-happy” audience into volume sales. You’ve always got a loyal, responsive audience on WJPG... the area’s top Sports Station!
FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B • T)

October 6 through October 12

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cps—construction permit. Da.—directional antenna.

Sta.—special service authorization. T.S.—temporary service authorization.

FCC Commercial Station Authorizations

As of September 30, 1955

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<th></th>
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<th>Fm</th>
<th>Tv</th>
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<td>Facilities change</td>
<td>143</td>
<td>6</td>
<td>28</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>277</td>
<td>131</td>
<td>256</td>
</tr>
<tr>
<td>Licenses deleted in Sept.</td>
<td>2</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

* Does not include noncommercial educational fm and tv stations.

Applications filed since September 30, 1955

<table>
<thead>
<tr>
<th></th>
<th>Am</th>
<th>Fm</th>
<th>Tv</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Noncom. Edu.</td>
<td>17</td>
<td>24</td>
<td>24</td>
</tr>
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</table>

Total Operating Stations in U. S.:

<table>
<thead>
<tr>
<th></th>
<th>U. S.</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Vhf</td>
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<tr>
<td>Uhf</td>
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</tbody>
</table>

For the Purchase and Sale of Radio and Television Stations

1701 K St., N. W. • Washington 6, D. C., N. 8-3233
Lincoln Building • New York 17, N. Y., M. 7-4242

Allen Kander

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

Taylor is licensee of KBRI and permitted of new La Crosse, N. M., nm. (See New Am Ac-


ANNOUNCEMENTS

Applications AMENDED

Hot Springs, Ark.—Video Independent Theatres Inc. amends application to change ERP to 105 kw vis., 77 kw aur. and make ant. changes. Amended Oct. 13.

Cleve, N. M.—Video Independent Theatres Thru same amends application to change ERP to 234 kw vis., 117 kw aur. and make ant. changes. Amended Oct. 12.

Elmira, N. Y.—Central New York Best Corp. amends application to change ERP from 300 kw vis., no aur. to 236 kw vis., 107 kw aur. and make ant. changes. Amended Oct. 8.

Elmira, N. Y.—Triangle Public Inc. amends application to change ERP from 300 kw vis., no aur. to 236 kw vis., 107 kw aur. and make ant. changes. Amended Oct. 8.

Lead, S. D.—Black Hills Best Co. of Rapid City Inc. amends application to change ERP from 136 kw aur., 402 kw vis. above average terrain to 1,676 kw aur. and make other engineering changes. Amended Oct. 1.

PETITION

Norfolk—Portsmouth—Newport News, Va.—WLOL Portsmouth, Va., petition FCC to amend section 3.606 of FCC rules to delete ch. 13 from channel 12, to change ERP to 35 kw vis., 50 kw aur., with change to 25 kw vis., 30 kw aur. of sec. 3.613 of FCC rules. Amended Oct. 11.

WLOX-TV Grand Forks, N. D.—Granted. Application is for change ERP to 3.9 kw vis., 4.27 kw aur. and make ant. changes; ERP: 13.8 kw vis., 5.92 kw aur. ant. Change to 1.48 kw aur. Amended Oct. 11.

KGTW (TV) Fort Dodge, Iowa.—Granted. Modifies ERP to change ERP from 23 kw vis., 94 kw aur. to 23 kw vis., 60 kw aur., install da and make other equipment changes; ant. 590 ft. above average terrain to 1,692 ft. above average terrain. Granted Oct. 3; announced Oct. 11.


WOTA (TV) Shreveport, La.—Application is not dismissed by FCC in view of action S-B-35 revoking cope. Dismissed Oct. 3.

APPLICATIONS

WSAY-TV Savannah, Ga.—Seeks mod. of cp to change ERP to 33.7 kw vis., 18.3 kw aur. and make equipment changes; ant. height above average terrain 503 ft. Filed Oct. 6.

WIOO-TV New London, Wis.—Seeks to change trans. location to 450 ft. above terrain.licant is for change ERP to 32.7 kw vis., 18.3 kw aur. and make equipment changes; ant. height above average terrain 503 ft. Filed Oct. 6. Applications are reviewed by FCC.


KQTV (TV) Fort Dodge, Iowa.—Granted. mod. of cp to change ERP to 23 kw vis., 94 kw aur. to 23 kw vis., 60 kw aur., install da and make other equipment changes; ant. 590 ft. above average terrain to 1,692 ft. above average terrain. Granted Oct. 3; announced Oct. 11.


WPEV (TV) Elmira, N. Y.—Seeks mod. of cp to change ERP to 7.94 kw vis., 4.27 kw aur. and make equipment changes; ant. height above average terrain 503 ft. Filed Oct. 6.

WISL-TV Albuquerque, N. M.—Seeks mod. of cp to change ERP to 7.61 kw vis., 3.81 kw aur. and make other DA system changes; ant. height above average terrain 4,180 ft. Filed Oct. 12.

WPEV (TV) Elmira, N. Y.—Open file. For the Purchase and Sale of Radio and Television Stations

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., N. 8-3233
Lincoln Building • New York 17, N. Y., M. 7-4242
111 West Monroe • Chicago 90, Illinois RA 6-5688

Page 120 • October 17, 1955

BROADCASTING • TELECASTING
APPLICATION AMENDED


CALL LETTERS ASSIGNED

KTBR (TV) Denver, Colo.—Eugene P. O'Fallon, lifetime from WPHI (TV) Philadelphia, Pa.—Ajax Enterprises.

WPFR-TV San Juan, Puerto Rico.—Dept. of Education, Puerto Rico, ch. 6. Changed from WUTV (TV).

New Am Stations...

ACTIONS BY FCC


APPLICATIONS

Groton, Conn.—Lawrence A. Reilly and James J. Spates, 880 kw, 1 kw D. Post office address 1 Park Dr., W. Springfield, Mass. Estimated construction cost $15,230, first year operating cost $8,000, revenue $60,000. Mr. Reilly (50%) is president, station manager and 50% owner WXTL West Springfield. Mr. Spates (50%) is treasurer, operating manager and 50% owner WXTL. Filed Oct. 11.

Lakeland, Fla.—Polk Radio Inc., 1330 kw, 1 kw, Post office address 1 P. O. Box 2138, Lakeland, Fla. Estimated construction cost $17,000, first year operating cost $10,000, revenue $80,000. Owner is licensee of WONN Lake- land, Fla., coastal principals Boane P. McDonald and Robert S. Taylor, each own 45% of Redland Broadcasting Co., applicant for new ant. in Homestead. Filed Oct. 4.

Marienville, N.Y.—W Broadcasting Co., 1370 kw, 1 kw D. Post office address P. O. Box 3038, Lakeland, Fla. Estimated construction cost $12,000, first year operating cost $5,000, revenue $40,000. Applicant is licensee of WONN Lake- land, Fla., coastal principals Boane P. McDonald and Robert S. Taylor, each own 45% of Redland Broadcasting Co., applicant for new ant. in Homestead. Filed Oct. 4.

Winter Haven, Fla.—Coastal Broadcasting Co., 1320 kw, 1 kw w. Post office address P. O. Box 3538, Lakeland, Fla. Estimated construction cost $12,000, first year operating cost $5,000, revenue $40,000. Applicant is licensee of WONN Lake- land, Fla., coastal principals Boane P. McDonald and Robert S. Taylor, each own 45% of Redland Broadcasting Co., applicant for new ant. in Homestead. Filed Oct. 4.

APPLICATIONS AMENDED

Selma, Ala.—Central Alabama Bstg. Co. amends application for cp for new sm to be operated on 1450 kw. 1 kw D to specify 1970 kw. Amended Oct. 12.

Boise, Idaho.—Radio Boise Inc. amends application for cp for new sm station to be operated on 1450 kw D, 250 w to specify 500 w. Amended Oct. 10.

Existing Am Stations...

ACTIONS BY FCC

KONI Phoenix, Ariz.—FCC returned application for cp to make change in antenna structure. Amended Oct. 12.

KPVF Carson, Calif.—Granted change to 1 kw D and change in operation for new antenna struc- ture. Granted Oct. 12.

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APPLICATIONS


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KPVF Carson, Calif.—Granted change to 1 kw D and change in operation for new antenna struc- ture. Granted Oct. 12.

APPLICATIONS
**California Network Station $185,000.00**

This is a top facility with an excellent record of earnings. The gross is in excess of the purchase price. A complete prospectus together with a new brochure on California growth will be sent to qualified buyers. Financing available.

**Appraisals • Negotiations • Financing**

**BLACKHAM - HAMILTON COMPANY**

**WILLIAM D. BLACKHAM & DAVID HAMILTON**

**PROMINENT WEST COAST EXECUTIVE TEAM**

**RADIO-TELEVISION BROKERS**

**WASHINGTON, D. C.**

Clifford Marshall

4201 Connecticut Avenue, N.W.

Sterling 3-4541

**CHICAGO**

Ray Johnson

Tribune Tower

2-2755-S

**SAN FRANCISCO**

William Snow

111 Sutter St.

Exkbu 2-5671

**BROADCASTING • TELECASTING**

**Page 122 • October 17, 1955**
COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV
Engineers on duty all night every night
JACKSON 5302
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KANSAS CITY, Mo.

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash., D. C.
Telephone District 7-1205
Member APCCB *

A. D. RING & ASSOCIATES
30 Years’ Experience in Radio Engineering
Pennsylvania Bldg., Republic 7-2347
WASHINGTON 4, D. C.
Member APCCB *

WELDON & CARR
Consulting Radio & Television Engineers
Washington 6, D. C., Dallas, Texas
1000 Conn. Ave., 2412 S. Buckner Blvd.
Member APCCB *

GUY C. HUTCHESON
P. O. Box 32
A. R. 4-8721
1100 W. Aborn
ARLINGTON, TEXAS

VANDIVERE, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg., NA. 8-2699
1420 New York Ave., N. W.
Washington 5, D. C.

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.

RALPH J. BITZER, Consulting Engineer
9442 Westminster Drive, St. Louis 21, Mo.
Underhill 7-1833
"For Results In Broadcast Engineering"
AM-FM-TV
Allocations — Applications
Petitions — Licensing Field Service

COMMERCIAL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curricula
3524 16th St., N. W., Wash., D. C.
Practical Broadcast, TV, Electronics engineering home study courses.
Write For Free Catalog, specify course.

GEORGE C. DAVIS
501-514 Munsey Bldg. Sterling 3-0111
Washington 4, D. C.
Member APCCB *

C. E. CRANE
Craven; Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member APCCB *

LYNNE C. SMIBY
“Registered Professional Engineer”
1311 G St., N. W.
EX. 3-9879
WASHINGTON 5, D. C.

J. G. ROUNTREE, JR.
5622 Dyer Street
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Dallas 6, Texas

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Accredited Technical Institute Curricula
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Practical Broadcast, TV, Electronics engineering home study courses.
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WALTER HOFFMAN
Box 11
Hollywood 3, Calif.

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV
Engineers on duty all night every night
JACKSON 5302
P. O. Box 7037
KANSAS CITY, Mo.
CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$25.00 minimum.

All other classifications 30¢ per word—$1.00 minimum • Display ads $15.00 per inch.

No charge for blind box number. Send box reply with terms. $1.00 charge for mailing (Forward postage separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. Broadcast- ing + Telecasting expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—(Cont'd)

Managerial

Want working sales manager (am station) with proven, selling record who can earn $12,000-$25,000 yearly on salary plus monthly bonus. High degree freedom. Among top half dozen Carolina cities. Our staff knows of this ad. Box 1916-E, B-T.

Immediate opening for sales manager experience in competitive market. 3 kw, southeast. Salary plus commission, 1942, B-T.

Sales manager—assistant manager for Florida network station. The man we're seeking is most likely the progressive station, "up north" but has dreamed of locating in Florida with a permanent position on one of Florida's finest stations. The man we're after is a worker, not an office man who knows radio and can produce and hold accounts and take charge of entire sales dept. Good salary with incentive bonus. Opportunity to handle accounts thoroughly trained for sales records, personal habits, etc. If you qualify, send resume, complete salary history and references to Box 1035-E, B-T.

Salesmen

Need experienced, steady radio salesman. Permanent job, southeas Florida network station in competitive tv market. Excellent opportunity for right man. No experience needed. Give full details, minimum salary, and snapshot. Box 906C, B-T.

Florida coastal 5000 watt Independent wants experienced sales representative. Personnel excellent. Ground floor—20% protected accounts. Box 1046, B-T.

Salesmen or sales managers—we need in some areas good "hard sell" sincere salesmen or sales managers, who have or can handle, hire, train and inspire salesmen. We are offering an outstanding future. We are a successful recognized nationwide progressive, station. Excellent growth. Opportunity awaits you at the seams with growth. Box 1236-E, B-T.

Capable time salesman needed for one of Texas' most progressive independents. Vacancy occurs through staff expansion. Program and copy experience necessary. Full details to Box 1226-E, B-T.

Experienced salesman wanted for kilowatt independent, Southeast. Minimum 6 months experience required per month guarantee, 15% commission. Protected accounts guaranteed, $6000 per year and up to hard worker. No local tv or radio competition. Applicant must seek personal interview. Box 215D, B-T.

Salesman

10,000 watt net affiliate in southern California wants you. Assured future if you can prove yourself in competitive market. Experience, details, in first letter. Box 1856-E, B-T.

Excellent radio time salesman. Guarantee 855. Commission. Send experience, photo, references. KCHJ, P.O. Box 265, Delano, California.

Local account salesman with announcing experience. Salary plus commission. Good market. ABC station. KFRO Longview, Texas.

Excellent station in excellent market needs excellent radio time salesman. Write LaVeil Wettling, WLLH, Lakeland, Florida.

Box 125E, B-T

Experienced salesman for WKBH, 5000 watt NBC, LaCrosse, Wisconsin, has opening for experienced radio salesman. Send resume to Box 1306-E, B-T.

Sales manager, group account. Send resume to Box 1526-E, B-T.

Experienced salesman for Tidewater, Virginia. Average pay above. Permanent connection. Give full details, minimum salary and experience to Hal Seville, 6614 Granby Street, Norfolk, Virginia.

Announcer

 Experienced combination announcer-engineer southeastern Arkansas. Send tape, full details. Box 1026, B-T.

First phone combo, good voice ... $.50 Rocky Mountain metropolitan market ... photo, tape, details immediately to Box 1196-E, B-T.

Community minded man for news, play-by-play, sales. Box 1236, B-T.

Immediate opening, announcer southern station, needs versatile individual, news, sports, pop and R. B. Send background and references, Box 1246-E, B-T.

Experienced DJ with emcee ability. Enjoys personal audience. Originate show from remote studio. $85 weekly, 40 hours. Georgia. Send photo, audition, history and references. Box 178-E, B-T.

Announcer needed by 5000 watt fulltime regional in North Carolina. Write letter including experience, education and salary requirements. Box 1806-E, B-T.

Top-flight morning man for radio who would like to do an afternoon show on a full power network station. Must be able to handle. Send tape, full history and salary requirements to Box 2069-E, B-T.

LOOKING FOR AN OPPORTUNITY?

EXECUTIVE & STAFF LEVELS
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE

It's simple prudence to utilize a skilled personnel specialist when seeking a new position.

This is a specialized professional service that taps wide resources, headed by a man of long experience in TV Radio . . . Howard S. Frazier.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

708 Bond Bldg. Washington 5, D. C.

Page 124 • October 17, 1955

RADIO

Help Wanted—(Cont'd)

Announcer, personality DJ for night shift. At least 2 years experience in guiding market. Good job for right man. Box 217E, B-T.

 Experienced announcer that can double in sales or play-by-play. Northeastern California. Letter and resume. Box 426-E, B-T.

Our night all-request show needs strong personality with sellability. Must handle entire show including on-the-air telephone conversations. No beginners or prima donnas. WWIN, Charleston, West Virginia, home of University of West Virginia.

Wanted: Staff announcer with ability to help gather and write local news. $6000 weekly for 40 hours. Contact WLSJ, Laurens, South Carolina.

Young announcer for staff and assist with news. Excellent opportunity with kilowatt independent. Apply with tape. WMIX, Mt. Vernon, Illinois.

Wanted immediately . . . experienced morning show DJ. Assistant chief on station with right mixture of staff, DD responsibilities, emphasis on engineering. Contact Glenn Sloan, WMFA, Aberdeen, Mississippi.

Announcer-engineer, 1st phone with equipment know-how to do more. Apply to WCTR, Westerly, Maryland. Phone: 1170.

Technical

Chief engineer for Pennsylvania station. Must have full knowledge of all equipment. Be an excellent maintenance man and good general sales manager. Play by play salary with regular increases. Write Box 915C, B-T.

Wanted: Chief engineer with first phone ticket and know-how, prefer single man with auto. Must be willing to work short hours and good pay. With 5000 watt independent daytime station. Box 166-E, B-T.

Chief engineer—experienced in remote control transmitter, 3 kw southeastern station. Send resume and salary expected. Box 1956-E, B-T.

Engineer wanted—first class license—car required. Box 211E, B-T.

Chief engineer for 250 watt. Must also announce. Apply Radio Station KWDT, Stamford, Texas.

Chief engineer — announcer — new beautifully equipped 1500 watt daytime—top position, pay $150 week, working late, sound and solvent station—we'll wait for good man. Send resume, tape, WEDQ, Virginia Beach, Virginia.

Chief engineer with first class license. Experienced in 15 kw operation. Pay $300 monthly with home on premises. WPHA Mayaguez, Puerto Rico.

Engineer, contact Edwin Kennedy, 620 King, Wilmington, Delaware.

Programming-Production, Others

Copywriter—male or female—NBC station, southeast. Good salary. Good radio—or well trained writer. Picture complete details, and samples first letter. Box 118E, B-T.

Assistant news editor for major midwestern 500 watt radio station. Good writing and copy conditions good. Send tape and resume to Box 1715-E, B-T.

Creative, thorough and experienced program director required for one of the midwest's great independent 5000 watt stations. Send work resume, snapshot and tape (if air work is strong). Box 2126-E, B-T.


RADIO

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Creative, thorough and experienced program director required for one of the midwest's great independent 5000 watt stations. Send work resume, snapshot and tape (if air work is strong). Box 2126-E, B-T.

**Situations Wanted**

**Managerial**

Experienced radio manager and sales manager with six years' experience in retail sales and consumer goods, due to children's health. Background includes all phases of management in a major market regional station with billings exceeding $500,000. Work resume available showing sales increases and growth enjoyed by operation during tenure. Ability to present sales merchandise, presentation preparation, sale organization and use of sales techniques. Both large station and small chain and department store successes. As director of a general sales force, acquainted with all managerial problems. Willing to invest money or work on an inventive basis. Best of offers. Age 38, three children. College graduate. Box 358C, B-T.

**Salesmen**

Thoroughly experienced time salesmen-announcer available November 11 Prefer relocate southwest or southeast. Good newspaper, play-by-play, man on street, etc. Forced relocate account manager due to personal illness. Present employer recommends strongly. Tell all. Box 177E, B-T.

Salesman—announcer, radio-tv, details by mail, interview if possible. Box 212E, B-T.

Seeking initial position. Radio or tv salesman. 22, recent college graduate, radio-tv major. Experience 4 months floor directing and two years on student operation in broadcasting. Plenty of drive and enthusiasm. Locate anywhere. Dan Chamberlin, 5381 Pacific Avenue, Apt. 1, Stockton, Calif., 50% Mr.

**Announcers**

Mr. Station Manager. Here's our answer, 25, single, with college basketball announcing experience, will write commercials—1st phone. Welcome chance to help develop station. Travel, tape, radio in. Box 150E, B-T.

Good air-salesman—news (no engineer) offers only—no tapes. Box 176E, B-T.

Announcer, experienced—20 top-notch job DJ, staff. Employed, wish relocation. Box 198E, B-T.

DeeJay, 3 months experience, Midwestern graduate. 18. Only 250-500 watters within 500 miles Chicago. Box 182E, B-T.

Probable ulcer—can cure yours with experience and advice of announcer. Mine with bigger market. Tape, photo. Box 196E, B-T.

Girl DJ—experienced in all phases of broadcasting, including control board operations, women's features, commercial writing—prefer east. Box 218E, B-T.

Ten years radio-television. Degree, family, veteran. Want job with a sales future. Available immediately. Box 201E, B-T.

Announcer, DJ. 3 years experience. College grad. Married. Seeks permanent position with future. Box 228E, B-T.

Announcer, DJ, recent grad., good potential, willing to work hard, tape, resume on request. Box 235E, B-T.

Staff announcer. Veteran, married. Recent broadcasting school graduate. Will travel. Box 252E, B-T.

Announcer—recent grad. radio school—single—willing to travel. Hard working, tape, resume available. Box 258E, B-T.

Staff announcer. Married. Recent broadcasting school graduate. Versed all phases. Will travel. Tape, Resume. Box 258E, B-T.

Want personality DJ with a "different voice" I'm sure you have hard working, extremely reliable. Box 261E, B-T.

Singing DJ, variety man, strong on news, experienced, prefer night work. Box 262E, B-T.

Attention: 250-500 watt, Graduate Midwestern, good copy writer, with large super spread resume, photo on request. William Attire, 2424 N. Latrobe, Chicago 11.


Attention: 250-500 watt, Graduate Midwestern, good copy writer, much tape, photo on request. Niek Celozzi, 3123 W. Lexington Street, Chicago, Ill.

**RADIO**

**Situations Wanted**

Experienced announcer. Prefers northeast. Young, single, draft exempt. Charlie Doll, Station WMHT Marion, N. C.

Experienced basketball announcer. Write Bill Garvey, YMCA, Green Bay, Wisconsin.

Combination play-by-play and sales, write Bill Garvey, YMCA, Green Bay, Wisconsin.

Staff announcer, small station, middle Atlantic states. Heavy news, commercials. No telephone. James J. Moran, 1681 Mayfair Road, Union, New Jersey.

Staff announcer—Broadcasting school graduate, Board JD, Bill Parker, 2129 N. Parkside, Chicago Ill. Berahire and Reynolds.

Excellent staff announcer, versatile, light experience, ambitious, prefers small station. Paul Phillips, 122-18 85th Street. Ozone Park 11, N. Y.

Staff announcer, 3 months experience, Midwestern grad., 18, Midwest only. Jim Roggenthen, Lisle, Illinois.


DJ and MC. 8 years experience, strong ad-lib commercials, prefers small station. Strong in music, currently WEEK-AM-TV, Peoria, Illinois.

Combination announcer-engineer. Experienced independent and network operation. Minimum 3 years experience. Box 1308, Stewartsdale, Minnesota. Phone: 3701.

**Technical**

Chief engineer with experience in sales and traffic, married, prefer midwest. Box 182E, B-T.

Chief engineer—good practical experience, construction-maintenance-direclional and measurements. Box 190E, B-T.

Radio-television, four years, transmitter engineer. 1st class license, car. Box 217E, B-T.

Straight engineering job. Have two years school ing. One year engineer in radio, Oklahoma. Three years experience on all types transmitters in Navy, Midwest preferred. Call 4-6215 or write Earl Sundbye, Gardner, Kansas.

**Programming-Production, Others**

Program director desires change. Three years experience in directing, announcing and producing. Box 225E, B-T.

Presently experienced announcer. Will consider other announcing, station in southeast. Young, single. Box 231E, B-T.

Thoroughly experienced newsmen. TV and radio. Box 232E, B-T.

News department for hire. Top two-man team fully experienced to cover any metropolitan regional area. Write and broadcast own material. Tapes of people, general news. $300 per week total. Box 235E, B-T.

**TELEVISION**

**Help Wanted**

**Managerial**

Regional sales manager wanted. Nationally known TV antenna manufacturer has opening in various territories for experienced applicant. Knowledge of distributors essential. Salary and incentive. Box 185E, B-T.

Assistant research director, N. Y. C. Knowledge ratings, coverage, marketing. Sales minded. College graduate, under 35. Agency and/or radio-television, Box 235, 821 W. 41st Street, New York 21, N. Y.

**Salesmen**

Woman who likes money interested in job selling and/or woman's director of radio or TV station. Prefer southeast or southwest. Box 130E, B-T.

**Announcers**

TV announcer: Good announcer with ability to handle farm news in rural market in midwest. Also for other radio and sales duties. Good starting salary. Send photo, references and resume to Box 107E, B-T.

**TELEVISION**

**Help Wanted**

Opening for experienced announcer-director, vhf television, medium sized city, Box 201E, B-T.

Disc jockey, here's a chance to break into tv. One of the midwest's top network radio and tv operations needs personalities with voice and drive. Work radio shifts plus tv. Send pic, tape, full history and salary requirements to Box 135E, B-T.

Southeastern vhf to station needs experienced first class engineer. Send complete qualifications, references, photograph and salary requirements. Box 191E, B-T.

Opening for experienced studio engineer vhf television, medium sized city. Box 200E, B-T.

Chief engineer for new medium powered tv station. Reply to include experience resume and salary desired. Write Technical Director, KNOX-TV, Grand Forks, North Dakota.

Tv transmitter operator. High power experienced desirable. Send comprehensive information, including recent photo, and wage expected. KFEL-TV, 350 Lincoln, Denver.

Tv engineer, familiar with RCA microwave. Good position, excellent chance for advancement. WIBB-Bluefield, West Virginia.

Maximum power Channel 2 station needs transmitter supervisor. Must have complete knowledge of transmitting and operation of General Electric transmitter equipment TTBA and TTGA. Send photo and resume. WMSE, Inc., 41 East 42nd Street, New York 17, New York.

**Programming-Production, Others**

Applications will be considered for program director for medium sized city vhf station. Box 202E, B-T.

(Continued on next page)

**Stations for Sale**

Profitable local in Southeastern metropolitan market, $100,000.

**Mid South** unit operation in single station market showing small profit after depreciation, manager's salary, directors' fees, $45,000.

**Competitive, growing Carolina community, $39,000.**

**CALL**

PAUL H. CHAPMAN
RADIO AND TELEVISION STATION BROKER
84 PEECHEE STREET, N.W.
ATLANTA, GEORGIA
LAMAR 2026

October 17, 1955 • Page 125
TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

KSBW-TV, a three network station serving Monterey Bay—Salinas Valley in California is interested in all-around, good program director. Compatible with small staff or versatile people. Must know how to run camera and teach others. Be good on camera announcer. Know film. Good writer. Know short cuts. Be versatile and patient like smaller market. If interested, call or write.

Continuity writer for television. TV experience not necessary, must have radio background. Position available immediately. Write J. W. Kellin, Jr., WTVG-TV, P. O. Box 410, Rockford, Illinois.

Situations Wanted

Managerial

Tv executive, youthful, energetic. Offering you rare thirteen year background all phases of TV. Ready for tough but rewarding assignment as general manager, program manager or similar. Top local and network experience, top references, top man. Box 222E, B-T.

Salesmen

Aggressive young salesman seeks challenging opportunity in television-radio sales. Experienced. College graduate. Box 208E, B-T.

Announcers

Tv-radio staff announcer. 8 years radio, 31 months tv. On camera commercials. Single, veteran. Prefer midwest. Box 1105E, B-T.

Announcer, 8 years radio, 2 as program director. Desire TV opportunity. Willing to double in brass. Married, family man. Box 199E, B-T.

Announcer-sportscaster, versatile, experienced all phases. Married. 28. desire to relocate in midwest. Seven years radio, two years tv. Box 219E, B-T.

FOR SALE

Situations Wanted—(Cont'd)

Programming-Production, Others

Young family man, seven years radio-television experience announcing, directing, producing. Earning $6,500 annually. Box 134E, B-T.

Director, assistant director, floorman, six months experience in bachelor science communications. Box 123E, B-T.

Production manager—assistant production manager with large pioneer tv operation desires change. Seven years television experience. Radio background. Might accept producer position with right offer. Box 160E, B-T.

Experienced tv-direction-camera-floor-announce (classical music) currently in northeast, will relocate. Box 206E, B-T.

Tv producer-director—3 years New York agency network W, 2 years senior tv director top independent station. Brochure and references upon request. Box 214E, B-T.

Canadian college grad. Four years television experience in Canada. Government, private. Editing, camera, lighting, news, writer, general programming, photography. What am I offered? Box 216E, B-T.

Camroner, married, 2 years experience. All studio operations. Seeking production opportunity. References. Box 202E, B-T.

FOR SALE

Stations


Have many profitable southeast radio and tv stations for qualifying buyers. J. T. Snowdon, Box 129, Augusta, Georgia.

FOR SALE

Equipment

For sale: Radio broadcasting or microwave equipment. Complete radio broadcasting power house—converters—moderator—generators—compressors, transformers—electric controls and switch boards. 13 towers, electric to 1500 acres, 1000 KW, with one watt blow up, some self-sustaining, operating. Box 967C, B-T.

For sale—one type 70-22 RCA turntable original black and gray finish, in first class condition—Box 106E, B-T.

Jack strips: Patch cords. Daven v.u. meter. Attenuators. Equalizer, etc. Write for list. Box 186E, B-T.

New unused magnetocorders display models guaranteed perfect. Each one PT6GAH, PTBVAH, PT6VAH and PTWVH 36% discount. Box 102E, B-T.

For sale: No. 10 copper wire sufficient for ground system. Phone KDJW, 46, Holbrook, Arizona.

For sale: One RCA TG 10A field sync generator less than 100 hours use. Make reasonable offer. Contact Bill Horgan, KSBW-TV, Salinas, Calif.

1 RCA—259 K transmitter. 1 composite 250 watt transmitter. 1 RCA antenna unit-type A-Z 4293. 1 Blaw Knox tower—150. Also miscellaneous items—all in good condition and in operation up to several weeks ago. No reasonable offer refused. WDAS Broadcasting, Belmont Avenue and Edgely Road, Philadelphia 31, Pa.

Several Sargus capacitors—I have .0001, .0004, .002, .0020, and .001.003. I need four .0025—25 to 30-200. Also 1 transmitter Fed telephones with antenna and cost—$17,000.00 will take $4200.00. Write WRET Televison Station, Box 937, Gadsden, Alabama.

Gates 500 watt transmitter 1 year old, like new, $2800. WFAI, Farrell, Pa.

Western Electric fm antenna for sale. A real buy. WHOD, Box 1171, Decatur, Alabama.

Three used RCA 46BX velocity microphones with desk stands—good condition—WIEL, Elizabeth-town, Kentucky.

Western Electric RD100 10x5 switching console, new. Dual pre-set. Original price $2500. Last one sold for $450. Must be sold immediately even at loss. O'Brien Electric, 6514 Santa Monica, Hollywood, California.

SUBSCRIBER TO NARTB

BROADCASTERS THROUGHOUT THE COUNTRY FIND...

Time, worry and expense can be saved by calling Northwest First. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates...

• Over 16,000 square feet devoted to studios, control rooms, and student servicing.
• Five complete image orthicon camera chains.
• Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switches.
• Film editing equipment.
• An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
• Practical training. Professional trainees learn by doing—actually participating in closed-circuit productions.

Your collect wire or call is always welcome. Call Northwest first. Our Employment Counselor... John Birrel... assures you of immediate, personal attention.

NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE: 1221 N. W. 21st Avenue Portland, Oregon — CA 3-7246
WANTED TO BUY

**Stations**

We are principals and want to deal with principals only for a station with annual net income in excess of $25,000 after taxes. All replies confidential. Box 796C, B-T.

Experienced broadcaster wants to purchase good radio station in substantial western market which I will operate myself. Station need not be profitable if potential exists. Write Box 1012, B-T giving preliminary details so I can plan to visit your station soon. I am not a broker. Will buy or lease small or medium market am station. Have excellent record, and ready to take immediate action. Prefer southern market. Box 173E, B-T.

**Equipment**

Wanted—5 to 10 kw fm transmitter with monitor line and radiator. Box 986C, B-T.

Urgent: Bell “Cub-corder” or it’s equiv. Model 2250, 1/2 ips required but prefer 8 speed. Used, good condition. Box 173E, B-T.

Desire used television equipment including monitors, synch generator, film chain, etc. Box 2846, B-T.

Will purchase or lease complete television package for uhf channel 3. Send complete details to Box 2228, B-T.

One—8 bay side mounted fm antenna. Write Mr. Hugh Koeth, 2567 North 49th Street, Milwaukee, Wisconsin.

An excellent late model used studio console. Write particulars. Box 150, St. Petersburg, Florida.

Wanted: Rings only or complete Collins fm antennas. Any number of rings sections. Martin Williams, 7401 East 13th Street, Indianapolis, Indiana.

**INSTRUCTION**

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 6, 21st Street, N.W., Washington, D.C.


RADIO

Help Wanted

**Managerial**

**MANAGER AUDIO SALES**

Broadcast equipment manufacturer requires sales-minded audio engineer to head Audio Sales Department. This is a very important, high-level, salaried position administering entire audio sales program. Includes sales engineering, product planning, in addition to acting as liaison between customer and Engineering and Production Departments. Only occasional travel to assist field sales force.

Send full details with photo to Personnel Manager, Gates Radio Company, Quincy, Illinois.

**SALES ENGINEER**

Leader in AM broadcast equipment field requires aggressive sales engineer to travel in southeast territory. Preference to be given to man now living in or familiar with radio stations in Florida and southern Georgia. This is a salaried position with increased remuneration for more sales.

Send full details with photo to Personnel Director, Gates Radio Company, Quincy, Illinois.

**TELEVISE**

Help Wanted

**Salesmen**

Salesmen required for low band VHF in a sizable midwest market on a new independent station with top programming. Only salesmen with a proven TV record need apply. State salary and commission desired. This is a real opportunity.

Box 2206E, B-T

TELEVISION

Help Wanted—(Cont’d)

**BOOKKEEPER**

Radio and TV Station

**CALIFORNIA**

If you are an experienced radio and television bookkeeper (women preferred), thorough knowledge of all details with good typing ability, etc., write all details (include photo) ; ideal market and living conditions.

KSBW-TV

Salinas, California

Situations Wanted

**CONFIDENTIAL**

Well known broadcaster with top-rated sales record wishes to relocate with progressive operation. Can produce first rate sales and low operating costs. Have thorough knowledge of the industry (both Radio and Television)—Agency—Buying—Construction, etc. All replies will be held in strict confidence.

Box 237E, B-T

TELEVISION

Help Wanted

**SALES ENGINEER**


**Programming-Production, Others**

**INSTRUCTION**

**TELEVISION**

Help Wanted—(Cont’d)

**TV SYSTEMS ENGINEER**


FOR SALE

**T-V EQUIPMENT**

FOR SALE!

All General Electric: Line monitor, control console and mixing equipment ........... $4,105

Film Camera Channel, complete ................ $11,500

16 MM. Projector ................ $4,700

Slide Projector .............. $2,750

2 C-E Power Supplies ........ $1,360

Also: Dumitter ................ $550

Will sacrifice lot for cash offer. Contact RADIO KXOA, Sacramento 15, California.

**WANTED TO BUY**

**Stations**

**Managerial**

**WANTED TO BUY**

**INSTRUCTION**

**WANTED TO BUY**

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Will sacrifice lot for cash offer. Contact RADIO KXOA, Sacramento 15, California.
Hearing Cases...

FINAL DECISION


OTHER ACTIONS


Routine Roundup

October 6 Applications

A C E D T E R O N G A R D

KTYL Mesa, Ariz.—Sec. of cp which authorized increase D power for extension of completion date.

KFUO Clayton, Mo.—Sec. of cp which authorized increase D power for extension of completion date.

KTVU (TV) Oakland, Calif.—Sec. of cp which authorized new tv station to extend completion date.

KHBC-TV Hilo, Hawaii—Secs. of cp to extend completion date.

KRCW (TV) Reno, Nev.—Secs. of cp to extend completion date.

KTVK (TV) Ashland, Ky.—Secs. of cp to extend completion date.

KFUO Clayton, Mo.—Secs. of cp to extend completion date.

WGBK-TV West Palm Beach, Fla.—Secs. of cp as (mod.) which authorized new tv station.

License to Cover cp

WSFA-TV Montgomery, Ala.—Seeks license to cover cp which authorized new tv station and station to be located at E. Delano St., Montgomery.

WFLA-TV Tampa, Fla.—Seeks license to cover cp which authorized new tv station.

KGBL—Roseburg, Ore.—Seeks license to cover cp which authorized change in facilities of existing tv station.

Renewal of License

WMAQ-FM Chicago; WLBH-FM Madison, Ill.; WWJ-AM Detroit, Mich.; WHFA-AM Madison, Wis.; WHAD (FM) Delafield, Wis.; WHLA (FM) Holman, Wis.; WHSA (FM) Highland Township, Wis.; WKLX Milwaukee, Wis.; WGSX-WX Madison, Wis.; Remote Control

KBNZ La Junta, Colo.; WPEP Taunton, Mass.; WKXV Knoxville, Tenn.; WMCD Welch, W. Va.

October 7 Applications

ACCEPTED FOR FILING

Modification of cp

WPXN Phoen City, Ariz.—Columbia, Ga.—Secs. of cp which authorized new D.A.-N.-trans. studio locations changes for extension of complete date.

WWYN Mayodan, N. C.—Secs. of cp which authorized new tv station.

KGBM-TV Honolulu, Hawaii—Secs. to license to cover cp (as mod.) which authorized new tv station.

Renewal of License

WBVS Canton, Two Rivers, Centra, Ill.; WDWS 1270, Champaign, Ill.; WEIC Charleston, W. Va.; WIND 1290, DuQuoin, Ill.; WLBH Mattoon, Ill.; WOBA Oak Park, Ill.; WIBA Milwaukee, Wis.; WHRF Rock Island, Ill.; WMAY Springfield, Ill.; WQAD 1450, Moline, Ill.; WZOL 1320, Kansas City, Mo.; WJZ 500, Baltimore, Md.; WEAU Eau Claire, Wis.; WGBA Green Bay, Wis.; WTKX West Lafayette, Ind.; WKLY Fort Wayne, Ind.; WWJ Detroit, Mich.; WINS Milwaukee; WORY Milwaukee; WSSW Platteville, Wis.; WBCO Richland Center, Wis.; WRCI Racine, Wis.; WOSA Wausau, Wis.; WBVR West Bend, Wis.

October 8 Applications

ACCEPTED FOR FILING

Renewal of License

WCMY Ottawa, Ill.; WCLO Janesville, Wis.; WOFA-OAK Park, Ill.; WMDB-FM Peoria, Ill.; WNIC (FM) DeKalb, Ill.

Modification of cp

WSM-TV Nashville, Tenn.—Secs. of cp for extension of complete date to 6-4-54.

Renewal of License Resubmitted

WVMC Mount Carmel, Ill.

October 11 Decisions

BROADCAST ACTIONS

The Broadcast Bureau

Actions of Oct. 7

Following were granted extensions of completion dates as shown: KTVL Mess, Ark., to 12-10-55; KZTV (TV) Hillsboro, Ora., to 10-20-55; WPTV (TV) Ashland, Ky., to 1-5-56; KFUO-TV Clayton, Mo., to 9-5-56; KHBC-T (FM) Honolulu, T. H., to 4-13-56; KCKT (TV) Great Bend, Kan., to 5-5-56.

Actions of Oct. 6

KGU Honolulu, Hawaii.—Granted license covering change of frequency of cp. WYCH Caester, Pa.—Granted license covering change of frequency of cp.

RULE Ephraim, Wash.—Granted license covering change of frequency of cp. KNDP Hettenger, N. D.—Granted authority to sign p.m. vs. 8 a.m. March 4, 1946, except when it is in public interest to remain on WIKR-TV West Palm Beach, Fla.—Granted application for extension of expired cp for new tv station (ch. 21).

WKBW Richmond, Ind.—Granted license covering increase in power. KNDP Hettenger, N. D.—Granted authority to sign p.m. vs. 8 a.m. April 1, 1946, except when it is in public interest to remain on WIKR-TV West Palm Beach, Fla.—Granted application for extension of expired cp for new tv station (ch. 21).

Broadcasting • Telecasting
October 17: Vermont Assn. of Radio & TV Broadcasters, Burlington, VT.
Oct. 18: RAB Clinic, Atlantic City, N. J.
Oct. 19: RAB Clinic, Boston.
Oct. 20: RAB Clinic, Philadelphia.
Nov. 2: RAB Clinic, Oklahoma City.
Nov. 3: RAB Clinic, Kansas City, Mo.
Nov. 4: RAB Clinic, Des Moines, Iowa.
Nov. 9-12: National Convention of Sigma Delta Chi, Chicago.
Nov. 10-12: ARB Conference on Current Activities in Marketing & Research, Hotel Ambassador, New York.
Nov. 10-16: North Carolina Assn. of Broadcasters, aboard M. S. Stockton (Bermuda cruise).
Nov. 14: Texas Assn. Broadcasters Fall Convention, Baker Hotel, Dallas.
Nov. 14-15: RAB Clinic, Minneapolis.
Nov. 15: RAB Clinic, Milwaukee.
Nov. 16: RAB Clinic, Chicago.
Nov. 17: RAB Clinic, Indianapolis.
Nov. 18: RAB Clinic, Detroit.
Nov. 28: RAB Clinic, Louisville, Ky.
Nov. 29: RAB Clinic, Dayton, Ohio.
Nov. 30: RAB Clinic, Cleveland.

DECEMBER
Dec. 1: RAB Clinic, Pittsburgh.
Dec. 2: RAB Clinic, Canada.

NRB Regional Meetings
Region 8 (Dist. 15, 16, 24-25) Oct. 17, Wash., Ore., Calif.; 24-25, Hotel San Francisco.
Region 5 (Dist. 10, 11, 12, 13) Nov. 4, 5, 10, 11, Fort Des Moines Hotel, Des Moines, Iowa.
Region 6 (Dist. 12, 13, 14) Nov. 15-17, Baker Hotel, Kansas City, Mo.

BROADCASTING • TELETASSING

THE NEWSPRESS OF RADIO AND TELEVISION
1735 De Sales 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 • TELETASSING $7.00
☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
☐ 52 weekly issues and TELEASSING Yearbook-Marketbook 9.00
☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

name
company name
address
city state
telephone

Please send to home address —

October 17, 1955 • Page 129
Vacuum to Be Filled

IF THE current timetable of the NARTB Tv Circulation Committee is followed, advertisers and agencies will have, by mid-1957, definitive measurements of television set distribution and station circulation.

To say that these measurements will be awaited eagerly is to underestimate one of the most vexing problems in television time-buying. The timebuyer today must perform a feat of minor legerdemain to come up with anything like usable guesses as to how many homes he can hope to reach with the advertiser's message.

He must rely upon individual station estimates; which, however well meant are no more than estimates, or upon evaluations of those estimates which may refine the figures to some extent but, of necessity, contain many opportunities for error. As of now there is no central source upon which the timebuyer can draw for set circulation information based on extensive, national research—the only kind of research that will provide really accurate figures.

Whether the absence of dependable circulation information has deprived television of business to date is not to be considered here. It is virtually certain that unless the vacuum is filled reasonably soon, television will not realize its full potentials. Tv is already the number one target of other media. Unless it builds up a store of basic information upon which buyers can rely, television is bound to lose business in the long run to media which have provided the kind of statistics which buyers will accept without hesitation.

Valuable Forum

THE entire business side of radio stands to gain from the National Radio Advertising Clinic which the Radio Advertising Bureau conducted for two days last week in New York.

It was designed as a "how to" clinic in which actual—and successful—practitioners of the art of salesmanship by radio told how they use the medium to best advantage. These practical lessons are detailed elsewhere in this journal. Our point here is not so much what was said, but that there was a forum where it could be said.

The very fact that such a clinic was conducted gives radio added stature, a deserved recognition of its importance and effectiveness as a sales force. It serves to remind forgetful advertisers and agencies that radio not only is still here but is everywhere, and that virtually any one of them can get more than his money's worth by using it with sense and purpose.

No Help to Progress

AS A consequence of much work and persuasion by television newsmen, the effort to obtain for television full membership in the fraternity of news media, including comparable rights of access to news events, has been making encouraging progress.

The progress was not enhanced, however, by an incident at Denver last week. A helicopter bearing a CBS-TV cameraman flew close to Fitzsimons Army Hospital in an apparent effort to shoot pictures of President Eisenhower sunning himself on an open terrace on his first venture outside his hospital room since he suffered a heart attack.

There is no evidence whatever that the flight endangered or even disturbed the President or other patients, although the potential of disturbance was certainly present. If the helicopter had contained a photographer working for some medium other than tv, the incident could be dismissed as an exuberant, but witless, attempt at a pictorial scoop. Condensation would, in such circumstances, be confined to the individuals who let their competitive instincts overcome their good sense.

Unhappily, it was a television cameraman, and television—unlike its older colleagues—is still struggling for recognition as a medium which can be trusted to join company in the living room without making an embarrassing scene.

It is the department of television about which many complaints—however ill-founded—are made. Those who object to the presence of television at news events protest that television is noisy, clumsy and intrusive.

As informed people know, television is not noisy or clumsy or intrusive—when it is managed by mature and sensible crews. To prove to the uninformed, however, that television is without those undesirable qualities becomes the more difficult when the medium is put to misuse.

The satisfying extent to which tv has managed to prove its good behavior was illustrated last August when the conservative House of Delegates of the American Bar Assn. allowed one of its sessions in Philadelphia to be televised. The event was arranged as a demonstration of television's ability to transmit quality pictures from a room having only ordinary illumination and to fulfill its function as the world's most honest reporter without making its presence noticeable. The demonstration was an unqualified success.

Similarly, television cracked a tough barrier when it was admitted to White House news conferences. The presence of tv crews and equipment at these conferences is now taken for granted.

We are sure that all working television newsmen—including the CBS-TV representative at Denver—are genuinely interested in the future acceptance of their medium and personally concerned with making that future come to pass.

Every television employee and executive who has anything to do with the collection and presentation of news must regard himself as individually important to the future of the entire television medium. Until tv has firmly established its position of equality in the news business, the medium as a whole will inevitably be judged by the performances of its individual members.

It Didn't Happen

IN THE early days of television it was popular among some sociologists and other students of American habits to shout their fears that the people of the U. S. would be transfixed into bug-eyed muted, staring interminably at the television set, incapable of conversation or other activity.

Although less scholarly observers like ourselves never could envision such a terrifying transformation, it is gratifying to have our amateur assumptions confirmed by professional research.

For such research a considerable debt is owed to Cunningham & Walsh and its eight-year study of "Videotown." Since 1948, the agency has been watching carefully the effect of television on the people of New Brunswick, N. J. Unless the residents of New Brunswick are absolutely unique, the results of the C&W studies indicate that America is readjusting healthily to television. As reported elsewhere in this issue, people learn to reorganize their lives to accommodate a great deal of television viewing without cutting themselves off from other pursuits.

The major conclusion to be drawn from the eight-year record of Videotown is that television has immeasurably broadened U. S. life. For that substantial contribution, television and the advertisers who support it deserve more credit than they sometimes receive.
WOODLAND-TV is big territory!

Heinz, one of the world's largest pickle processors adds impetus to the growth of WOODland, U. S. A.

A year's consumption of pickles would encircle the equator ten times... and 65% of the pickles processed by world-famous Heinz begin their earth-spanning journey at the company's Holland, Michigan plant... the world's largest pickle factory, a part of the thriving WOODland production area.

Heinz has many world leaders as neighbors in this rich market area — in the primary trading center of Grand Rapids; in Muskegon, Battle Creek, Lansing and Kalamazoo. And the entire market is yours with WOOD-TV — which has the 20th highest set count in the country. For top sales results, schedule WOOD-TV, Grand Rapids' only television station!

WOODLAND CENTER
GRAND RAPIDS, MICHIGAN

WOOD-AM, WOOD-TV, REPRESENTED BY KATZ AGENCY
SCENE:
The analysis couch in the offices of an eminent Kansas City psychiatrist.

US: "Doc, we think we're going crazy!"
DR.: "All right, now, relax, be calm and tell me all about it."

US: "Well, it all started when we announced the KMBC-TV swing in network affiliation to ABC-TV effective September 28. We knew ABC has a wonderful line-up of new evening shows—but we didn't expect the terrific sponsor response to our nighttime programming. Orders, contracts, teletype messages, wires, phone calls—everybody wanting prime availabilities. The place was a complete madhouse, Doc. Biggest upsurge in spot business in our history. Everything practically sold out from 5 p.m. to Sign-Off—a full month ahead of the Swing to ABC-TV!"

DR.: "From what I've heard about the new ABC schedules, that's perfectly normal."

US: "But, Doc, it didn't end there. When we announced our BIG TIME DAYTIME programming, everyone went completely nuts over again. For the first time in Kansas City, timebuyers could get any type of daytime commercial handling they wanted. They could sponsor our completely new and different station-produced shows or fine syndicated film shows—they could buy filmed minute-participations, schedule live commercials, demonstrations, sampling or audience-participation testimonials—utilize station-breaks or IDs. We could sell 'em anything they wanted, anywhere they wanted—in shows, between shows, everywhere a commercial could do a good selling job."

DR.: "I see. Then what happened?"

US: "Another flurry of buying that's still going on. We never saw business so good!"

DR.: "Are you complaining?"

US: "Heck, no! We just came in for a little peace and quiet. Gotta get back to the shop now. It's been wonderful talking to you."

DR.: "That'll be $500, please."

KMBC-TV
Kansas City's Most Powerful TV Station