KPRC-TV
FIRST IN HOUSTON HIT PARADE
with 17 of 20 top nighttime shows*

KPRC-TV

25TH YEAR

CHANNEL 2
HOUSTON

JACK HARRIS
Vice President and General Manager
Nationally Represented by
EDWARD PETRY & CO.

*ARB — October, 1955
NOW ALL OF FLORIDA becomes a WTVJ STUDIO

No matter where or when, if you originate your show from Florida, WTVJ can do the job for you!

WTVJ's NEW 34 FT. "NETWORK CONTROL ROOM ON WHEELS" IS EQUIPPED TO HANDLE ANYTHING UP TO, AND INCLUDING 12-CAMERA REMOTES. THIS UNIT WAS DESIGNED AND BUILT BY THE WTVJ ENGINEERING DEVELOPMENT STAFF.

COMBINE THIS FACILITY WITH THE EXPERIENCE OF HUNDREDS OF REMOTES FOR QUALITY SERVICE ANYWHERE IN FLORIDA. IT IS NOW READY TO ROLL!

For complete details of WTVJ's remote facilities call or write to Mr. Jack Shay, WTVJ vice president in charge of operations.

WTVJ Channel 4

FLORIDA'S FIRST TELEVISION STATION
100,000 WATTS POWER • 1,000 FT. TOWER

MIAMI
REAL COVERAGE

108,000 unduplicated CBS-TV homes in the Terre Haute, Ind. area

WTHI TV channel 10

CBS, ABC
...and now NBC!
Yes, this large multi-city region is especially noted for the sales results it delivers—sales results which are the result of these three outstanding facts. Its 3½ million people own 912,950 TV sets and have a yearly potential buying capacity of $5½ billion.

STEINMAN STATION
Clair McCollough, Pres.

Representatives:
MEEKER TV, INC.
New York
Chicago
Los Angeles
San Francisco
SHADES OF BLUE-BOOK • FCC last Wednesday reverted to crack-down form in placing 14 radio stations (big and little) on temporary license renewals pending explanation of purported overcommercialism and lack of balance between commercial and sustaining programs. Broadcast Bureau was instructed to send letters demanding accounting. Also in works is renovation involving Eastern station because of horse-race information broadcasts.

BROADCASTING • TELECASTING

WITH EYE on next vacancy on FCC (Commodore E. M. Webster, whose term expires June 30), Democratic leadership is expected to demand appointment of Democrat on ground that Republicans already hold four-man majority and, with their control of Congress, Democrats should have at least three full-fledged adherents on FCC. Conrn. Webster, on FCC since April 10, 1947, has distinguished background both in U. S. Coast Guard and on FCC in top-level engineering, was appointed as political Independent and is candidate for reappointment. Democrats are not leveling attack on his qualifications, but will seek third member on ground that FCC is arm of legislative branch, now Democratic, and not of Republican executive branch.

STANTON OF MADISON AVE • It’s still Dr. Frank Stanton of Madison Ave. and there isn’t any change immanent, despite repeated reports of his return to campus as president of some great university. Several years ago Columbia U. did try to get him and, it’s learned authoritatively, Ohio State U. has pitched in recent weeks. But Dr. Stanton is content to remain as president of CBS Inc., where he finds everything he wants except time for contemplation and relaxation.

STRENGTH and stability that television has attained and radio regained are indicated by fact that one station broker alone, Howard E. Stark, New York, has “$50,000 to $50,000,000” available from new investment sources for purchase of either television or radio stations. These sources are in addition to those he’s already represented in multi-million transactions this year, which included $6.5 million handled for one investor alone.

SWEENEY’S SWAG • Lure that enticed Kevin Sweeney into signing new five-year contract as president of Radio Advertising Bureau [B&T, Nov. 14]—and at 30% less money than he was offered—was concessions that he figures will let him make and save more in long run than higher salary would. It also lets him demonstrate, tangibly, his belief in medium he’s selling. Provision permits him to invest in radio stations “no conflict” basis if he takes no part in management. He’s made no such investment yet and RAB board will, of course, be informed whenever he does. Another contract feature: escrow clause providing for hike in base pay whenever RAB exceeds certain income level.

APPLYING techniques evolved in his motion picture exhibitor studies which have won acclaim in trade, Albert E. Sindlinger is making four-month study of Oklahoma City market covering September through December. Involving combination of personal interviews plus telephone recall, technique reportedly has proved almost infallible in projecting theatre audi-ences for particular features and has been adapted by Mr. Sindlinger for tv. Understood Oklahoma City study is being written by KWTW (TV). Mr. Sindlinger developed Radas, radio measuring service once used in Philadelphia area.

SOUR NOTE • Major faction in Hollywood Local 47 of American Federation of Musicians is aroused over loss of re-run television money to national AFM trust fund and is taking issue over Jimmy Petrillo’s head to international executive board. AFM officials are concerned that possible court case could result in destruction of whole re-run payment practice. Mr. Petrillo’s answer to Local 47: “They want two swimming pools instead of one.”

RADIO should be strictly competitive with tv even to point of not duplicating program personalities, in judgment of managers of group of multiple-owned stations. At recent session, managers felt that attractions like Arthur Godfrey should not be used on radio when their main shows are on tv, and that simulcasts should be ruled out. Attitude is that radio should hold its own personalities and hold them exclusively.

FEWER MEETINGS FAVORED • Though NARTB’s tabulators have long way to go, quick thumbing of station questionnaires on regional meeting reaction shows that members overwhelmingly favor abbreviated eight-meeting schedule over old 17-meeting plan. There’s one major change desired by stations, however—two-day agenda of condensed programming instead of three-day plan used this past au-
tumn. Results of questionnaires will be submitted to NARTB board at February meeting.

ALTHOUGH there doesn’t seem to be any doubt FCC is trying to issue final decisions on pending tv cases before Christmas (with three commissioners understood to be balking: they think no final decisions should be made until after rule-making), there seems to be grave doubt that Commission will hold any oral arguments on other pending tv cases. Oral arguments before FCC as whole is step necessary before Commission can issue final decision in contested cases.

TIMETABLE ON NEW VHFS • How fast can new vhfs be cleared under procedure set up by Defense Mobilizer Arthur S. Flemming in establishing ad hoc committee to tackle problem? If means were found to clear just two 6 mc channels before end of year, essential rule-making procedure on allocation to tv service would have to be held, along with possibly some Congressional act to compensate displaced services for equipment. One year would be extremely optimistic, one authority states, even if space were found promptly and everything clicked.

THERE’s little hope for NARTB action on proposal for across-the-board power increase for am stations. Stumbling block to association support is fear of international complications, mainly possibility of high-power war in which stations of other nations might beat U. S. to punch.

McC. ON MOUND • FCC Chairman George C. McConnaughey addressing National Professional Baseball League Assn. in Columbus, Ohio, today (Monday) will talk on subscription television. Best guess is that he will recount obstacles—legal, constitutional and practical—which remain to be overcome before any sort of decision can be forthcoming from FCC. Mr. McConnaughey is scheduled to be keynote speaker at Sylvania Awards dinner tonight at Waldorf-Astoria Hotel in New York.

ONE of bums in FCC’s network study is bound to be area of talent contracts. This is one of remaining trade secrets in otherwise generally wide open activities. When network heads met with FCC Nov. 14 this was one of subjects discussed. It met strong opposition from network brass. Understanding Gen. Sarnoff told FCC commit-tee that NBC would be glad to furnish its talent contracts to investigation staff—when FCC also got same information from big talent agencies like MCA and William Morris.

NETWORK STUDY • Why did FCC go all out in its bill of particulars on network inquiry, even to extent of asking whether am and tv networks and stations should be under common ownership? Four-man FCC committee, it’s understood, felt it had to cover full depth and scope in its outline, because of questions which arose at virtually unprecedented meeting with network heads Nov. 14 [B&T, Nov. 21; also see page 27 this issue].
No matter who asks the questions in **Omaha**, the answer is **KOWH**

43.7%! That's the average share of audience Hooper (October-November) 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 hear Omaha radio ear-to-ear-to-ear. Chat with the H-R man, or KOWH General Manager Virgil Sharpe.
FTC Charges Seen as Threat To Co-op Advertising Field

ENTIRE cooperative advertising structure may face threat of federal probe if Federal Trade Commission successfully prosecuted series of co-op allowance charges involving two eastern grocery chains and 11 food manufacturing companies, according to Raymond R. Dickey of Danzansky & Dickey law firm, Washington, D.C.

Mr. Dickey is counsel for Giant Food Shopping Center, doing $60 million annual business in 28 Washington area stores. Other retailers, Food Fair, of Philadelphia, operates over 200 stores in six states, with $348 million annual sales. Charges are issued under Sec. 5 of FTC act with inducing suppliers to give special advertising allowances which they "knew or should have known" were not being offered to their competitors.

Food manufacturers, on the other hand, are charged with giving special advertising allowances in hope of making them available to competitors, allegedly violating Sec. 2 (d) of Clayton Act as amended by Robinson-Patman Act. Cited were Crosse & Blackwell Co., Pompeian Olive Oil Corp., McCormick & Co., Minute Maid Corp., J.R. Martinson & Co., J. H. Filbert Inc., Sweet's Co. of America, Tetley Tea Co., Reed Candy Co., Chestnut Farms-Chevy Chase Dairy, and Atlanta Trading Corp.

Three Sponsors Take Show In Vacated Colgate Hour

THREE ADVERTISERS — Crosley Div. of Avco Mfg. Corp., Brown & Williamson Tobacco Co. and Andrew Jergens Co.—will sponsor new, hour-long comedy-variety show (still untitled) beginning Jan. 8 in Sunday 8-9 p.m. EST period on NBC-TV being vacated Dec. 25 when Colgate-Palmolive Co. sponsors final Variety Hour telecast, Thomas A. McAulay, vice president in charge of NBC-TV, announced Friday.

Time period, which Colgate held on network for past five years, will be filled by program using new comedy talent, ideas and writers [B&T, Nov. 21]. Colgate, according to network, has been released from contractual commitments. Samuel Fuller, national program director of NBC-TV, whose promotion to new post of director of special projects with network also was announced Friday, will supervise production of new series. Comedy show will originate in Hollywood and reportedly will continue through summer period opposite Ed Sullivan Show on CBS-TV.

Agencies are Compton Adv. for Avco; Ted Bates & Co. for Brown & Williamson, and Robert W. Orr & Assoc. for Jergens. Mr. Fuller, who has been national program director since December 1953, joined NBC in 1930 to develop plans for Colgate Comedy Hour.

KVWO Names McGillvra

APPOINTMENT of Joseph Hershey McGillvra Inc. as national representative for KVWO Chevrolet, Wyo., was announced Friday by William T. Kemp, station president and general manager.

MADE IN U.S.A.

UNOFFICIAL REPORT is that Russia has expressed intense interest in purchasing tv transmitting equipment from 25 U.S. manufacturers. According to Ernest A. Marx, DuMont International Div. (story page 95), USSR is “anxious” to do business pending U.S. governmental clearance. Russia also reportedly has approached BBC as well as French and Italian tv authorities for dramatic programs to be shown Russian audiences. BBC already has been studying possibility of exchange program through London-Moscow tv link.

NCAA TV to Mull Dispute Over Grid ‘Blackouts’

OPERATIONS of 1955 controlled football tv program, including series of disputes over video “blackouts” during past fortnight, will be taken up by NCAA TV Committee at two-day meeting in Chicago's Sheraton-Blackstone hotel starting today (Mon.). Headed by E. L. Romney, Mountain States Athletic Conference, as chairman, group will start work on report and recommendations to be submitted to NCAA's 50th annual convention in Los Angeles Jan. 9-11, according to statement issued yesterday by Walter Byers, NCAA executive secretary and director-at-large.

New Appointments at Grant

APPOINTMENTS of one vice president, two tv copywriters and one account executive announced by Grant Adv. Inc., Chicago. Frank G. Kenesson, former manager of Chrysler Corp. press information service, named vice president of public relations in agency's Detroit office. Rudolph R. Perez, account executive with Barlitt Productions agency, and Gerald J. Gutenman, researchers, appointed same office as writers. Robert A. Saxon, Frigidaire Div. of General Motors and Kudner Agency Inc., added to Dayton (Ohio) office as account executive.

TROJAN GIFT

RADIO, which has put countless recordings on best-seller lists, will use records for its own promotion in project being launched by WHDH Boston. With Chrysler providing record players as optional equipment in its 1956 line, WHDH has had Gotham Recording Co., New York, prepare special discs featuring half-hour of music by WHDH musicians. Discs, of size and speed to fit Chrysler record players, will be distributed gratis to Boston area people who buy phonograph-equipped cars.

Gimnick: music is interrupted from time to time by short announcements which ask car listeners whether they aren't missing news, sports events, weather information or other programs they could get by tuning to WHDH.

• BUSINESS BRIEFLY

FIRST FOR KENTILE • Kentile Inc. (Kentile walls and floors), Brooklyn, through Ruthrauff & Ryan, entering network television for first time early in January with participations on several NBC-TV daytime shows. Advertiser previously has used spot tv.

SNIFFING AT TV • Chanel Inc. (perfume and cologne), N. Y., through Norman, Craig & Kummel, N. Y., considering television spot announcement test in several major cities to start after first of year. This would mark Chanel's first use of tv.


MENNEN MESSAGES • Mennen Co. (men's toiletries), Morristown, N. J., in addition to its co-sponsorship of ABC-TV's Wednesday Night Fights, launching special radio spot campaign in 82 major markets to promote company's holiday gift set for men. Agency: Kenyon & Eckhardt Inc., N. Y.

BEN-GAY ON TV • Thos. Leeming Co. (Ben-Gay pain relief), N. Y., preparing tv spot announcement campaign, effective Jan. 1 for 11 weeks, using minutes, chain breaks and station identifications in about 50 markets. William Esty & Co., N. Y., is agency.

OIL ON RADIO • American Oil Co. (Texas Div.), Texas City, preparing four week radio spot announcement campaign effective Dec. 5 in limited number of southwest markets. Joseph Katz Co., N. Y., is agency.

COFFEE CAMPAIGNING • Standard Brands (Chase and Sanborn regular coffee), N. Y., planning one-week radio spot announcement campaign in nearly half-dozen markets, effective Dec. 5. Compton Adv., N. Y., is agency.


Channel-Swappers to Meet

FIRST MEETING of ad hoc committee established by Office of Defense Mobilization to discuss means of transferring government vhf bands to tv [B&T, Nov. 21] scheduled this week. Group, representing ODM, FCC, Commerce and Defense Deps., expected to buckle down to details of releasing some government vhf channels for tv in exchange for some present civilian channels (probably in uhf). Committee formed following top level conference among ODM, FCC, Commerce and Defense representatives two weeks ago. Conference was called after FCC Chairman George C. McConaughy wrote ODM early last month relating need for more vhf's for tv. Exact composition of ad hoc committee not known Friday, but Mr. McConaughy scheduled to represent FCC.

November 28, 1955 • Page 7
CBS Radio moves to

KCMO • 50,000 watts (10,000 watts night)

Kansas City, Missouri
WTRI (TV) Challenges FCC Deintermixture, Drop-In Move

Basis of WTRI appeal was allegation FCC denied deintermixture petition because of "closed door" presentations by CBS and "possibly" other parties. This referred to meeting FCC had with CBS, ABC, Dr. Allen B. DuMont of DuMont Labs and uhf group last month. WTRI lost CBS affiliation earlier this year when WROW-AM-TV was bought by CBS newscaster Lowell Thomas group. In separate year when WROW-AM-TV was bought by CBS, FCC denied deintermixture petition because of "closed door" presentations by CBS and "possibly" other parties. This referred to meeting FCC had with CBS, ABC, Dr. Allen B. DuMont of DuMont Labs and uhf group last month. WTRI lost CBS affiliation earlier this year when WROW-AM-TV was bought by CBS, FCC denied deintermixture petition because of "closed door" presentations by CBS and "possibly" other parties. This referred to meeting FCC had with CBS, ABC, Dr. Allen B. DuMont of DuMont Labs and uhf group last month. WTRI lost CBS affiliation earlier this year when WROW-AM-TV was bought by CBS, FCC denied deintermixture petition because of "closed door" presentations by CBS and "possibly" other parties. This referred to meeting FCC had with CBS, ABC, Dr. Allen B. DuMont of DuMont Labs and uhf group last month. WTRI lost CBS affiliation earlier this year when WROW-AM-TV was bought by CBS, FCC denied deintermixture petition because of "closed door" presentations by CBS and "possibly" other parties. This referred to meeting FCC had with CBS, ABC, Dr. Allen B. DuMont of DuMont Labs and uhf group last month. WTRI lost CBS affiliation earlier this year when WROW-AM-TV was bought by CBS, FCC denied deintermixture petition because of "closed door" presentations by CBS and "possibly" other parties. This referred to meeting FCC had with CBS, ABC, Dr. Allen B. DuMont of DuMont Labs and uhf group last month. WTRI lost CBS affiliation earlier this year when WROW-AM-TV was bought by CBS, FCC denied deintermixture petition because of "closed door" presentations by CBS and "possibly" other parties. This referred to meeting FCC had with CBS, ABC, Dr. Allen B. DuMont of DuMont Labs and uhf group last month. WTRI lost CBS affiliation earlier this year when WROW-AM-TV was bought by CBS, FCC denied deintermixture petition because of "closed door" presentations by CBS and "possibly" other parties. This referred to meeting FCC had with CBS, ABC, Dr. Allen B. DuMont of DuMont Labs and uhf group last month. WTRI lost CBS affiliation earlier this year when WROW-AM-TV was bought by CBS, FCC denied deintermixture petition because of "closed door" presentations by CBS and "possibly" other parties. This referred to meeting FCC had with CBS, ABC, Dr. Allen B. DuMont of DuMont Labs and uhf group last month. WTRI lost CBS affiliation earlier this year when WROW-AM-TV was bought by CBS, FCC denied deintermixture petition because of "closed door" presentations by CBS and "possibly" other parties. This referred to meeting FCC had with CBS, ABC, Dr. Allen B. DuMont of DuMont Labs and uhf group last month. WTRI lost CBS affiliation earlier this year when WROW-AM-TV was bought by CBS, FCC denied deintermixture petition because of "closed door" presentations by CBS and "possibly" other parties. This referred to meeting FCC had with CBS, ABC, Dr. Allen B. DuMont of DuMont Labs and uhf group last month. WTRI lost CBS affiliation earlier this year when WROW-AM-TV was bought by CBS, FCC denied deintermixture petition because of "closed door" presentations by CBS and "possibly" other parties. This referred to meeting FCC had with CBS, ABC, Dr. Allen B. DuMont of DuMont Labs and uhf group last month. WTRI lost CBS affiliation earlier this year when WROW-AM-TV was bought by

In its plea for stay, WTRI referred to Commission majority as "fairly recent appointees none of whom had prior experience in the broadcast field. The three dissenters, on the other hand, all have had a wealth of experience in this field." Voting in favor of Albany drop-in were Comrs. McConnaughey, Lee, Doerfer and Mack; dissenting were Comrs. Hyde, Bartley and Webster.

Jerrold Buys Key West Community Antenna System
AS PART of first venture into community system ownership and operation field, Jerrold Electronics Corp., Philadelphia, manufacturer of equipment for such systems, announced Friday it had acquired controlling interest in Cable-Vision Inc., which recently started construction of community antenna system in Key West, Fla.

Milton J. Shapp, Jerrold president, said company also is conducting negotiations for acquisition and construction of several other antenna systems in other parts of country. He said Jerrold has completed exhaustive study of U.S. cities with over 10,000 population to select most desirable communities for this investment.

John M. Spottswood, from whom Cable-Vision was purchased, retains interest in company and remains as its president. Mr. Spottswood also is president and general manager of WKWK Key West.

Farm Directors Plan Pitch
EXECUTIVE COMMITTEE of National Assn. of Television & Radio Farm Directors Friday recommended preparation of visual presentation for use by agencies in selling advertisers on farm radio. Allocation of funds also urged, with recommendations set for vote over weekend.

Members voted Friday to hold 1956 meeting in Minneapolis in June.

UPCOMING
Nov. 28: Tennessee Assn. of Broadcasters, Hotel Peabody, Memphis.
Dec. 1: Board of Governors of Canadian Broadcasting Corp., Room 262, the Senate, Ottawa, Ont.
For other Upcomings see page 104.

at deadline

MANY COME
REFLECTING growth of tv in quality level was disclosure over past weekend that judges combed record 273 tv programs and commercials for Sylvania television awards which will be announced tomorrow (Tues.) night.

Presidential Assistant Adams To Address Ad Council Dinner
SHERMAN ADAMS, assistant to President Eisenhower, will deliver principal address at annual dinner of Advertising Council Thursday at Plaza Hotel, New York, when Clarence Francis, former board chairman and now a director of General Foods Corp., receives Council's second annual public service award. Charles E. Wilson, W. R. Grace & Co. board chairman and last year's award winner, will present Mr. Francis with silver bowl honoring his "notable contribution to welfare of country and his fellow citizens." Dinner will climax full day conference of Council directors and its public policy committee.

WACO Sale Approval Asked
APPLICATION for approval of sale of WACO Waco, Tex., by Texas State Network to Waco Broadcasting Corp. for $300,000 [B&T, Nov. 14], filed with FCC Friday. WACO is on 1460 kc. 1, kw, is ABC-affiliated. Principals in purchasing company are Wendell Mayes, president, 40%, who also owns KBWD Brownwood, KNOW Austin, 30% KSNY Snyder, 20% KXOL Ft. Worth, all Tex., and 50% KTKO Oklahoma City; C. C. Woodson, vice president, 40%, who owns 50% KTKO, 40% KXOL, and R. Lawrence, 20%, owner of KAND Corsicana, Tex. Mr. Woodson is Texas and Oklahoma publisher. Texas State Network also owns KFIZ-AM- TV Ft. Worth, KRIQ McAllen and KFDA-AM-TV Amarillo, all Tex. WACO balance sheet showed total assets of $266,909, of which $25,645 were current assets. Current liabilities were shown as $21,620.

Syndicated Hour Show Planned
FOLLOWING TREND to full hour shows, Columbia Pictures tv subsidiary, Screen Gems, next spring will begin filming of one hour anthology series with Eva Wolat as producer. Miss Wolat resigns Dec. 1 from CBS-TV post as story editor on Chrysler Corp. Climax series. Screen Gems has budgeted new series above $50,000 for each show.

PEOPLE
MORTON J. WAGNER, manager of WMTV (TV) Madison, Wis., elected executive vice president of Bartell five-station group, according to GERALD A. BARTELL, president. He continues to manage WMTV, with supervision of other stations (WOKY Milwaukee; WAPL Appleton, Wis.; WAKE Atlanta; KCBQ San Diego).


JEROME S. BOROS, FCC trial attorney, resigned Friday to join New York and Washington law firm of Fly, Shebruk, Blume & Gugine (headed by former FCC Chairman James Lawrence Fly).

JOYCE COOK, production executive and story editor, Robert Maxwell Assoc., appointed west coast tv production supervisor of McCann-Erickson Friday. She reports to George Haight, newly appointed vice president in charge of agency's television and radio department.

EDWARD J. GARDNER, Young & Rubicam Inc., to Ogilvy, Benson & Mather, N. Y., as account executive on Lever Bros.' Good Luck margarine.

HOWARD GORMAN, advertising manager, Gaines Div. of General Foods Corp., Kankakee, Ill., and previously assistant manager of Swift & Co.'s Pard dog food department, to Tatham-Laird Inc., Chicago, as merchandising manager.

WILLIAM V. BRADLEY, 35, newscaster at KPIX (TV) San Francisco, killed Thursday in automobile collision.

Construction Permits Awarded For Five New Am Daytimers
GRANTS for five new daytime am stations were announced by FCC Friday. Construction permits were awarded to:
• Truman, Ark.—Poinsett County Broadcasting Co., 1580 kc, 250 w. Poinsett owner Earl W. Daly is former owner of WTRB Ripley, Tenn.
• Ansonia, Conn.—The Valley Broadcasting Co., 690 kc, 500 w. Principals include Sydney E. Byrnes, CBS news producer.
• Dewogacia, Mich.—Osceola County Broadcasting Co., 1440 kc, 500 w. Principals are equal partners Gilbert M. Ketcham, commercial manager of WTVB-AM-FM Coldwater, Mich., and James B. Luck, assistant to manager of WTVB-AM-FM.
• Erwin, Tenn.—Unicoi Broadcasting Co., 1420 kc, 1 kw. Sole owner Max M. Blakemore is manager-16% stockholder of WROC Richmond, Va., and 50% stockholder in Cherokee Broadcasting Co., applicant for new am station at Murphy, N. C.
• Henderson, Tex.—Wes Dean & Co., 1470 kc, 500 w. Wesley R. Dean, 50% owner, is announcer for KGKI Henderson and KTVE (TV) Longview. Grant was conditioned upon proof that Mr. Dean has severed connections with KGKI.

No Go on Hibbing Tv
PERMIT for ch. 10 KHTV (TV) Hibbing, Minn., which expired Nov. 12, will not be renewed, North Star Television Co., permittee, announced last week, citing uncertainty-market can support tv station and lack of assurance of network affiliation.
the week in brief

BLUEPRINT FOR NETWORK PROBE

Relations with stations, advertising and talent agencies, station representatives, film producers and other industry elements to be included in FCC investigation. Immediate reaction of network officials ranges from "not too bad" to "couldn't be worse". 27

WHY PM SWITCHED TO SPOT TV

Thomas S. Christiansen, Philip Morris advertising manager, explains reasons for moving out of network television at RTES seminar. 28

TOP TV NETWORK CLIENTS

Procter & Gamble Co. spends $3.1 million for time on TV networks in September, nearly double sum spent by runners-up Colgate-Palmolive Co. and Chrysler Corp. 30

TV'S ACTION INGREDIENT

Good tv commercials are "personal selling" not "audience selling," states Grey Advertising Agency, giving six ways to make them so. 31

TIMEBUYING CALCULATORS

NBC Spot Sales and WBNS-TV Columbus both put up rate-fudging devices designed to ease task of agency timebuyers. 36

RKO TELERADIO PICTURES

New name—if FCC approves—of merged General Teleradio and RKO Radio Pictures stresses movie interests, drops reference to tire company ownership. 54

REGIONAL MEETINGS PREFERRED

Seven of next NARTB meetings approved this year's regional plan as against former system of 17 district meetings; attendance increased 35% over 1954. 57

GLOBAL CODE OF ETHICS

International Advertising Assn. drafts standards of ethics and practices to aid export advertisers in buying radio-tv time abroad. 60

TV ALLOCATIONS MANEUVERS

Successful uhf operators ask for conference with FCC to avert "threat to existence"; other uhf stations seek right to intervene in pending uhf cases; NAM wants policy of block allocations revised. 90

WBC TIME SALES UP IN '55

Five Westinghouse radio stations show grosses 5% up from last year; four WBC tv stations up 13.5%. 85

THE JOBLESS EXECUTIVE

A frank account of the plight of a $20,000-a-year-plus broadcasting manager who finds himself out of a job, told by the man himself. 89

CBC LOOKS FOR LOSS THIS YEAR

Annual report of Canadian Broadcasting Corp. anticipates deficit in radio operations to more than offset increase in income from commercial tv. 95

EUROPEAN TV BOOM

Ernest Marx, Head of DuMont's international div., finds television forging ahead in England, West Germany, Italy and France. 95

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MANAGING EDITOR  
Edwin H. Schallert

ASSOCIATE EDITORS  
Edw. H. Schallert  
ASSOCIATE EDITORS  
Fred B. Abramson

ASSISTANT NEWS EDITOR  
Ira West

STAFF WRITERS  
Ray Ahearn, Jacqueline Burke, Ken Fritts, Dawson Neil, Maysie Young

EDITORIAL ASSISTANTS  
Audrey Westwood, Audrey Westwood

SECRETARY TO THE PUBLISHER  
Gladys L. Hall

BUSINESS  
VICE PRESIDENT & GENERAL MANAGER  
Maury Long

SALES MANAGER  
Winfield R. Levi (New York)

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Wilson D. McCarthy, M. Gwen Moore, Jettele Young

AUDITOR  
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CIRCULATION & READERS' SERVICE MANAGER  
John P. Cosgrove

SUBSCRIPTION MANAGER  
Frank N. Gentile

SOUTHERN SUBSCRIPTION MANAGER  
Sharon Capella, William Phillips, Barbara Seabrook, Joseph Rizzo

BUREAUS  
NEW YORK  
44 Madison Ave., Suite 22, Plaza 8-8355

CHICAGO  
260 N. Michigan Ave., Suite C-500 North 6-4115

MIDWEST NEWS EDITOR  
John Osborn

SALES MANAGER  
Winfield R. Levi

SALES SERVICE MANAGER  
Eleanor R. Manning

EASTERN SALES MANAGER  
Kenneth Cowan, Marjorie Napoleano

HOLLYWOOD  
623 Hollywood Blvd., Zone 28, Hollywood 3-8318

ASSOCIATE EDITOR  
Lawrence Christopher

WES. SALES MANAGER  
Wallace H. Englehardt

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SUBSCRIPTION INFORMATION

Annual subscription for 26 weekly issues: $7.00. Annual subscription including Broadcasting Yearbook (33d issue): $9.00, or Telecasting Yearbook (24th issue): $7.00. Annual subscription to BROADCASTING & TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: $3.00 per copy. 13th and 26th: $3.00 per copy.

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., formerly BROADCASTING—the News Magazine of the Fifth Estate. BROADCASTING* was acquired in 1932, Broadcast Advertising* was acquired in 1929, Broadcast Reporter in 1933 and Telecast* in 1935.

*Reg. U. S. Patent Office

Copyright 1955 by Broadcasting Publications Inc.

Broadcasting  
Telecasting
KTHV, Channel 11, went on the air yesterday, November 27, telecasting daily 5 to 10:45 P.M.—4 to 10:45 P.M. on Sunday.

For the next few weeks we will be using our auxiliary tower (on top of 1300-ft. Mt. Shinall) awaiting completion of our new 1000-foot super-tower (1800 feet above average terrain!)

What is KTHV's significance in Arkansas? We believe the list of CBS and ABC shows below—already scheduled—tells the story.

Watch for further news—and meanwhile, ask your Branham Man!

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OMNIBUS  GODFREY AND HIS FRIENDS
BISHOP SHEEN  THE MILLIONAIRE
G. E. THEATRE  I'VE GOT A SECRET
ALFRED HITCHCOCK PRESENTS  U. S. STEEL HOUR
APPOINTMENT WITH ADVENTURE  FOUR STAR PLAYHOUSE
FAMOUS FILM FESTIVAL  MAMA
ROBIN HOOD  OUR MISS BROOKS
BURNS & ALLEN  CRUSADER
GODFREY TALENT SCOUTS  WANTED
THE VISE  PERSON TO PERSON
DECEMBER BRIDE  BEAT THE CLOCK
STUDIO ONE  STAGE SHOW
NAVY LOG  HONEYMOONERS
THE PHIL SILVERS SHOW  TWO FOR THE MONEY
MEET MILLIE  IT'S ALWAYS JAN
RED SKELTON SHOW  DOUGLAS EDWARDS NEWS

Plus LOCAL NEWS, WEATHER, SPORTS

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316,000 Watts
Channel 11
NOW AFFILIATED WITH CBS AND ABC

K. A. ENGEL, President
Henry B. Clay, Executive Vice President
B. G. Robertson, General Manager

Affiliated with KTHS, Little Rock
and KWKH, Shreveport

November 28, 1955 • Page 11
Here is a scene duplicated many times across the country.

Thanks to CBS Television's Extended Market Plan, this family . . . and thousands like it . . . for the first time are able to share in the wholesome enjoyment of virtually all of the CBS Television Network programs:

Programs that are made easily available with consistent, dependable reception delivered through the facilities of a local station.

WJDM-TV is proud to be a member of this vigorous network group and prouder still to be playing a leading role in the elevation of the cultural standards of its people.

MEL WHEELER
General Manager
WJDM-TV WEAR-TV

WJDM-TV, Panama City,
in conjunction with WEAR-TV, Pensacola, Serves the Fabulous Northwest Florida Coast

represented nationally by George P. Hollingbery Company.
THE DEVIL'S DISCIPLE

FOLLOWING the great stir raised by the first New York stage presentation of "The Devil's Disciple" back in 1897, playwright George Bernard Shaw is reported to have rubbed his hands in glee, saying "... so much for a damning career as critic ... now to work!"

Given many more such productions as NBC-TV's version of the same play a week ago Sunday, we might well have to do the same, for the second of the monthly Hallmark Hall of Fame telecasts was just about perfect.

For 90 sustained minutes, all of "The Devil's Disciple" Shawian wit and all the sardonic and urbane General ("Gentleman Johnny") Burgoyne, tv has a magnificent talent well worth exploiting. Ralph Bellamy and Teresa Wright also performed with great skill, humor, and understanding, as well they should have.

A flawless color production (save for the fleeting embarrassment of having an NBC-TV camera pop smack into the trial scene in Act 3), "The Devil's Disciple" was television at its very best.

Production costs: Approximately $128,000.

Sponsored by Hallmark Card Co. through Foote, Cone & Belding on NBC-TV, every fourth Sun., 4:30-5:30 p.m. EST.

Cast: Maurice Evans, Ralph Bellamy, Dennis King, Teresa Wright, Margaret Hamilton, Leo Britt, Logan Ramsey, Jada Rowland.


THE CAINE MUTINY-COURT-MARTIAL

IF ANY single offering is to underscore television's maturity in drama, let it be "The Caine Mutiny Court-Martial." Given the powerful story and the array of characters that ably handled Herman Wouk's success of novel, stage and screen, television more than matched the other arts.

Simplicity of presentation (without overdoing the color) with a minimum of gimmicks assured an absorbing hour-and-a-half. To this was added the tv camera's advantage over the stage: tight shots of members of the cast as they portrayed the many moments of inner turmoil.

Of the cast it might be said that any kudos would be just echoes of plaudits already earned elsewhere. Lloyd Nolan as the psychopathic Lt. Comdr. Queeg will probably be long remembered for the long—but seemingly short—monologue in which he betrays his instability of mind. Barry Sullivan as defense counsel Lt. Barney Greenwald effectively handled a role fraught with the danger of "hammishness" to lesser talent. As a replacement for the late John Hodiak, Frank Lovejoy proved a capable substitute.

Along with "Darkness at Noon" presented earlier this year on NBC-TV, "Caine Court-Martial" should be tabbed for a repeat performance.

Production costs: $175,000.

Sponsored by Ford Div. of Ford Motor Co. through J. Walter Thompson on Ford Star Jubilee, Sat., Nov. 19, on CBS-TV 9:30-11:00 p.m. EST.

Cast: Lloyd Nolan as Lt. Comdr. Philip Francis Queeg; Barry Sullivan as Lt. Barney Greenwald; Frank Lovejoy as Lt. Stephen Maryk; Russell Hicks as Capt. Blakely; Ainslie Pryor as Lt. Comdr. John Challee; Robert Gist as Lt. Thomas Keefer; Charles Nolte as Lt. (jg.) Willis Seward Keith; Raymond Bailey as Capt. Randolph Southard and Herbert Anderson as Dr. Bird.

Producer: Paul Gregory, as directed for Broadway stage by Charles Laughton; director for CBS-TV: Franklin Schafer; set designer: Robert Tyler Lee.

BOOKS

AUDITIONING FOR TV, by Martin Begley and Douglas MacRae. Hastings House, 41 East 50th St., New York 22, N. Y. 108 pp. $3.50.

THIS slender volume, subtitled "How to Prepare for Success as a Television Actor," describes in some detail how to go about getting an audition, how to prepare for it and how to act when it occurs, plus what to do afterwards to remind the auditor that he auditioned you and now should give you a chance to earn some money. The authors ought to know, for Mr. Begley is casting director and Mr. MacRae a writer, both for NBC-TV.

RESEARCH FRONTIERS IN POLITICS AND GOVERNMENT, published by The Brookings Institution, 722 Jackson Place N. W., Washington 6, D. C. 240 pp. $2.75.

EIGHT political scientists reviewed certain new research developments in politics and government in the Brookings Lectures, 1955, collected in print in this volume. To this lay reader, the book was full of new and interesting ideas, such as that of Malcolm Moos, professor of political science at Johns Hopkins U., that the television buildup available to senators through the many discussion programs emanating from Washington would give them an almost unbeatable advantage over governors as candidates for President if a national presidential preferential primary system were to be adopted in place of party conventions.


SUBTITLED "A History of the Television Camera," Mr. Abramson, himself a television engineer, has written a scientific book that is readily understandable to the general reader and specially interesting to anyone concerned with the development of future television and/or motion pictures, which, the author states, are now undergoing "the first basic change in the entire history of the cinema ... a change based on the use of the electronic camera."


PREPARED largely for the non-professional master of ceremonies, the man who occupies this position only on rare occasions, this collection of introductions run the gamut from introducing an acrobat to introducing a woman driver and from emceeing an army buddies' reunion to a writers' guild meeting.

Page 14 • November 28, 1955
What more appropriate gift than the gift of business knowledge, of latest news and events in radio-TV-spot news and exclusive how-to features—brightly wrapped into one complete weekly report.

**BROADCASTING • TELECASTING** is THAT gift. Wind up your holiday shopping now by listing your staff, clients, friends, associates on the attached.

Each gift to be announced with a full color card. The first issue will start December 26—and continue every Monday throughout 1956.

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**Holiday Gift Suggestions**

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**Broadcasting • Telecasting**

1735 DeSales Street, Washington 6, D. C.

Please send Holiday gift cards to the above and start service with the December 26th issue.

$........... enclosed □ Bill me in January

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**Reduced Rates Good Only Through December 1955**
The Caller Called

EDITOR:

In these times, when a station operator takes pen in hand to defend a network it's sort of unusual. On the other hand, when Raymond Spector uses the words "arrogant, callous and brazen" [B&T, Nov. 14] to describe NBC, it's irresistible.

It might be a good idea for Mr. Spector to take a reading on his own liners for cleanliness. If he really wants to know exactly what the words "arrogant, callous and brazen" mean, he should play the role of a salesman and make a call at the Raymond Spector Agency on Park Avenue. He undoubtedly would find out quickly why so many radio and television stations prefer not to do business with Hazel Bishop.

Allen M. Woodall, President
WDJK Columbus, Ga.

Agency Appreciation

EDITOR:

A sincere word of congratulations on your "Radio's One-Book Reference Library" advertisement.

It was smartly designed and certainly very effective.

Tom Slater, Dir. Tv, Radio & Film Dept. Fullert & Smith & Ross Inc. Cleveland, Ohio

[EDITOR'S NOTE: Mr. Slater is referring to an announcement ad for the 1956 BROADCASTING Yearbook-Marketbook (B&T, Oct. 31). The second consecutive radio edition, now in work, will be published in January. Copies will be available at $8.00, unless already ordered as part of your current subscription. Complete subscription information appears on page 10. For space availability, please call nearest B-T office.]

Individual Initiative

EDITOR:

May I second the letter by Ben Strouse [B&T, Nov. 21] saying it would be an "extremely serious mistake for any spokesman for radio to even suggest that the FCC limit the number of radio licenses." His comment and mine were prompted by Henry Clay's Des Moines speech which, in other aspects, stated some principles important to the future of radio [B&T, Nov. 14].

I believe one of the things which makes us distinct from common carriers is the competitive nature of our industry. Competition is one of the elements of the American economic system which keeps all of us producing the best product we can.

If we didn't keep the door wide open for changing competition in our industry, we would be opening another chapter of government control of those things best left to individual initiative....

Daniel W. Kops, V.P. & Gen. Mgr. WAVZ New Haven, Conn.

Over-Commercialism

EDITOR:

Harold Fellows was incorrect...when he inferred that the code proposed by the National Society of Television Producers was motivated by "over-commercialism" [B&T, Nov. 21]. This is a classic instance of separating a quotation from its context. The National Audience Board was invited to participate in a code discussion because the Society evidently felt there were good and sufficient reasons for a code. The letter of invitation was received two weeks before I wrote my message to the distinguished producer groups.

The term "over-commercialism" was itself qualified in several respects: I said, "In fairness let us say that the problem of too many commercials is almost always encountered at the local level," and "the industry, recognizing the problem, has set up very stringent requirements as to the number of commercials that can occupy any given time segment, but this provision has never been properly enforced," obviously referring to the existing NARTB Code. I believe this should resolve the doubt in Mr. Fellows' mind.

Peter Goelert, President
National Audience Board, Inc.
New York

An Australian View

EDITOR:

As general manager of Radio 2UE (Sydney) Pty. Ltd. operating a commercial radio station in Sydney, Australia, and chairman of Directors of Countv Broadcasting Services Ltd. operating two rural radio stations in Australia, I am at present studying radio and television trends in Canada and the United States of America. This study had been all the more essential because my organization has an interest in a company which will be operating one of the two commercial television stations in Sydney next year.

One of my assignments has been to learn how tv operation has affected radio listening and radio station revenue and what steps are being taken to combat any adverse effects.

I therefore read with a tremendous amount of interest two recent feature articles in your publication—one a report on "Radio in 1955" [B&T, Sept. 19], and the second an interview with Mr. Robert W. Sarnoff, "Why Radio Must Adapt or Die" [B&T, Oct. 31].

The material contained in these two features, which had not reached Australia when I left, was most informative and gave me the answers to many questions on the subjects I was studying. The report of the interview about Monitor was very enlightening and I would like to extend my congratulations and thanks to the person responsible for it.

As a regular reader of B&T during the 25 years I have been associated with commercial broadcasting, I cannot recall any material which contained so much valuable food for thought in connection with the Australian radio picture as these two features do.

Radio 2UE, Sydney, Australia

Quick Clip

EDITOR:

Had intended, on my return to the office Monday, to reduce my remarks—at our first annual membership meeting—to writing. However, B&T's account of our meeting [B&T, Nov. 14] was so thorough and complete that I merely clipped your article to save the time.

Oliver Treyz, President
Television Bureau of Advertising
New York

Hits the Spot

EDITOR:

Please allow us to yell "Bravo!" for your editorial entitled "We'll Sit This One Out" [B&T, Nov. 14]...It just about hits the spot. Please forward us a second copy of the issue or supply us with a tear-sheet of the editorial page....

Luther W. Martin, Gen. Mgr.
KTRR Rolla, Mo.—KSMO Salem, Mo.
Win a Year’s Supply of Corn Country T-Bone Steaks in KMA’s Pre-Pulse Contest

Pulse recently conducted a radio listening-area survey in 23 Iowa, Nebraska and Missouri counties in the center of KMA’s half-millivolt, which is shown on the map below. The survey was conducted Monday through Friday on a 6 a.m. to 12 midnight basis. No one, including KMA personnel, knows the results. The figures are being tabulated right now. We want you to make a prediction on the highest quarter-hour Pulse rating and share-of-audience. You will have a chance to win one of 32 wonderful prizes.

THE PRIZES

GRAND PRIZE—A year’s supply of cornfed, Corn Country T-Bone Steaks sent to the winner, 10 pounds each month for a year.

SECOND PRIZE—$100 in Cash.

THIRD PRIZE—One dressed, cornfed Iowa Turkey each to the next five winners.

FOURTH PRIZE—One wheel of Iowa State assorted cheeses each to the next 25 winners.

HERE’S ALL YOU DO

On your agency or company letterhead, simply tell us—FIRST, what will be the Pulse rating for KMA’s most-listened-to quarter-hour segment. SECOND, what will be KMA’s share of audience for that period. Judges will select winners first on the basis of the initial question. In case of ties, judges will choose prize winners on the basis of the nearest correct answer to the second question.

CONTEST RULES

1. All entries must be postmarked before midnight, Friday, Dec. 9, 1955.
2. Any advertiser, agency, or member of their staff is eligible. Members of May Broadcasting, their agency, the national reps (Edward Petry & Co., Inc.), and employees of Pulse, Inc., are not eligible.
3. Only one entry per person.
4. Mail entry, at once, to
PULSE PREDICTION, RADIO KMA, SHENANDOAH, IOWA.

Get Your Pulse Prediction in the Mail at Once

"THE HEARTBEAT OF THE CORN COUNTRY"

KMA
5000 WATTS - 960 KC

SHENANDOAH, IOWA

Represented by Edward Petry & Co., Inc.

November 28, 1955 • Page 17
Our Jo Ann sings too, and sings pretty well. Difference is, she sings to older folks than that other one.

Yessir, our Jo Ann makes mighty pretty music, along with lots of others on WMAZ-TV's new hour and a half daytime show. Call it a local "spec," or even the "burnt toast of the town," Middle Georgians are CRAZY about "Teavie's Town and Country."

That's it; "Teavie's Town and Country," with our Uncle Ned as emcee, and all his Hayloft Jamboree gang for the "country" part of the show. We've got a great new gospel singing group in it, called the Sego Brothers, who are signing 'em right into the aisles. And of course, our Jo Ann sings those wonderful pop songs in a sort of a "town" way, with Ernie Doulton at the clefted organ too!

It's all fun, and a great show to sell most any product! It'll sell yours! Hurry and get all the details from Avery-Knodel...and SELL here in Middle Georgia.

SHOWMANSHIP is the quality which American Broadcasting-Paramount Theatres Inc. feels is the essential attribute for the vice presidency of the Western Division of ABC.

This explains why Earl Joseph Hudson may be found in that post, guiding the network program and business affairs of the Western Division's owned-and-operated KABC-AM-TV Los Angeles and 60 radio and 24 television affiliates in 11 western states.

Journalist, publicist, pioneer movie producer and administrator, former radio and television advertiser, Mr. Hudson enjoys a depth of "showmanship" experience which few other West Coast network executives have at their command to help instill creative thinking and originality in day-to-day operation.

Mr. Hudson acknowledges television's great impact, because it can reach the great mass of the American public at one time in the privacy of their home. But he feels the medium's greatest challenge to be constant improvement of program quality, because as initial "novelty" wears off the public will become more selective, as it has in the older media. Quality must be acceptable now, even with the great volume of programs produced, he notes, or the public would be doing something else rather than watching tv so many hours of the day.

Mr. Hudson believes the coming marriage of Hollywood movie interests and tv will release much-needed creative capacity to the new medium, which is burning up program material at an unprecedented rate and may find a place for the movie policy of repeat showings.

Radio has become the intimate, personal medium of entertainment, Mr. Hudson observes, the constant companion of each individual throughout the day. "There is one tv set in the home," he says, "but there are two, three or four radios and another in the car." Radio will always be a strong sales force "beyond question."

Born May 11, 1892, in Elgin, Ill., where he attended public grade school and high school, Mr. Hudson as a youngster had to walk the straight and narrow. His father, "to put it in Park Ave. language, was a law enforcement officer."

He found boxing and football the best outlet for excess energy—whatever was left after working as high school correspondent for the Elgin Daily News (now the Copley interests' Courier-News). "I found I could meet more girls faster that way," he recalls.

For a short time he attended the Elgin Academy, junior college, but soon preferred working full time as reporter for the Daily News. By 1912 he was in Chicago as police reporter for the City News Service, followed by special feature assignments for Associated Press.

Mr. Hudson entered the motion picture business in 1914, just as that industry was emerging with the full-length feature product known today. He joined the publicity department of Universal Film Mfg. Co. in New York City. He advanced to national director of publicity and public relations at Universal before switching to the advertising and publicity department of First National Pictures in 1917, shortly after its formation. Subsequently he became executive assistant to the general manager and in 1922 was named manager of production. He organized and had charge of First National's Hollywood studios, turning out 40 to 50 features a year, until 1928, when he joined Metro-Goldwyn-Mayer as producer.

These years saw the struggle of the giants for survival in Hollywood. By 1930, he recalls, "I decided I had had enough. In fact, I began to develop a few ulcers. So on the advice of a couple of doctors I decided to get out of it and take a gentleman's job."

Returning to New York, he was asked to become publisher of Moving Pictures News, a trade paper then newly merged into a business paper group published by the Angus Co. In a short time he was named vice president and general manager of the parent firm.

Mr. Hudson's first association with Paramount came in 1934 when he was sent to Detroit on a six-month assignment to help reorganize certain departments of its subsidiary theatre circuit, United Detroit Theatres Corp. The six-month project lasted until 1935.

Soon after Mr. Hudson's arrival at United Detroit, further corporate reorganization saw George Trendle, operator of WXYZ Detroit and WOOD Grand Rapids and former substantial stockholder of the theatre chain, brought back to the presidency of the circuit. Mr. Trendle named Mr. Hudson as his executive assistant.

When Mr. Trendle resigned in 1939, Mr. Hudson became general manager and the following year was elected president of United Detroit. He continued in both capacities until FCC approval of the merger of United Paramount Theatres and ABC in 1953, when he was transferred to his present ABC Western Division post.

Mrs. Hudson is the former Margaret Chisholm of Jersey City. They were married in 1920 and have three grown daughters, Margaret and twins Dorothy and Pearl, all now with homes of their own.

The Hudsons have their home in Beverly Hills. Although he is not a joiner, Mr. Hudson is active in the United Cerebral Palsy Assn. of Los Angeles County. Nor does he have a variety of avocations. "I spend most of my free time doing a great deal of reading," he says, "and the rest monitoring television and radio."

BROADCASTING • TELECASTING
NOW FULL POWER!

KSLA

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.

23 MONTHS ON THE AIR

Shreveport's only experienced television staff, with 23 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 forms 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 *TELEVISION MAGAZINE

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
Whatzis I hear about
"Panorama Pacific"?

Yep. Just added the two big Northwest markets, Portland and Seattle-Tacoma. Now 91% of all West Coast television families are within reach of the Coast's favorite morning show, on the CBS Television Pacific Network.*

*"Panorama Pacific" is seen on KNXT Los Angeles, KPIX San Francisco, KFMB-TV San Diego, KOIN-TV Portland, KTNT-TV Seattle-Tacoma, 8-9 am Monday-Friday (also 7-8 am on KNXT, KPIX and KFMB-TV only). For details and availabilities, call the CBS Television Pacific Network or CBS Television Spot Sales.
For over SEVEN years the leading independent radio station in Houston has been

K-NUZ

✓ LOWEST COST PER 1000
✓ FIRST IN PERSONALITIES
✓ FIRST IN NEWS
✓ LEADS ALL LOCAL STATIONS IN RATINGS ALL THE TIME
✓ MOST NETWORK STATIONS TOO!

NAT'L REPS.—FORJOE AND CO.
IN HOUSTON, CALL DAVE MORRIS
JA. 3-2581

FOR THE many advertising executives who insist that television is "pricing itself out of the market," there are others who claim that advertisers are buying TV "right out of the market.

The latter view is held and expressed by Phelps Johnston, vice president and account supervisor of Campbell-Mithun Inc., Chicago. A veteran of 18 agency years, he also is co-manager of the agency's Chicago office and has been closely identified with all media, including radio and television.

For the past two years Mr. Johnston's most intimate working association has been with the fast-thriving American Dairy Assn., which account he supervises. From modest initial outlays, American Dairy has grown into a $5 million advertising account the past few years, with roughly two-thirds of it in broadcast media.

Mr. Johnston describes the association as "just about the only grass-roots organization of its kind today." Its current broadcast properties are part sponsorships of Disneyland and The Lone Ranger on ABC-TV. A new addition: The Best of Bob Hope, a transcribed half-hour radio show placed on a spot basis.

Mr. Johnston is a native of Cheyenne, Wyo. (born May 24, 1914). He was graduated from Northwestern U., Evanston, Ill., in 1935 with a bachelor of science degree in journalism (as was his close friend, colleague and other co-manager, Bowman Kreer). He worked for Montgomery Ward & Co. in mail order sales until March 1937 when he joined BBDO, Chicago, as a copywriter. He was one of three men who opened that agency's San Francisco office in June 1940, staying on as copy chief.

After nearly four years of military service (principally as a Japanese language officer in military intelligence), Mr. Johnston returned to BBDO's Chicago office in early 1947 as copy group head, remaining four years. He became creative director of Campbell-Mithun Inc. in February 1951 and was elected vice president in 1952. The following year he was named supervisor on the American Dairy account.

As co-manager of the Chicago office, Mr. Johnston shares responsibility for such accounts as John Morrell & Co. (meats), First Federal Savings & Loan and Mishawaka Rubber & Woolen Co. (footwear).

Mr. Johnston married the former Sibyl Winer (same NU class of 1935) in 1937 and they have one son, David, 10. The Johnston home is in the Chicago suburb of Glenview.
Because they believe Connie Cook WOW-TV Land women buy the products she air-sells. Some of her success stories:

- A detergent showed a sales gain of 76%.
- A Chinese food gained 40%.
- A canned vegetable gained 15%.
- A canned pie filling sold 11 carloads in 120 days.

FRANK P. FOGARTY
Vice President and General Mgr.

**WOMEN Believe **

**CONNIE COOK**

**BECAUSE** she is a college "home ec" graduate, wife, mother and (youngish) grandmother.

**BECAUSE** in a area where agriculture is king, she spent several years as 4H Club leader.

**BECAUSE** she had practical retail selling experience as department manager in one of Nebraska’s biggest stores.

**BECAUSE** she is with a Meredith station and has access to the files of BETTER HOMES AND GARDENS and SUCCESSFUL FARMING magazines.

**BECAUSE** she has been a radio and television broadcaster in the Midwest for many years.

**WOW-TV**

**CHANNEL 6 OMAHA**

**MEREDITH STATIONS** are affiliated with Better Homes and Gardens and Successful Farming magazines.
The Giant of Southern Skies

Offers Participations in Two Outstanding Programs

"MY LITTLE MARGIE"
Mondays thru Fridays 4:00-4:30 P.M.
Three 1-minute spots available within the show at regular rates

"MILLION DOLLAR MOVIE"
Sundays 1:30-3:00 P.M.
also
Sundays 11:00-12:30 Nite
The movies are features from the Associated Artists package and the NTA Fabulous Forty Group. Minutes available at no premium . . . film and slide commercials only.

Write, wire or phone WEED or the Station for rates and availabilities.

NBC NETWORK
Represented Nationally by WEED TELEVISION CORP.
WFBC-RADIO (NBC Affiliate) is Represented Nationally by AVERY-KNODEL

MILESTONES

- KXLY Spokane, Wash., marked its 33rd anniversary.
- WKBW Buffalo, N. Y., has passed its 30th birthday.
- ROGER WAYNE, WHLI Hempstead, N. Y., music director, celebrated his 30th anniversary in broadcasting.
- BOB DeHAVEN, WCCO Minneapolis-St. Paul personality, celebrated his 25th year in radio.
- J. WALTER THOMPSON PTY. LTD., Sydney and Melbourne, Australia, celebrated its 25th anniversary last Friday as the largest advertising firm on the continent.
- JOHN CAREY, commercial manager of WIND Chicago, has completed 20 years of service there.
- NBC newscaster CLIFTON UTLEY celebrated his 20th year under the sponsorship of Chas. A. Stevens & Co. with a special program on WMAQ Chicago.
- WWDC-AM-FM's Art Brown marked his 20th year in Washington, D. C., radio.
- GRAEME ZIMMER, national sales director of the Rollins Broadcasting Co., Inc., begins his 15th year in radio.
- J. C. KERLIN is beginning his 12th year as the reporter of What Goes Here, daily on WGBF Evansville, Ind.
- WCAU Philadelphia is beginning its Career Forum, Freedoms Foundation award-winning series, for the 11th consecutive year.
- WTIC Hartford's weekly Your Box at the Opera completed its 10th year on the air.
- CKVL Verdun, Que., marked its ninth birthday.
- WXZ-TV Detroit began its eighth year of telecasting.
- WBAP-TV Ft. Worth celebrated its seventh birthday.
- WGCB Red Lion, Pa., is beginning its sixth year on the air.
- KRWC Forest Grove, Ore., completed its fifth year Nov. 17.
- THE U. of Maryland medical school's TV-MD program has begun its fifth year on WBAL-TV Baltimore.
- WISN-TV Milwaukee celebrated its first birthday with a series of special programs.
- KUON-TV, U. of Nebraska's educational station, celebrated its first birthday.
- GEORGE CHRISTIE, WFEA Manchester, N. H., commercial announcer, marked his 70th birthday with a special celebration last month.

CBS Club Adds Members

SIX NEW MEMBERS were welcomed to the CBS 20-Year-Club, Hollywood, at the organization's 1955 annual luncheon, held in the film capital. They are George Moskovics, KNXT Los Angeles executive; Allen Farr, CBS television program entertainment administrator; Fletcher Wiley, Housewives Protective League; Lidi Gluskik, general musical director, Hollywood; George McCaughna, director of building maintenance and service, CBS Radio, and Fritz Metz, staff orchestra.
15 OUT OF THE 15
HIGHEST RATED PROGRAMS IN DALLAS
ARE ON KRLD-TV . . .

according to the latest Telepulse ratings for Dallas just released, which includes All 4 Dallas and Ft. Worth television stations. Survey week was October 5 through 11.

HERE THEY ARE!

By independent survey the people of Metropolitan Dallas made their choice and made these KRLD-TV shows DALLAS' MOST POPULAR ONCE-A-WEEK PROGRAMS.

1. $64,000 Question
3. The Line up                    10. Person to Person
4. December Bride                 11. Live Wrestling
5. I Love Lucy                    12. Playhouse of Stars
8. Ed Sullivan Show               15. Crusader

CITY GRADE COVERAGE IN DALLAS AND FORT WORTH
552,740 TELEVISION SETS
APPROXIMATELY MID-DECEMBER

You Always See More On

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

John W. Runyon
Chairman of the Board

Clyde W. Rembert
President

November 28, 1955 • Page 25
in every television market there is one dominant station... in Indianapolis that station is WISH-TV channel 8
FCC CIRCLES THE TARGETS FOR NETWORK PROBE STAFF

First order from four-man Commission committee sets out ten areas of investigation for Dean Barrow's guidance. Among them: ownership, affiliation policies, non-broadcast interests of network owners, representation, economics of broadcasting in terms of station and advertising potentials.

THE FCC last week issued a staff directive launching a network investigation which threatens to be the toughest in 15 years and to embroil advertisers, agencies, stations, and talent.

Order No. 1 was issued to its special staff by the Commission's four-member network study committee. The staff was told to look into, among other things, network affiliation policies, program production and distribution, station representation, common ownership of radio and tv networks, multiple ownership of stations, the economic potential of advertising-supported broadcasting, availability of national advertising for network and spot broadcasting.

Each of these subjects was ordered to be investigated as a factor in the "opportunity for and the economic feasibility of" competition in network operations.

The list of subjects raised an immediate reaction from network officials—all of whom spoke freely, but anonymously. Among the radio-tv networks, official reaction ranged from "outrage" to matter-of-fact acceptance to boredom.

The order was issued by the FCC network study committee. This comprises Chairman George C. McConnaughey and Comrs. Rosel H. Hyde, Robert T. Bartley and John C. Doerfer. These four commissioners met only two weeks ago with top echelon executives of the four radio and three tv networks (B*T, Nov. 21). Representing the networks at that meeting were Brig. Gen. David Sarnoff and Sylvester L. (Pat) Weaver, NBC; Frank Stanton and Richard S. Salant, CBS; Robert E. Kintner, ABC, and John Poor, MBS executive vice president.

The steam behind the FCC's network study comes from Congress, particularly the Senate. Powerful members of the Senate Interstate & Foreign Commerce Committee have given the FCC an "or-else" mandate to come up with a thorough report on network operations, particularly as they affect the present discrepancies between uhf and vhf station economics.

In a statement issued with the initial network investigation order, the FCC put the basis for the investigation in these words: "... the network study will concern itself with the broad question whether the present structure, composition and operation of radio and television networks and their relationships with their affiliates and other components of the industry, tend to foster or impede the maintenance and growth of a nationwide competitive

HOW THE STUDY COMMITTEE WAS BRIEFED

HERE are the subjects which the FCC network study committee told its staff to investigate. This text, in exact wording, is taken from Order No. 1.

(a) What has been and will continue to be the effect on radio and television broadcasting of the following:

(i) Ownership and operation of both radio and television networks by the same person, or persons affiliated with, controlled by, or under common control with the same person;

(ii) Ownership and operation of radio and television broadcasting stations by persons who, directly or indirectly, own or operate radio or television networks;

(iii) The production, distribution or sale of programs or other materials or services (including the providing of talent) by various persons, both within and outside of the broadcast industry, for (1) radio and television network broadcasting, and (2) radio and television non-network broadcasting;

(iv) The representation of stations in the national spot field by various persons;

(v) The relationships between networks and their affiliates including but not limited to those having to do with (1) selection of affiliates, (2) exclusivity, (3) option time, (4) free hours, (5) division of revenue, and (6) term of contract;

(b) Under present conditions in the radio and television broadcasting industry, what is the opportunity for and the economic feasibility of the development of a multiple-network structure in terms of (1) the number of broadcast outlets available, (2) national advertising potential, (3) costs of network establishment and operation, and (4) other relevant factors.

(c) Under present conditions in the radio and television broadcasting industry, what is the opportunity for and economic feasibility of effective competition in the national advertising field between networks and non-network organizations in terms of (1) the number and type of broadcast outlets available, (2) national advertising potential, (3) role of the advertiser, and (4) other relevant factors.
passed last June. Appointed last September to head the investigation was Roscoe L. Barrow, dean of the U. of. Cincinnati Law School. So far the staff consists of Dean Barrow, on a part-time basis, and FCC attorney Ashley L. Bryant and economist H. H. Goldin. Other FCC employees have been called on for part-time assistance.

In addition to the top-down meeting between the FCC committee and the network executives, Dean Barrow visited network officials in New York last month. He was accompanied by Harold C. Cowgill, chief of the Common Carrier Bureau.

The Senate Commerce Committee's own investigation is scheduled to start Jan. 17. This will be a continuance of Sen. Potter's hearings. There have been rumors that it will be under the direction of Sen. John O. Pastore (D-R.I.), chairman of the Senate commerce communications subcommittee.

The Commission sought for a number of years additional funds to make a network study. During the past few years it has repeatedly sought $200,000 for this purpose. This sum has always been deleted by the Bureau of the Budget.

In discussing the background of the present network investigation, the Commission told of the adoption of its Chain Broadcasting Rules and added: "However, in the interim, radio network broadcasting has undergone substantial change and development and the current state of radio broadcasting is quite different from that which prevailed at the time these Rules were adopted. To the extent that the Rules are applied to radio were, upon the advent of television, carried over to the television field with little change. No detailed study has ever been made to determine whether radio and television networks are sufficiently similar to justify the application of the same regulatory policies to both media. Nor has such a study been made to determine whether and to what extent Chain Broadcasting Rules have been rendered obsolete by developments in radio network broadcasting in the past 15 years."

The Commission continued: "A first step necessary for a determination as to whether the Commission's rules, in the light of current conditions, are achieving the objectives of the Act and of the Commission's policies under the Act. This approach, it was felt, was necessary to enable the Commission to comment on any proposed legislation in the network field."

"To study the networks," the Commission said, "one must look beyond the networks themselves, but also the interrelation between the networks and their owned stations, affiliated stations, advertising agencies, talent agencies, national spot representatives, producers and distributors of film for television and radio purposes, and the effects of network operations on independent radio and television stations. Only in the context of these relations of the two worlds can the parts of the industry and the public can the adequacy and wisdom of current regulatory policies be appraised."

The attitude most common to network officials last Wednesday afternoon, following the issuance of Network Study Order No. 1 the day before, was that it was not possible to evaluate the issues with any certainty "until we see just what details the Commission actually asks for from us.

One network official said that, generally, he had "no serious quarrel" with the subjects specified by the FCC. He said he did not understand what some of them meant, but that as a whole they were "too roughly the topics which probably would be included by anybody making up an agenda for such an investigation."

Among the points which this executive said he did not understand were the questions regarding exclusive affiliation contracts (the rules themselves say there can be no such thing as an exclusive contract, he pointed out), free hours (the executive far afforded, he thought), and leasing of intercity lines.

At another network, at least one official thinks "it couldn't be worse," while some of his colleagues think it's not too bad. The first one pointed out that it's very broad, that it implies the FCC is going to investigate all the subjects raised "in the infamous Plotkin Report," that it looks as if it will be long, drawn-out, and expensive. Those who take a dim view feel the Commission is going to ask for more than it can chew, much less digest; that its $80,000 will run out and it will have to get another appropriation before it can get far into the subjects specified.

Another official described himself as "unimpressed" with the agenda, saying it's "about what you'd expect" and contains "nothing new." He said it leaves him with the feeling that "we've been through all this before." If it took FCC from 1938 to 1943 to develop the Chain Broadcasting Regulations, he asked, how far can the FCC get with this expensive investigation? (About $100,000.)

Some parts of the FCC plan were labeled "silly." One authority said; "If they decree that people can't run radio and television both, then a lot of people will get the hell out of radio in a hurry and I don't how the public interest will be served thereby."

There was at least one suggestion that station representation firms join the networks "in presenting a united front" for the sake of the whole industry. It is rather than engage in "ministerial warfare in the palace courtyards" over the representation question. There was no indication that representatives as a whole would embrace the idea. Although Station Representatives Assn. declined comment on the entire matter, the whole issue of networks representing stations in the sale of national spot advertising was first brought before the FCC on representatives' complaint. It seems logical that representatives expect to be heard further on the subject.

ADVERTISERS & AGENCIES

PHILIP MORRIS SWITCH TO SPOT BUYS FROM NETWORK TV ANALYZED AT SEMINAR

Thomas S. Christensen, PM brand supervisor and advertising manager, explains his firm still has great faith in TV ability to do certain selling jobs very well, but new cigarette problems created by advent of king size and filter tip competition forced manufacturer to re-raise ad schedule.

DESPITE RUMOR and story to the contrary, Philip Morris & Co. has not changed its high regard of network television as an effective advertising medium, Thomas S. Christensen, brand supervisor and advertising manager, asserted Tuesday.

In a review of the company's policy regarding the air media, with particular reference to its views on spot and network, Mr. Christensen told a group of timebuyers and time salesmen at a Radio & Television Executives Society seminar in New York, that "tv does an excellent and important job and its future use [by PM] will depend on its need at the time."

Mr. Christensen stressed that Philip Morris has not "given up" network tv. "The time will come," he said, "when and if the individual brand" among those PM products will be able to carry its own budget for network tv.

Philip Morris at present has three brands on the market: Philip Morris (regular and king size), Parliament (regular, filter and king size filter) and Marlboro (filter tip). William Dollard, Young & Rubicam media buyer for General Foods' Jello, General Cigar Co.'s White Owl cigars and Drackett Co. (Windex, Drano), also spoke at the seminar, basting much of his talk on actual experiences (especially with Drackett and White Owl) in buying air media.

Mr. Christensen, who was billed as a speaker on the seminar's topic: "Techniques of Using Network and Spot," coined the title: "Why Was Philip Morris in Network and Why Is It Now Concentrating on Spot?" In reviewing the company's reasons, Mr. Christensen expanded on remarks made last spring at the NABT convention [B&T, May 30].

Here is a brief Philip Morris story as summarized from the Christensen talk:

Basically, PM for some years was a one brand company and up to about two years ago operated its marketing and/or advertising budget accordingly. Two things worked to upset this status quo: (1) the rise of the king size cigarette, beginning in 1951 and (2) the appearance of the filter cigarette as "an increasingly important factor."

Since PM did not want to be "left behind" its competitors, two courses of action were decided upon: (1) introduce a king size Philip Morris as an addition to the regular size pack, and (2) proceed with plans for filters, encompassing (a) development of one of PM's own (introduced as Marlboro) and (b) because some other cigarette companies were ahead, to acquire a filter cigarette quickly (acquired Parliament by merging with Benson & Hedges). Thus, Philip Morris soon found itself as a three-brand rather than a one-brand company.

Philip Morris was one of the early network tv advertisers, starting with spot in 1947 and graduating to its first tv network venture in 1948, to see if the medium could do anything for PM's advertising-marketing aims.

By 1952, tv costs (not "costs per thousand") grew to such an extent that the company undertook its first revision: dropped its spot and retained its network four franchises, particularly the I Love Lucy show with its high ratings and audience delivery.

Despite growing costs, network tv, which continued to reach more people, still could be used advantageously, said Christensen, to sell advertising aims for one brand. But PM found it had three products to sell with each demanding equal attention from the marketing budget. At that
point PM's advertising policy came under an "agonizing reappraisal."

That's what PM's study uncovered: in sticking with network shows, PM had to advertise for each of the brands on the individual shows, throwing one brand against another, thus adding house competition to that from the outside. "A vast proportion" of PM's marketing dollar was tied into network shows. Marlboro, just introduced, was being distributed market by market. This type of expansive marketing did not lend itself to network advertising but needed the flexibility of spots which would coincide with the spreading introductory campaign rather than be "locked in by rigid network station lineups."

Philip Morris had its national distribution. But compared to the network lineup a smaller number and the more important markets had to be reached with greater frequency. TV was seen as the important "backstop" to blanket coverage.

Parliament (which now buys no TV spot) did not have a budget big enough for a network show and was being aimed for a very few large metropolitan markets. But the cigarette brand still has TV in its future.

Mr. Christensen amplified the PM story further as a result of a question from the audience asking how one could reconcile these two facts: what seemed to be a "most popular" program on TV (Lucy) and PM's increasing sales loss at the time.

In answer, Mr. Christensen stressed activities of PM's competitors. He said that a big audience show like Lucy did not necessarily mean that PM was reaching more people on a weekly basis than other tobacco firms, citing, for example, the weekly audience obtained by R. J. Reynolds Tobacco's News Caravan that was on TV five times weekly on behalf of Camels (Caravan now is an alternating sponsor). To add to this, he said, some other firms (he did not designate which) have "fatter budgets" and that a single show's rating did not tell the whole story. He noted, also, that certain cigarette companies sponsor a "number" of network TV shows. The sales losses, he said, were traceable to the sudden appearance of King size and filter type brands among competitors and before PM entered its own competing products on the market, adding that certainly sales losses reflected "no discredit on TV or network TV."

He replied to a query on whether network participation programs (radio in particular) which have "invaded" the spot field were "legitimate business." It seemed to him that this was an attempt to take away some of the PM business as the questioner had implied but that he would assume this was "legitimate" so long as stations accept this type of program from the networks. Philip Morris uses them and will continue to do so, Christensen said.

According to Mr. Dollard, the type of campaign—whether it is to be spot or network—"starts with the product" and hinges on how much money the client wants to spend and what kind of creative appeal he wants to obtain for his product dollar.

Mr. Dollard pointed out that Drackett bought radio for years on a low frequency schedule. That schedule included 65 markets throughout the country with two or three spots per week in smaller markets and up to six spots weekly in the larger markets. Drackett has since changed its buying to TV film spots and minute transcriptions including jingles.

Mr. Dollard said Drackett formerly used homemakers shows in selected markets, combining integration of commercials with the program's script and the endorsement of a local personality—services which proved successful. He said that a Y & R staff was responsible for keeping copies of scripts plus other reports on programs as the basis for an overall report presented to the client.

He said there were values in both spot and in network, depending on what type of job has to be done for the advertiser. These values he outlined as:

1. NETWORK. Prestige, economical coverage, merchantable program, identification through use of nationally known talent, best time periods, best rated shows.

2. SPOT. Short term commitment, adaptability to meet local problems and to distribute weight as needed, use of dominant station in each market, local personality, impact on local level, flexibility in selecting time in each market.

Mr. Christensen reported that the TV world, as well as radio, is undergoing a "major revision" and that the network is being spurred into action as a result. "The twilight of network dominance," he said, "will mean that we should expect network competition to show up and be heard quite loudly."
**TV NETWORK BUYS AND BUYERS**

**SEPTEMBER PROCTER & GAMBLE OUTLAY UP NEARLY $1 MILLION**

Procter & Gamble Co. spent $3,111,958 for network tv time in September, nearly $1 million more than its outlay for the medium in September 1954, according to Publishers Information Bureau's compilation of network tv gross billings.

P & G that month spanned by nearly $1.5 million its closest contender among the top ten network tv advertisers, Colgate-Palmolive Co. Running nearly even with Colgate was the Chrysler Corp., while General Foods, Gillette and R. J. Reynolds Tobacco also placed over the $1 million mark in gross billings.

A development in September's top ten list was the appearance of another automobile manufacturer, Ford Motor Co., which bought $837,803 in network tv time. Chrysler and Ford combined had a total expenditure for the month of more than $2.4 million, compared to some $800,000 purchased by Chrysler a year ago September when it was the only auto maker cracking the top ten.

Comparing the lineup in the listings last September as against that month in 1954, some positioning radically changed (e.g. Gillette dropped from second to sixth) but eight of the advertisers repeated their appearances. The two changes involved Ford and American Home Products, which replaced last year's General Mills and General Electric Co.

An impressive increase in gross billings per network tv product group appeared in the 22 categories (excluding groups with totals for only one of the months), with all but three scoring gains.

Network tv's gross billings stood at $290,575,813 for the January-September period, as compared with last year's nine month total of $222,671,874. The September 1955 figure topped the total for that month last year by some $7 million.

**GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR SEPTEMBER AND JANUARY-SEPTEMBER 1955, COMPARED TO 1954**

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</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$3,205,768.50</td>
<td>$39,690.75</td>
<td>$2,722,504</td>
<td>$91,510.00</td>
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<td>Apparel, Footwear &amp; Access.</td>
<td>137,068</td>
<td>2,291,777</td>
<td>303,763</td>
<td>2,272,504</td>
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<td>Aviation, Aviation Access. &amp; Equip.</td>
<td>16,010</td>
<td>92,405</td>
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<td>Beer, Wine &amp; Liquor</td>
<td>691,379</td>
<td>5,615,523</td>
<td>479,809</td>
<td>5,011,318</td>
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<td>Bldg. Materials, Equip. &amp; Fixtures</td>
<td>111,530</td>
<td>337,785</td>
<td>77,244</td>
<td>1,052,705</td>
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<tr>
<td>Confectionary &amp; Soft Drinks</td>
<td>451,786</td>
<td>5,466,361</td>
<td>396,654</td>
<td>4,193,902</td>
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<td>Consumer Services</td>
<td>112,926</td>
<td>4,849,592</td>
<td>70,353</td>
<td>518,465</td>
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<td>Drugs &amp; Remedies</td>
<td>1,834,077</td>
<td>15,949,529</td>
<td>1,198,565</td>
<td>10,139,533</td>
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<td>Entertainment &amp; Amusements</td>
<td>13,141</td>
<td>1,141</td>
<td>8,970</td>
<td>16,210</td>
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<tr>
<td>Food &amp; Food Products</td>
<td>6,444,667</td>
<td>58,280,509</td>
<td>5,393,973</td>
<td>45,694,561</td>
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<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>459,549</td>
<td>3,554,843</td>
<td>252,501</td>
<td>2,274,757</td>
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<tr>
<td>Horticulture</td>
<td>2,041</td>
<td>111,710</td>
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<td>Household Equip. &amp; Supplies</td>
<td>2,683,434</td>
<td>22,732,724</td>
<td>2,404,933</td>
<td>18,922,675</td>
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<td>Household Furnishings</td>
<td>183,288</td>
<td>1,843,478</td>
<td>337,970</td>
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<td>Industrial Materials</td>
<td>422,188</td>
<td>4,849,592</td>
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<td>Insurance</td>
<td>229,738</td>
<td>1,302,228</td>
<td>141,948</td>
<td>1,157,285</td>
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<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
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**TOTALS**

$33,058,317 $290,575,813 $26,045,177 $222,671,874

Source: Publisher's Information Bureau
DOOR-TO-DOOR SELLING
VIA TV COMMERCIALS

THE ADVERTISER'S MESSAGE MUST BE DESIGNED
FOR INDIVIDUALS—NOT GROUPS—GREY ADVISES

TV COMMERCIALS without "sell" have got to go, no matter how entertaining, according to the Twentieth Anniversary issue of Grey Matter, published by Grey Advertising Agency (National Advertisers' Edition, Dec. 1, 1955), from which this article is being pre-printed, slightly condensed.

WITH the changing tempo of television programming, and the sky-rocketing costs of building and holding huge audiences, the burden of the commercial grows heavier and heavier. Longer shows, more spectacular shows, are running the cost of time and talent to a point where a staggering responsibility is placed on the commercial to make television pay off. And it can pay off handsomely. What's the good of having and holding 55 million viewers by spectacular entertainment and then telling a weak selling story that is made to appear weaker still because it's overwhelmed and overshadowed by the very program on which it rides?

Researcher Iorace Scherin tells us that investigation has demonstrated that commercials for one brand can achieve as much as a 40 to 1 advantage over another brand in their ability to create product preference. An $80,000 show can, therefore, vary in selling effectiveness to the extent of being worth anywhere from $2,000 and up.

At these odds we better take a new hard look at our commercials, dissect them, probe deeply into their vital organs and test the strength of their "sell." No advertiser, large or small, can afford feeble commercials.

Look back at the short, but exciting history of sponsored television. Recreate in your mind the early television commercials. You can tell who the parents were by looking at the children. It is obvious that the tv commercial and its older brother, the radio commercial, were born out of the marriage between the stage and the podium. A poor choice of parents. Don't get us wrong. We love the theatre (movies, too) and are mindful of the importance of the public speaker. But they were poor progenitors for commercials because the theatre and auditorium are places of mass assembly. The actor and speaker talk to an audience. The writers for the theatre and platform visualize an audience. But the commercial is not "audience selling." It's "personal selling."

It would have been better, lots better, if the tv commercial had been the issue of a house-to-house salesman and a retail store clerk ... born and raised in an environment of personal selling and nurtured by the ingenuity of salesmanship.

Before the advent of television, advertisers had long wished for a medium by which they could show and demonstrate their products right in the customers' homes. Along came the new electronic miracle that made this possible in an undreamed-of manner. Yet in our awe and amazement at its wonders many of us forgot that tv is a means of delivering a personal in-the-home demonstration and a selling message to our prospect as an individual. Instead we adopted all the tricks and stratagems of the stage, screen and platform, too often to the neglect of the methods of the in-the-home salesman.

Even though we have before us the effective personal selling of the Godfrey's, the Garroways, Allens, Starks, and so many others, there still persist commercials which talk the viewers to death, are pompous, irritating, wildly exaggerated and result in burying the product they have come to praise.

Now this is the point where we should like to make it perfectly clear that tv commercials have made tremendous strides toward greater effectiveness. Steady observers of tv programs are aware of it. Scherin, too, points out that in his studies of over 750 commercials of the 1954 vintage, 50% failed to change the viewer's mind about the advertised product after exposure to the commercial. But there's ground for hope: similar studies of commercials produced in the first half of 1955 showed that only 35% had this failing. Still plenty of room for improvement.

Important differences between the in-the-home salesman and the television salesman are that the customer can't ask questions of the latter and that she can kick him out without being rude by simply twisting a dial.

In a sense this is a positive advantage. If the viewer turns the dial, she's liable to miss the rest of her favorite show. But the commercial can miss the mark if she has even the slightest inclination to turn it off.

Another advantage of the tv salesman is that he can demonstrate selling points of many products not possible in home selling. He can take the customer for a ride in a DeSoto. He can have her look inside a GE dishwasher while it's working. He can make a mouth-watering snack or salad with Kraft Cheese. He can dramatize the strength or lightness of a piece of Samsonite luggage.

But at all times, the vital point to remember is that he is engaged in personal selling and not in audience selling. Now if you were choosing and training a personal representative to go into the home of the consumer, what would he be like? In planning commercials we must ask the same questions.

To attain a maximum degree of personal selling the commercial must penetrate deeply the consciousness of the viewer as an individual. For it's the reaction of each viewer rather than the mass reaction of the audience that will result in sales. So let's take a brief glimpse at some of the elements of the commercial which contribute to personal selling and which add up to what we at Grey call the Action Ingredient.

1. THE NEED FOR EMPATHY • Many of our psychologists and motivational researchers talk about the need for "empathy" in advertising . . . empathy being "the complete understanding of another's feelings, motives, etc."

2. PERSONIFY THE PRODUCT • When Betty Furness talks to the housewife, she is obviously a saleswoman whom Westinghouse has sent into the home to sell and demonstrate a product. But many commercials rise to the height of incongruity by using characters or people completely out of keep-

MOVIE STARS SELL DEODORANT

THESE THREE (I to r: Coleen Gray, Rochelle Hudson, Joanne Vohs) are believable, says Grey, because of the manner in which they give the testimonial and because they obviously are users of the product themselves.
4. I KNOW WHAT I'M TALKING ABOUT • Some of the most seasoned television announcers (male and female) have come to this revelation the hard way in which they are asked to do commercials, whether live or on film. They're given a piece of commercial copy and told to recite it (with gestures). Would you send your salesmen into the home without giving them a feeling for your product? Yet too many salespeople are sent into the television studio and asked to parrot a canned selling script. And it sounds like it, too. If the announcer has no feeling for selling (and many good ones do not) don't use him (or her) no matter how beautiful his voice, clear his diction, and perfect his pronunciation. Unless your personal salesman on the tv screen creates the impression that he's talking about and feels what he says, you'll never get that personal selling into the commercial.

5. INTEGRATION WITH THE SHOW • When the star is used to give a testimonial it can be effective salesmanship if the viewer can really believe that the star is a user of the product. When the star is used as a salesman he or she can be effective when thoroughly indoctrinated to give an honest, sincere, believable statement.

The movie stars who have been saying through all these years that they are "Lux girls" are believable. When we at Grey use movie stars to do the "5-Day Deodorant Pad" commercials it is perfectly credible, not only because movie stars, like all other people are users of deodorants, but because of the manner in which they give the testimonial. When Mel Allen puffs his White Owl Cigar, he's believable, as is Frankie Frisch when he drinks Krueger Beer, or Bert Parks, wearing a Van Heusen shirt. (Van Heusen and Krueger are Grey clients.)

6. IMAGINATIVE SELLING • Puppets or cartoon characters can give personal selling an extra dimension made possible by television. Skillfully done, it fires the imagination and helps surround the product with romance and excitement. You have seen it in many good commercials like Ajax cleanser; like the puppet characters from Peter Pan which sold RCA Victor records on the Peter Pan tv spectacular; like Dotty Doeksin, the fawn, which cavorts in Doe-skin commercials. Music, too, can add much to good hard "sell." Yes, there is a growing appreciation of the value of music in tv commercials because of the added emotional impact provided by the familiar background music . . . that is, when the music doesn't drown out the selling message.

We are making no attempt in this piece to give a formula for a good commercial. We don't believe in formulas. Volumes can be written about techniques, research methods to prove credibility and motivation, visualization and other elements of the commercial. But if we have already said, this is not a treatise on commercials. We are trying to establish a principle; that the tv commercial is the blood brother of the in-the-home salesman. True, it's more ingenious, more versatile, more powerful, but it is personal selling as against audience selling.
# OCTOBER ARBs

Ten top-rated television programs in Baltimore. Compiled from ARB audience study for the survey week of October 8 thru 14.

<table>
<thead>
<tr>
<th>Program</th>
<th>Station</th>
<th>ARB</th>
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<tr>
<td>$64,000 Question</td>
<td>WMAR</td>
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<td>I Love Lucy</td>
<td>WMAR</td>
<td>48.1</td>
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<td>Person to Person</td>
<td>WMAR</td>
<td>46.4</td>
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<td>What's My Line?</td>
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<td>WMAR</td>
<td>36.2</td>
</tr>
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11/10/55
In the rich market of
RICHMOND
Petersburg and Central Virginia
WXEX-TV has

1
Basic NBC-TV Network

2
Maximum power—316 K.W.

3
Maximum tower height—1049 ft. above sea level
943 ft. above average terrain . . . more than 100 ft. higher
than any station in this market.

4
415,835 TV families in coverage area

5
Channel 8

Ask your Fordoe man for full details about
WXEX-TV

TOM JINSELY, President
IRVIN G. ABELOFF, Vice Pres.
McCANN-ERICKSON ELECTS HAIGHT

GEORGE HAIGHT, West Coast director of programming for McCann-Erickson, was named vice president in charge of radio and television operations last week by Marion Harper Jr., president of the agency (Closed Circuit, Nov. 21).

The appointment followed four months of deliberation and was one of the most sought-after agency jobs of the year. The post of radio-vice president will be vacated by Floyd J. Scapolone, who resigned to become CBS-TV vice president in charge of network programs, Hollywood.

The position was then filled by Terrence Clyne, vice president of the plans board and account executive on Bulova watches. Under the new set-up, Mr. Haight will report to Mr. Clyne.

In Hollywood, Mr. Haight had agency responsibility for CBS-TV’s Climax and Shower of Stars.

Before he entered television as both a producer (NBC-TV’s Robert Montgomery Presents) and agency executive, Mr. Haight was active as a producer both in Hollywood and on Broadway. Among his motion picture credits are MGM’s “Lady in the Lake,” “See Here, Private Hainsie” and the Red Skeleton “Whistling” series.

At RKO Radio Pictures as associate producer for Samuel Goldwyn, Mr. Haight produced “The Goldwyn Follies,” “These Three” and “Marco Polo.” On Broadway, Mr. Haight was responsible for such productions as “Kind Lady,” “Wednesday’s Child” and “Goodbye Again.”

Needham, Louis & Brorby Plan Dec. 16 Moving Date

NEEDHAM, LOUIS & BRORBY Inc., Chicago agency, has set Dec. 16 as the date for moving from the Field Bldg. to new quarters in the city’s Prudential Bldg.

The agency will occupy the 36th, 37th and 38th floors, to be designated “headquarters,” “creative” and “operations.” About 300 employees will be involved in the move, dictated by the agency’s rapid expansion in recent years. N L & B currently bills about $30 million annually. It signed a 15-year lease for the quarters in August 1954.

Radio-ty, copy, art, production and traffic departments will be housed on 37th ("creative") floor. Included are a tv and film-viewing theatre, and projection, film storage, editing and rehearsal rooms. Media will be housed on the 36th floor with the agency’s service groups.

Needham, Louis & Brorby will be the first rental tenant on the building’s upper floors. Its telephone number will be Whitehall 4-3400.

Crosby Yule Broadcast Set

INSURANCE CO. of North America, Philadelphia, will sponsor a special, one-hour Christmas Eve broadcast on CBS Radio starring Bing Crosby, Paul Weston’s Orchestra and the Norman Luboff Choir. Program, titled “Christmas

Newly-Formed North Adv. Appoints Six Executives

ADDITION of six new executives, including Charles P. Hirth Jr. as vice president, was announced last week by Don Paul Nathanson for his newly established North Adv. Inc., Chicago. The agency is being launched with a number of Toni accounts as the nucleus. Mr. Nathanson, president of North, was associated for years with Weiss & Geller as vice president.

Mr. Hirth, account executive at Biow Co., New York, for the past six years, will also serve as account group supervisor for Prom home permanent and Silver Curl home permanent.

Richard S. Paige, previously associated with NBC in sales development, planning and research, becomes media director. Kerry F. Sheeran, Weiss & Geller, was named account executive for Tonette children’s home permanent, Softstyle and specialty-curl types.

Other appointments: Kent D’Alessandro, formerly with Benton & Bowles, New York, as media analyst and buyer; Gene Darbin, formerly with NBC Chicago, to North’s radio-tv business administration department, and Robert G. Fryml, previously with Henri, Hurst & McDonald, as art director.

A number of administrative and secretarial employees, aside from key executives, were involved in a switch from Weiss & Geller to North.

Most of Dr. Pepper Budget Seen Going Into Radio-Tv

RADIO-TV will command “well over” half a $5 million advertising budget allocated by Dr. Pepper Bottling Co. (soft drinks), Dallas, Tex., as part of its new cooperative ad plan starting in February, it was announced last week.

Tv expenditures have been increased 100% over this year and will receive the largest share among all media. Plans call for heavy use of spot announcements on about 50 stations and three film (mystery) packages and three live children’s shows in each of three markets. It was pointed out that the 50 stations will cover over 132 bottler franchises.

Additionally, Dr. Pepper will use 70 radio stations to promote its “silver dollar” jingle contest. Newspapers will be utilized for special promotions.

Leonard Green, president of Dr. Pepper Bottling Co., said sales had risen 74% in the past five years.

Fritz Leaves Long Adv.

EDWIN C. FRITZ Jr. has resigned as radio-tv director of the W. E. Long Co., Chicago advertising agency specializing in bakery agencies, after five and a half years with the organization. He will announce his future plans shortly.

David Hayes, timebuyer and assistant to Mr. Fritz, has been appointed acting radio-tv director. Agency is being reorganized effective Jan. 1, 1956, with different bakery groups owning it on a co-op basis.

400 L. A. Yuletide Spots

PROMOTION of Christmas shopping in Los Angeles by the Downtown Business Men’s Assn. will include 400 spot commercials spread over nearly all of Southern California’s radio stations. Scheduled for heavy participation from Dec. 4 through Dec. 16, theme of the promotion is “Downtown is Christmas Town” and “Shop Every Night ‘til Nine.” Weinberg Adv. Co. is the agency.

November 28, 1955 • Page 35
PREVIEW

DON'T TAKE NO EXPERT TO GET THE PICTURE WHEN SPOT USES CARTOON-JINGLE MIXTURE

WHEN Ruthrauff & Ryan, New York, was faced with the task of explaining to non-technical public the advantages of the new torsion-level suspension system incorporated into the new Packard Clipper, it decided to use a 60-second animated tv spot announcement for the job.

The film with the jingle, sung to the tune of "Dry Bones," was designed to demonstrate the advantages of the torsion-level suspension system over conventional coil and leaf springs. The jingle stresses that the new system affords comfort as well as safety.

The first use of the commercial on a network basis is set for the Dec. 5 program of 'Tv Reader's Digest,' sponsored by the Studebaker-Packard Corp. on ABC-TV. The spot announcement, filmed by Chad Inc., also has been supplied to local Packard dealers for telecasting in their areas.

The commercial opens with four animated characters showing how "the front wheel's connected to the front arm, the front arm to the torsion bar... That's Clipper's Torsion Level Ride." The jingle points out that in any car, piled with people and luggage, "the rear end sinks down mighty far." It adds: "But watch what happens in the Clipper car... The levelmotor motor starts turnin' the bar, and right away up comes the car. That's Clipper's Torsion-Level Ride! Don't need no springs, got Torsion Bars... Don't want no springs, got Torsion Bars. Throw way those springs, got Torsion bars. Got Clipper's Torsion level rides."

SHORTCUT CALCULATORS OFFERED TO TIMEBUYERS

Both NBC Spot Sales and WBNS-TV perfect devices to readily compute cost per thousand figures plus other information pertinent to time buys.

AGENCY timebuyers who would object to any description of their jobs as beds of roses are having help in their chores from at least two independent sources.

Developed and individually copyrighted are two devices which are claimed to calculate cost per thousand figures in a matter of seconds:

- A radio-tv spot "estimator," described as "foolproof" and said by its developers, NBC Spot Sales, to be "the first" of its kind in advertising, was to be announced today (Monday) by Thomas B. McFadden, vice president of NBC Spot Sales.

- A mechanical "calculator" for tv was announced last week by WBNS-TV Columbus, Ohio, and described by the station as a "time-buyer's delight" and as "the first of its type ever designed for local station use."

The NBC estimator, designed for the use of broadcast timebuyers in estimating audience sizes and cost per thousand, can come up with a cost per thousand to a given advertising problem in less than five seconds, according to NBC Spot Sales. Estimates of this type, it is pointed out, normally entail the use of calculators or comptometers, slide rules and "time-consuming mental mathematical gymnastics of varying intensity."

In announcing the new spot estimator, Mr. McFadden said: "Our friends in the advertising agencies have often told us of the many hours they spend in computing audience size and cost per thousand figures. Anything we can do to help them in simplifying their jobs contributes directly, or indirectly, to the basic objective of NBC Spot Sales—to increase the total number of advertisers using spot broadcasting and to make more effective each specific advertiser's use of it."

The new cardboard instrument can be applied to any market and any station. It is 10 inches in diameter and has two scales on the front side. The outer scale is labeled "Number of Homes, Radio or TV" and the inner scale headed "Rating Points." By placing a given rating underneath the number of homes in the market, the number of homes reached by that particular announcement or program appears in a window on the cardboard disc.

With this figure determined, the user turns the estimator to its reverse side. There are two scales here also—the outer called "Audience Size," the inner, "Cost Per Spot or Schedule." By placing the cost figure under the audience size figure, the user will find the cost per thousand for the spot or schedule in a particular market.

According to Mr. McFadden, 3,000 of the spot estimators will be in the mails next week to timebuyers and others in the advertising and radio-tv fields, thus providing a wide distribution through use of a number of mailing lists. He suggested a two-week interval before inquiries on the estimator—the cardboard instrument has been copyrighted—are made. After Dec. 7, he said, NBC Spot Sales will attempt to fill all bona fide requests, which should be directed to Mort Gaffin, Manager, New Business and Promotion, NBC Spot Sales, 30 Rockefeller Plaza, New York 20.

WBNS-TV's calculator that is being sent to advertisers and agencies was announced by Jerome R. Reeves, program manager. It is about six inches in diameter bearing calibrated figures and maneuvered by a moving circle within a circle. Required to operate the calculator is a rating, number of tv homes and cost figure. Only one dial setting is necessary to determine cost per thousand.

This C-P-M tv homes is obtained by matching program rating with the number of tv homes and reading the indicated figure corresponding to the cost of tv time.

For the "Tv Cost Calculator" is credited to Otto Ohland and Martin Katz, account executive and director of sales respectively at Blair TV, New York, station representative firm. Calibration and production of the calculator was handled by the Graphic Calculator Co., Chicago.

The station explaining that it wished to avoid the impression "that the entire measure of the value of tv advertising schedules should be based solely upon cost per thousand tv homes reached," has added to the calculator this message: "Just One Measure of a Tv Buy."

WBNS-TV said it also plans to add network cost charts to the reverse side of the calculator which will replace the station's coverage map that now appears there. The redesigned instrument will be ready for distribution shortly after Jan. 1.

Frigidaire Plans Quiz Show To Replace 'Favorite Husband'

FRIGIDAIRE Div. of General Motors Corp. will slot a new quiz program, Do You Trust Your Wife, starring Edgar Bergen, in the half hour immediately following 660 Second Ques- tion on CBS-TV, William H. Hyland, CBS-TV vice president in charge of network sales, announced last week. The new program, which replaces Frigidaire's Mandy Favorite Husband, will be telecast Tuesday, 10:30-11 p.m. EST, starting Tuesday, Jan. 3.

Produced in Hollywood, the program will feature a jackpot question: "worth the weekly income of $100 for a year," according to CBS-TV, Kudner Agency, New York, handles Frigidaire.

47.6% of Tv Sets Now Have 21-Inch Screen, Survey Says

NEARLY half (47.6%) of the nation's tv sets have 21-inch viewing screens and 34.8% are in the 16-18 inch class, according to a survey by American Research Bureau.

ARB noted a steady trend to 21-inch sets, since only 39.9% of sets had 21-inch screens early in the year. In Portland, Ore., 71.9% of tv sets are in the 21-inch class. Denver leads with 68.6% and Harrisburg, Pa., third with 66.6%. These three areas "cash into the tv market fairly recently," according to ARB.

A survey conducted by the Arizona State College business school shows that 42.6% of sets in Maricopa County (including Phoenix) have 21-inch screens and that 30.7% have 17-inch screens. The study showed that 73.6% of cars-in-the area are equipped with radio sets.
"In the Omaha Area ... Beatrice Foods selects KMTV for its survey leadership and merchandising help."

says Jim Switzer, Vice President, Foote, Cone & Belding, Chicago

"We wanted Beatrice Foods advertising to be on Omaha's most popular TV station and we wanted lots of merchandising help," Mr. Switzer said, "So naturally we chose KMTV."

"Our 15-minute Sports For The Family film secured a fine rating," said Mr. Switzer, "and the Omaha manager for Beatrice Foods was highly pleased with the help KMTV gave him in merchandising and in promoting a contest among Omaha youngsters."

According to the latest Pulse survey (Sept. 6-12), KMTV has 13 of the top 15 weekly shows ... 8 of the top 10 multi-weekly shows ... and leads by wide margins in most of the weekly Pulse time classifications.

So profit from the experience of many successful national advertisers. Contact KMTV or your Petry man today for more information on many choice KMTV availabilities.

**IT'S NO DRAW — IN OMAHA**
SMART ADVERTISERS ALL AGREE: IN OMAHA THE PLACE TO BE IS CHANNEL 3
G.E.'s COLOR FILM CENTER FOR BOTH COLOR AND

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 2x2 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.

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.
DELIVERS TOP FILM QUALITY MONOCHROME SERVICES

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!

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.

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.

FREE BOOKLET, SPECIFICATIONS! For detailed information about the new General Electric Color Film Center see your local G-E Broadcast Equipment Manager, or, write to: General Electric Company, Broadcast Equipment, Section X2115-28, 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
OFFICIAL tabulations of retail sales by counties for the calendar year 1954 are now being released by the U. S. Census Bureau. These preliminary data, subject to revision in the final report on the bureau's 1954 Census of Business, are the most reliable figures available on the amount of retail business done in the counties of the U. S. and are based on stores with paid employment that did a business of $2,500 or more in 1954.

BUT will publish figures for all states as they become available.

Sales include total receipts from customers after deduction of refunds or allowances for merchandise returned by customers. They include local and state sales taxes or federal excise taxes collected by the store directly from customers as well as gasoline, liquor, tobacco and other taxes paid by manufacturer or wholesaler and passed on to the consumer. The figures do not include retail sales by producers, manufacturers, wholesalers, service units and others not primarily engaged in retail trade. They do, however, include retailers' service receipts, sales to industrial users and to other retailers.

Copies of complete reports for each state, covering counties and cities, can be obtained for 10 cents each or $4 for all reports, from Bureau of the Census, Washington 25, D. C.
NOW!
SAVE up to
15%
By Buying 2 or More of These Powerful Stations
HERE'S HOW IT WORKS

Buy All 4 Stations...SAVE 15%
Buy Any 3 Stations...SAVE 10%
Buy Any 2 Stations...SAVE 5%

Now, you get more for your money than ever before!
You get the biggest buy in radio in Michigan's Knorr Broadcasting Corporation's combined 4-Station deal!
Here, bounded by Detroit, Jackson, Flint and Saginaw is 80% of Michigan's 6-billion dollar buying power.
That's where nearly 100% of the homes and over 85% of the automobiles have radios.
That's where WKMH, WKHM, WKMF and WSAM command the biggest listening audience, because that's where everybody likes News, Music, Sports.

REACHES MICHIGAN'S BIGGEST BUYING POWER
Men's Stores Praise TV, But Says It's Too Costly

TELEVISION has produced "terrific results" for some men's retail stores but its use in this field is on the decline, according to a survey by the National Assn. of Retail Clothing & Furnishings.

In a November members bulletin, Louis Rothschild, executive director of NARCF, noted that "despite the almost prohibitive cost, a few Page 42.  November 28, 1955

men's stores are using TV advertising with great success," citing examples of success stories.

An "enthusiastic" TV booster, the bulletin states, is Tate Brown Co., Charlotte, N. C. This store reported, "Television advertising is most gratifying and its direct response is phenomenal. Sometimes it pulls in sales in a week.

The stores use quarter-hour programs costing about $500 each, with three in the spring and six in the fall.

Harry Clarke, head of Clarke's, in Tulsa, Okla., reported "good results" from 10 o'clock news, plus spots. Phil Gibson, of Ray Beans Clothing Co., Topeka, Kan., feels the store has been in "the industry and the results are wonderful." Baskin's of Chicago uses TV for special sales events and will continue this policy.

Only network show reported in the survey is "Stop the Music, ABC-TV, sponsored by Phillips-66 (Van Heusen agents).

The NARCF survey stated, "Television, as an advertising medium for men's retail stores, is on the decline. It was generally concluded that video is too expensive for a retailer."
...but in Nashville
we can prove

our tower is 2049 feet above sea level, second
to none in this area.
we have effective coverage in 3 states including 52
counties and parts of 17 more.
Our Class A coverage area is 36% greater than Station A
and 150% greater than Station B.

we don't claim...

the highest tower in Nashville (or the South)
to effectively reach 424,000 TV homes
(1955 Sales Management figures show
397,000 total homes in 1 UV/M area
of any Nashville station)
coverage in 6 states and a radius of over
200 miles

Overall Height Above
Sea Level
WSIX-TV 2049
Channel A 2049
Channel B 1278

Radiation Center Above
Sea Level
WSIX-TV 2014
Channel A 1981
Channel B 1244

Grade A Area
WSIX-TV 7545 sq. mi.
Channel A 5545 sq. mi.
Channel B 3020 sq. mi.

Grade A Radius
WSIX-TV 49 mi.
Channel A 42 mi.
Channel B 31 mi.

These figures taken from FCC field intensity charts

CHANNEL

Nashville, Tennessee
National Representative:
George P. Hollingbery Company
- New York
- Chicago
- Atlanta
- Los Angeles
- San Francisco

More and more value-conscious advertisers are switching to WSIX-TV
After holding various positions with the agency, including organization of the radio department in 1935, he was elected vice president in 1942 and to the board of directors in 1950. He became senior vice president-general manager in 1954.

**Easy Washing Machine Buys 'Godfrey' TV Segment**

THE EASY Washing Machine Corp., Syracuse, will sponsor the Wednesday, 10:30-10:45 a.m. EST segment of CBS-TV's *Arthur Godfrey Time*, starting Jan. 11, it was announced last week.

Also announced: Bristol-Myers Co., New York, will sponsor the Thursday, 10:30-10:45 a.m. EST period in addition to its Monday-Wednesday, 10:45-11 a.m. (EST) spots, starting Jan. 5. Corn Products Refining Co., New York, last week renewed its Tuesday, 10:30-10:45 a.m. (EST) segment. Agencies participating are BBDO, Syracuse, for Easy Washing Machine Corp., Young & Rubicam, New York, for Bristol-Myers, and C. L. Miller Co., for Corn Products.

**Armstrong on 'Project 20'**

ARMSTRONG Cork Co., Lancaster, Pa., has purchased "Nightmare in Red," first of NBC-TV's Project 20 series, for presentation on Dec. 27 (9:30-10:30 p.m. EST). The agency is BBDO, New York.

The story of Russia during this century, "Nightmare in Red" is told in film acquired from 76 different sources. Other Project 20 programs will include "The Jazz Age," "The Rise and Fall of a Dictator" (Hitler), "Austria" and a repeat on "Three, Two, One—Zero."

**Two San Francisco Agencies to Merge**

MERGER of two San Francisco advertising agencies, Rhoades & Davis and Honig-Cooper, was announced last week by S. R. Hutten, Honig-Cooper president. The merger becomes effective Dec. 1.

Rhoades & Davis personnel and accounts will move into the new Honig-Cooper building and operate at a special division of the agency until integration is completed. Among the accounts involved in the merger are Stur-Kist Foods, Yellow Cab of San Francisco, Denahan (dental plate cleanser) and Riviera Foods.

Robert O. Davis and J. A. Honold of Rhoades & Davis, will become vice presidents of Honig-Cooper. Mr. Davis will head the Rhoades & Davis division while Mr. Honold has been placed in charge of Honig-Cooper’s Los Angeles office.

Honig-Cooper began operations in San Francisco in 1915 and with the addition of Rhoades & Davis, plans an addition to its new building, completed in 1954, to be ready in June 1956.

**Florists Boost TV Billings**

FLORISTS' Telegraph Delivery Assn., Detroit, with a reported annual business of $45 million, will co-sponsor NBC-TV's "Maurice Chevalier Show" on Sunday Spectacular Dec. 4. The florists also will buy into ABC-TV’s Famous Film Festival Dec. 11 for an additional pre-Christmas promotion. Heretofore, the association limited its tv participation to buys on NBC-TV's Today, Home and Tonight shows. Grant Advertising Inc., New York, is the agency.
FARM LIVESTOCK INCOME IN THE KFAB AREA AMOUNTS TO WELL OVER A BILLION DOLLARS ANNUALLY

This month, we Face the Facts with Steve Hunter, Advertising Manager for Crete Mills, Crete, Nebraska... makers of famous Victor Feeds.

Victor products are known throughout the middlewest. Many of their customers first learned about Victor Feeds through the company's advertising on KFAB.

Like Crete Mills, many of the nation's oldest advertisers have used KFAB for many years to sell all kinds of merchandise in the Midwest Empire, one of the nation's great markets.

If you have merchandise or service to sell to midwesterners, Face the Facts with a Free & Peters Colonel. He'll welcome the opportunity to give you the facts on KFAB... Nebraska's greatest station. Or, check with General Manager Harry Burke.

Big Mike is the physical trademark of KFAB — Nebraska's most listened-to-station
NIELSEN
Top Radio Programs
Two Weeks Ending Oct. 22, 1955

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes (000)</th>
<th>Page 46</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>One Man’s Family (NBC)</td>
<td>1,526</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>News of the World (NBC)</td>
<td>1,434</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Lowell Thomas (CBS)</td>
<td>1,241</td>
<td></td>
</tr>
</tbody>
</table>

Weekday (Average for All Programs) (1,249)

1. Guiding Light (CBS) 2,200
2. Young Dr. Malone (CBS) 2,157
3. Mr. Perkins (CBS) 2,081
4. Perry Mason (Procter & Gamble) (CBS) 2,081
5. Road of Life (CBS) 1,988
6. This Is More Drake (Bristol-Myers) (CBS) 1,942
7. This Is More Drake (Toni) (CBS) 1,896
8. Helen Trent (Toni) (CBS) 1,830
9. Arthur Godfrey (Stabley) (CBS) 1,711
10. Wendy Warren (Hazel Bishop) (CBS) 1,665

Day, Sunday (Average for All Programs) (309)

1. Washburn Hour (CBS) 1,249
2. Adventurers of Rin Tin Tin (MB5) 971
3. Your Nuthillite Theatre (NBC) 926

Day, Saturday (Average for All Programs) (647)

1. Gunsmoke (CBS) 1,665
2. Robert Q. Lewis (Allier) (CBS) 1,520
3. Allen Jackson-News (12:00) (CBS) 1,502

Copyright 1955 by A. C. Nielsen Company

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Millions of Mixes!!

If you sold just one package of your mixes to the homes in WGN’s area, it would mean 4,686,860 packages sold!!

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

*Nielson Coverage Service

---

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

---

Hazel Bishop Expands Sales

UNDERLINING Hazel Bishop Inc.'s sales expansion—the company's sales in the current quarter were reported to be at an all-time high—Donald Burr, president of the firm, announced last week the appointment of six new regional sales managers.

The appointments, which are effective immediately, are: Charles Arnold, eastern region; Irving Halperin, New England region; Howard Solomon, midwestern region; Emil Heuer, southwestern region; W. R. Allen, western region, and Ames Howlett, east central states.

BUSINESS


Parkhill Bedding Ltd., and G. F. Stephens & Co. Ltd. (paints), both of Winnipeg, Man., have started alternate weekly sponsorship of half-hour film series Waterfront on six western Canadian tv stations. Agency is Stewart-Bowman-Macpherson Ltd., Winnipeg.

Langendorf United Bakers, San Francisco, reviews sponsorship of NBC Film Div. Steve Donovan, Western Marshal for another 39 weeks. Langendorf since April has been sponsoring series in 13 California, Washington and Oregon markets.

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Broadcasting • Telecasting
WBZ-TV sparks all of New England!
The postcards piled higher and higher!

From the day WBZ-TV began its big contest to promote fire prevention within its coverage area to contest close, an avalanche of postcards poured in from all over New England. Winner of the National Board of Fire Underwriters' Gold Medal for 3 successive years, WBZ-TV continued its national leadership in Fire Prevention.

Thousands vowed to exercise caution against those fire hazards which cause the greatest loss of life and property in New England. Interest was heightened by WBZ-TV’s offer of life-saving pneumators (respirators) to fire departments of towns with best pledge records, but no prizes were offered to individuals. The response to the WBZ-TV appeal was completely selfless.

Tons of mail, with dramatic undertones of warmth and human interest, were received, representing more than 50,000 pieces in all. For example—

- 35 Boy Scouts in rural Boxboro, Mass. (population 476) canvassed the entire village on a dreary Sunday afternoon, in driving rains that caused floods in New England!
- All officers and men at the South Weymouth Naval Air Station sent in pledges!
- Clergymen in Holbrook solicited from the pulpit to bring in close to a 100% response from town citizens!
- Entire Boston College football team stopped long enough in the middle of scrimmage to sign fire pledges!

And on and on and on. Here was the greatest evidence ever of the powerful pull of WBZ-TV, in the nation’s sixth largest market. If you’re thinking about giving a special spark to your sales story, start by calling Herb Massé, WBZ-TV Sales Manager, at ALgonquin 4-5670. Or call Eldon Campbell, WBC National Sales Manager at MUrray Hill 7-0808, New York.

WBZ-TV Channel 4 Boston

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO
BOSTON—WBZ—WBZA
PHILADELPHIA—KYW
PITTSBURGH—KDKA
FORT WAYNE—WOWO
PORTLAND—KEX

TELEVISION
BOSTON—WBZ-TV
PHILADELPHIA—WPTZ
PITTSBURGH—KDKA-TV
SAN FRANCISCO—KPIX

KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Free & Peters, Inc.
AGENCY APPOINTMENTS


Manhattan Shirt Co., N. Y., and its agency, Kenyon & Eckhardt, will end 10-year relationship after 1956 spring campaign. Shirt company has engaged John Orr Young, advertising consultant, to assist in finding new agency.

Jacqueline Cochran Inc., N. Y., appoints Al Paul Lefton Co., that city, for full cosmetics line and for Parfums Charbert.

Reliance Pencil Corp. (pencils, ball points), Mount Vernon, N. Y., appoints Weston Adv. Agency, N. Y. Kenneth Rader, agency vice president, will supervise account.

Consolidated Royal Chemical Corp. (Krank's Shave Kreem) appoints Gordon Best Co., Chicago. Broadcast media may be used.

W. L. Kreider's Sons Manufacturing Co., Palmyra, Pa., names Wasser, Kay & Phillips Inc., Pittsburgh, Pa., for Ruggies and Foot-Trips juvenile shoes. Kreider's also is exclusive sales representative for Strait-Step, first-walking shoe which is being promoted in major national markets on TV.

Elgin Softener Corp., Elgin Ill., announces appointment of Phil Gordon Agency, Chicago, for Softmaster push-button automatic water softener and related home appliance line. Dan Smith is account executive.


CO-Sponsorship of the Marquette U. basketball broadcasts this winter has been announced by the Miller Brewing Co., Milwaukee, marking the sixth consecutive year the company has aired the Warrior games. Sportscaster John Reddy will originate the play-by-play broadcasts over WOKY Milwaukee, with WNAM Neenah-Menasha, Wis., also carrying the games. Shown hosting the Marquette team are (l to r) Stan Lowe, business manager of Marquette U.; Vernon S. Mullen Jr., Miller advertising manager, and Con Jennings, Marquette athletic director.

New York State Civil Defense Commission names Kastor, Farrell, Chesley & Clifford, N. Y., as consultants to the Commission on radio and television activities for educational purposes, and to coordinate Conelrad air raid warning network within the state for broadcasters, civil defense authorities, Air Force and FCC.


Berkshire Knitting Mills, Reading, Pa., names Ogilvy, Benson & Mather as its agency, effective Jan. 1. Kenyon & Eckhardt, N. Y., currently handles account.

Richardson & Robbins (chicken products, puddings), Dover, Del., appoints Gray & Rogers, Philadelphia.

De Pree Co. (pharmaceuticals), Holland, Mich., appoints Grant, Schwenck & Baker Inc., Chicago, for Nulo Chlorophyll deodorant. Radio will be used.

Englewood Business Men's Assn. of Chicago has retained J. R. Pershall Co., that city, for institutional advertising campaign to point up shopping advantages in the area of Chicago. Radio and printed media will be utilized.


Weston Biscuit Co., Pastaic, N. J., names Biow-Beirn-Toigo Inc., N. Y., as its advertising agency for all of its divisions, effective immediately. Weston's former agency was Geyer Inc., N. Y.


F. J. Gallo Winery, Modesto, Calif., appoints Doyle, Dane, Bernbach, N. Y., for advertising, including radio and TV.

Temple Frosted Foods Inc. (frozen Chinese foods), Brooklyn, N. Y., appoints Blaine-Thompson Co., N. Y., for advertising, merchandising and sales promotion.

Langendorf United Bakers, Homestead Div., S. F., names Honig-Cooper Co., that city, for Butternut bread, effective Dec. 12.


ASA SHORTS

Adrian Bauer & Alan Tripp Inc. is new corporate name of former Adrian Bauer Adv. Agency, 1528 Walnut St., Philadelphia, now in larger quarters. New office features recording studio and front-rear view film projection facilities. Mr. Bauer continues as chairman of board with Mr. Tripp as president.

Applestein, Levinstein & Golnick Advertising Agency, Baltimore, has taken new space at 342 N. Charles St., four times larger than old quarters.

John V. Anderson Agency, Omaha, became successor to Anderson & Roll Adv. New personnel include Keith H. Royer, promotion and merchandising director, WOW Omaha, and Norman Rawson, former agricultural account director with another Omaha agency.

Some 33 Hazel Bishop Inc. executives and divisional sales managers will be granted stock options under capital gains incentive plan established "to attract top talent to the company and assure a continuance of its key personnel," it was announced by Raymond Spector, board chairman of Hazel Bishop Inc.

Page 48 • November 28, 1955
There was a young woman...

who lived in a shoe--
she had so many children,
but she knew just what to do.

The young families—the big families—the buying families have been won to KTRK-TV loyalty, changing the Houston Market in less than one year.

Daytime, Houston mothers and their youngsters have been happy with Channel 13's right combination of children's programs, films and family features frequently leading network competition.

In the late afternoon more than 68% of the audience sees "Mickey Mouse Club" and the great new Fall lineup of ABC family shows plus our strong sports lineup and syndicated shows that make KTRK-TV Houston's Best Buy.


Advertising Research Foundation, N. Y., announces election of U. of Kansas, U. of Washington, and State U. of Iowa as associate academic subscribers to its service, bringing university roster to nine.

James C. Cummings, vice president of Anderson & Cairns Inc., N. Y., has updated his New Sales Promotion in the Textile Industry, and it has been published in revised and expanded form by business book division of Fairchild Publications Inc. Book covers such topics as brand promotion, competitive advertising and growth of TV importance in textile promotion.

Dr. Charles J. Courtney, director, marketing and merchandising department, Creighton U., Omaha, is author of 68-page booklet, A Checklist for Marketing Management. Publication is written for researchers, agencymen and product developers, who can get copies from university at $2.50.


A&A PEOPLE

Edward R. Beach, vice president, Benton & Bowles, N. Y., to McCann-Erickson, that city, as vice president and chairman of marketing plans board.


Bernard J. Wiernik, general sales manager, Mogen David Wine Corp., Chicago, appointed vice president in charge of advertising and sales.


Ruth Ann Askey, Boland Assoc., San Francisco, to Diamond & Sherwood Inc., that city, as media director and special representative.

Joseph McPartland, account executive, Kudner Agency Inc., N. Y., named manager of agency's control department, succeeding Thomas Pritchard, assigned to Frigidaire account. Raymond Castner appointed Mr. McPartland's assistant.

Jessica Maxwell, casting and dialogue director, Blow - Beirn - Toigo, to Compton Advertising, N. Y., in similar capacity with radio-TV department.

Leonard H. Russell elected vice president in charge of research for Warwick & Legler, N. Y., advertising firm. He has been with the firm since 1952.

MISS MAXWELL

Herbert E. Lytton to Kudner Agency, N. Y., on copy staff for Frigidaire account. He formerly worked with Macy's department store (N. Y.).

Thomas A. Wright Jr., NBC sales and sales research department, to media department of Leo Burnett Co., Chicago, as group supervisor.

Philip Corper appointed account manager on Armour & Co. account at Tatham-Laird Inc., Chicago.


Herman Spero rejoins Ohio Adv. Agency, Cleveland, as account executive, after three years in Akron, Ohio, with WAKR Akron and National Transitads Co.

August Maher, former partner, Maloney & Maher, public relations firm, to Ogden Adv., Twomond, Md.


C. James Kroll, traffic-production manager, Schummer & Scott, Chicago, to Erwin, Wasey & Co., L. A., as traffic manager.

Don Cavitt, advertising manager for R. N. Cardozo & Brother, St. Paul, to Ray C. Jenkins agency, Minneapolis, copy department.

Rosser T. Reeves, partner, Ted Bates, N. Y., elected president, American Chess Foundation, N. Y.

Paul L. Kohl, art director, Ollan Adv. Co., St. Louis, to Krupnick & Assoc., that city, as associate art director.


RATING PEOPLE

John Bocsel, assistant to executive vice president, L. C. Nielsen Co., Chicago, also named account executive in firm's radio-TV division, handling Nielsen radio-TV index clients in Chicago area.
Spot Check Report

We wanted to find out how we were doing after four weeks of programming exclusively with A.B.C.—strong local shows and selected independent productions. We asked Trendex for a spot check report. Thirty-eight quarter hours between 9:00 A.M. and 6:30 P.M. were rated daily from October 19 through the 25th.

Here it is:

Station "B" led in 8 out of 38

Channel 13 WHBQ-TV MEMPHIS led in 30 out of 38

Examine... know all the evidence and one conclusion is inescapable

The Mid-South's most powerful station is also the most popular.

Channel 13 WHBQ-TV MEMPHIS

Represented nationally by Blair TV, Inc.
It's An Old Cincinnati Habit—

Since 1895, Cincinnatians have made it a habit to attend concerts of the internationally famous Cincinnati Symphony Orchestra, under a succession of eminent conductors from Theodore Thomas to Thor Johnson. All Cincinnati is proud of its Symphony Orchestra—and all Cincinnati attends the Symphony. It's an old Cincinnati habit.
—another old Cincinnati habit

is listening to

WCKY

Almost 10 years with news and music programming, has developed in a healthy majority of Cincinnatians, the habit of tuning to WCKY, any time of the day or night to hear

The best in music
The latest in news

The latest Pulse (Sept.-Oct. 1955) is proof that Cincinnati listens to WCKY with

21% of the morning audience
22% of the afternoon audience
21% of the nighttime audience

In one week—87.2% of all Cincinnati homes tune in their favorite station

WCKY

it's an old Cincinnati habit.

Make your product a habit in Cincinnati

BUY WCKY

For availabilities wire or phone collect

NEW YORK
Tom Welstead
Eastern Sales Mgr.
53 E. 91st St.
Phone: Eldorado 5-1127

CINCINNATI
G. H. "Top" Toepflieb
WCKY Cincinnati
Phone: Cherry 1-6565

CHICAGO
A. M. Radio Sales
Jerry Gaffney
400 N. Michigan Ave.
Phone: Michigan 4-6555

SAN FRANCISCO
A. M. Radio Sales
Ken Carey
607 Market St.
Phone: Garfield 1-6716

LOS ANGELES
A. M. Radio Sales
Bob Block
9230 Sunset Blvd.
Phone: Hollywood 5-6695

F O U R  H O U R S  A  D A Y  •  S E V E N  D A Y S  A  W E E K
FIRST radio-TV and motion picture film production company, in name as well as in fact, was announced last week with the merger of General Teleradio Inc. and RKO Radio Pictures Inc.—which General Teleradio bought last July for $25 million from Howard Hughes—into RKO Teleradio Pictures Inc.

The new entertainment giant, which cannot come into existence until the FCC approves transfers and assignments of General Teleradio's radio and TV properties, will be divided into two divisions. General Teleradio Div. will run the broadcast properties, and the RKO Radio Pictures Div. will handle film production and distribution.

Thomas F. O'Neill will head the new company. He will also remain as executive chief of the broadcast business, while Daniel O'Shea will continue as head of the film activities.

In the early 1930's and until late 1935, RCA owned controlling interest in RKO. RKO was then, in effect, a subsidiary of RCA.

At the same time it was announced that General Tire & Rubber Co., 90% owner of General Teleradio, has bought out R. H. Macy & Co.'s 10% ownership in General Teleradio for $234 million.

The merger cannot be effective until the FCC approves the reassignment of the radio and TV properties now licensed or controlled by General Teleradio. This involves six radio stations and five television stations. General Teleradio also owns 58% of Mutual Broadcasting System, and 100% of the Yankee Network in New England and the Don Lee Network on the Pacific Coast.

General Tire's purchase of Macy's 732 shares in General Teleradio (out of 7,324 outstanding) was made by promissory note bearing 3.5% interest. Macy became a stockholder in General Teleradio in 1952 when it sold WOR-AM-FM-TV New York to the O'Neill interests for $4.5 million, plus $313,000 per year lease on the WOR studio and transmitter properties, and a 10% stock interest in General Teleradio.

After the merger is consummated, following FCC approval of station changes, RKO Teleradio Pictures Inc. will issue 7,324 shares ($100 par value). General Tire, owned by William O'Neill and family, will continue to own all of these.

The balance sheet of General Teleradio, as of Sept. 30, 1955, showed total assets of $45,110,406—of which $12,788,942 were current assets. Current liabilities were listed at $8,924,112. The company had cash and bank investments of $24,198,880, and long term liabilities at $8,924,112. The company's income, taxes, was $1,194,112 in 1955, and $1,549,964 in 1954. RKO Radio's net loss was $3,390,205 in 1953 and $418,556 in 1954.

The revelation was made by Joe Floyd, KELO-TV Sioux Falls, S. D., and president of TV Inc., in a report to a board of directors meeting of the corporation in Chicago Nov. 12. He said the figure assumes "even greater importance" because purchases were made for member stations, all in small markets.

W. D. (Deb) Rogers, KDUB-TV Lubbock, Tex., executive vice president of the organization, said TV film distributors stand to gain from TV Inc.'s collective efforts because selling costs are higher "in smaller situations due to less gross and inaccessibility." Ed Craney, KXLF-TV Butte, Mont., treasurer of TV Inc., saw estimated figure as an encouraging one because most member stations already had contract commitments running from 12 to 18 months when TV Inc. became active the first of this year.

Herb Jacobs, general manager of TV Inc., said the organization has benefited the distributors as well as member stations. He said distributors have effected savings by eliminating negotiations with smaller stations, while the stations have gained price concessions. Mr. Jacobs reported that TV Inc. plans a campaign to enroll new members in 1956, with the goal set at 100. Present membership, he said, stands at 50.

UPA Seeking Location For New Calif. Studios

WITH production activities and schedules far ahead of its present facilities, United Productions of America is searching the area around Los Angeles for a new studio site, according to Stephen Boosutow, UPA president. He stated new studio buildings are needed which will provide space for at least a 50% increase in personnel, plus additional photographic and process equipment.

The firm's New York office is moving into new and larger quarters after the first of the year.

Within two weeks, eight new units will be established to produce series material for the upcoming UPA weekly half-hour TV program for CBS-TV. Special music and script departments also will be organized to expedite the additional TV program work load.
NO SELLING CAMPAIGN
IN THE SAN FRANCISCO AREA IS COMPLETE WITHOUT...

MEMO

THE BEST BUY IN SAN FRANCISCO...

KPIX MOVIES AT 11:00 P.M.

Here's nighttime impact at low cost. KPIX delivers more than 150,000 viewers between 11 and 11:30 p.m. at only 45¢ a thousand on their 30.6 plan.

It can't be beat! That's less than half of what you'd pay at the same time on the next best station on a 13:3-time frequency.

Get availabilities. Call Lou Simon in San Francisco (Prospect 6-3100) or the local Katz man.

BILL

WESTINGHOUSE BROADCASTING COMPANY, INC.

KPIX CHANNEL
SAN FRANCISCO, CALIFORNIA

WBZ-WBZ- WBZ-WBZA, Boston
KYW-WPRT, Philadelphia
KDKA-KDKA-TV, Pittsburgh
WJZ- WJB, New York
KEX, Portland
Represented by Free & Peter, Inc.
KPIX, San Francisco
Represented by The Katz Agency

Broadcasting • Telecasting
November 28, 1955 • Page 55
PROMOTION KIT gets close inspection from law enforcement officers and sponsor of the Highway Patrol series which premiered this season on WREX-TV Rockford, Ill. 1 to r: seated, Monroe Singer, National Appliance & Television, sponsor on WREX-TV; Tom Bousted, Rockford chief of police; Leonard Frilling, Wisconsin security supervisor; standing, Bert A. J. Bilardello, WREX-TV local sales manager; Mike Cullen and Larry Frank, both with National Appliance. The station and sponsor hosted officers from nine counties.

Hooker Case Held Over
NEW YORK Supreme Court Justice Joseph A. Gavagan held over a show-cause procedure last Wednesday against Film Network Inc. and Master Television Inc., New York, both headed by West Hooker, until this Wednesday [BWT, Nov. 14]. A temporary injunction was obtained several weeks ago by the New York state Attorney General's Office against the two companies on charges they had made "fraudulent statements" and used "unauthorized names" of individuals in the sale of stock. Mr. Hooker has until Wednesday to show cause why the restraining order should not be continued.

RKO Board Elects Dozier V.P.
WILLIAM DOZIER was elected a vice president of RKO Radio Pictures Inc. at a meeting of the board of directors Nov. 18, Charles L. Glett, executive vice president, announced last week. Mr. Dozier resigned as director of network programs for CBS Nov. 10 to become vice president in charge of production for RKO.

FILM SALES
Synda-Pix, L. A., reports sales of Art Linkletter and the Kids to KOA-TV Denver, WTTV-TV (TV) Bloomington, Ind., and WBTV (TV) Charlotte, N. C., Mr. and Mrs. North to KAKE-TV Wichita, KS; EYESTV Medford, Ore.; WEHT-TV Henderson, Ky.; KIEM-TV Eureka, Calif.; WTTN-WTV Washington, N. C.; KARK-TV Little Rock, Ark.; KTBS-TV Shreveport, La., and WBRC-TV Birmingham, Ala., and The Charolise Leenetti Show to WNEW-TV Bay City, Mich., and WSAU-TV Wausau, Wis.

WCBS-TV New York last week announced it had contracted with Tele-Pictures Inc. for exclusive first run tv series of nine Bob Lippert feature films, to be telecast next spring. Picture stars include Lon Chaney, John Ireland, Richard Conte, Paulette Goddard, and others.

Guild Films Co., N. Y., has sold Confidential File series in four new markets bringing total markets for series to 100. Program has been sold in Wichita (Yingling Chevrolet), Peoria, Ill. (Beard Motor Co.), Baltimore (City Chevrolet Co.) and Stockton, Calif. (advertiser to be announced).

RCA Recorded Program Services, N. Y., reports Town and Country Time film series being carried in 50 markets, with new sales to sponsors in seven cities and to four tv stations. Newly-introduced The Sam Snead Show has been sold to three advertisers and a tv station.

Walter Swimmer, Chicago film distributor, reported National Appliance, Inc., Chicago, has issued 1956 catalog featuring background music for 16mm film use, slides and documentary films. Free catalogs available from company at 150 W. 46th St., N. Y.


Flicka Film Productions (animation), Chicago, announces expansion of facilities, with new quarters at 1429 N. Wells St., and staff, including appointment of Bob McKenna, former account executive at King Film Productions, as sales manager. Don Stubbs, former network tv writer, becomes creative director.

Television Adventure Films Corp., Culver City, Calif., producers Julian Lesser and Jack Douglas have signed Marisa and Miranda, African Veld singers, for forthcoming "I Found Albert Schweitzer" program on I Search for Adventure series. Sven Nykvist, Swedish cinematographer, photographed Dr. Schweitzer in jungle for show.

National Television Film Council has established permanent offices at 1639 Broadway, N. Y., 19. Telephone: JUdson 6-5444. Melvin L. Gold, NTFIC permanent president and president of Mel Gold Productions, N. Y., is in charge.

RTV Syndicate, Philadelphia, is offering tv stations spot announcement series, "That's for Sure!" combining cartoon art and promotion for commercial lead-in. Visual material includes epigram, illustration and space for local ad, by Franklin P. Jones, partner in Gray & Rogers, Philadelphia adv. agency, and Saturday Evening Post columnist, and Jerry Doyle, Philadelphia Daily News cartoonist. RTV says series can be used for commercial spot, station break, thought for the day, signoff or part of program, with or without voice. Tentative release date on "That's for Sure!" is Jan. 1.

Barry-Grafman & Assoc., Chicago film distributor, announces move to larger quarters at 201 N. Wabash Ave., that city.

Maine Township of Park Ridge, III., is conducting series of industrial film workshops as part of an adult education program in cooperation with Teleline Film Studios Inc. with Byron L. Friend, Teleline president, as moderator.

FILM PEOPLE
Joe David promoted to plant supervisor and Fred Todaro to production manager at Circle Film Labs. Inc., N. Y., as part of expansion in color film work.


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DELEGATES LIKE NARTB REGIONAL PLAN

Majority of regional meetings also take stands favoring name change and legislative action on daylight-time fiasco. Attendance up 351 over last year’s district plan. Equipment and service firms also endorse eight-meeting schedule.

REGIONAL meetings of the NARTB are here to stay, judging by the views of members who participated in the eight-meeting schedule that wound up Nov. 18 in Dallas with a record total attendance.

Seven of the eight meetings voted in favor of the regional idea in place of the 17-meeting schedule that had prevailed up to this year. Only region that didn’t act was the seventh (Mountain States), since this group of 6½ states comprises the NARTB’s District 14 and was not affected by the regional schedule.

Association members took a series of stands on other matters during the autumn schedule, including a proposal to change the association’s name back to National Assn. of Broadcasters.

Of the five regions that voted on the proposal to abandon the name National Assn. of Radio & Television Broadcasters, only Region 6 (Texas, Okla., Kan.) opposed the idea.

The four regions that favored a change back to NAB included delegates from 23 states.

This proposal first came up Sept. 29 at the New Orleans meeting. It stemmed from action taken in August by the Georgia Assn. of Broadcasters, which had contended the term “broadcasters” adequately describes those “engaged in dissemination of sound and/or video programs.”

The New Orleans delegates suggested that NARTB’s board poll the membership on the subject.

Seven of the eight regions asked legislative or other action that will prevent a repetition of last autumn’s daylight time mixup. In substance the delegates proposed that the relationship between the various time zones be maintained on a basis similar to standard time zoning. Daylight time is opposed in many areas of the South and West. No resolution on the subject was adopted by Region 1 (New England, N. Y., N. J.).

Two regions deplored the multiplicity of program rating services, claiming they create confusion. Another region suggested use of ratings be limited to analyzing the merits of individual programs and another favored minimum standards for rating services.

The copyright subject came up in the Mountain States meeting at Colorado Springs, with the claim voiced that radio copyright fees impose a hardship on stations and called for re-examination of the whole copyright subject.

This district also asked easing of FCC rules on identification of recordings and called for priority rights to free radio and tv as against methods requiring fees or service charges. It proposed that the Federal Power Commission require high-tension lines to be at least 1,000 feet from all major highways.

Five regions endorsed the Crusade for Freedom campaign. One lauded manufacturers for development of personalized radios.

Total broadcaster attendance at the eight regional meetings was 1,269 compared to 918 at the 17 district meetings held in the fall of 1954, according to William K. Teynor, station relations manager.

Hel broke down comparative broadcaster attendance at regional meetings and the same states a year ago as follows:

- Region 4, Chicago—163 delegates in 1955; 106 at three district meetings in 1954.
- Region 2, Roanoke, Va.—163 in 1955; 168 in 1954.
- Region 8, San Francisco—202 in 1955; 175 in 1954.
- Region 7, Colorado Springs (same as Dist. 14)—97 in 1955; 78 in 1954.
- Region 5, Des Moines—158 in 1955; 134 in 1954.
- Region 6, Dallas—206 in 1955; 100 in 1954.

Best record was attained at Dallas, where attendance more than doubled the combined figure for the same three states (Texas, Okla., Kan.) a year ago. Smallest attendance was at Colorado Springs but the 97 total was 19 above a year ago.

In addition to broadcaster delegates, an average of 45 associate members, guests and publication representatives attended each of the eight meetings. A year ago an average of 35 attended each of the 17 district meetings.

Equipment and service firms told NARTB they liked the eight-meeting schedule because it saved travel time and expense.
Eerc
Not Being
KITTENISH

But—
It's Purr-ty Nice
To Be WELCOME In
90,000 HOMES
This Winter!!!

NBC Affiliate
WJHP-TV
ABC
Jacksonville, Fla.

Jewelry Advertising Target
Of New RAB Packet Release

IN AN EFFORT to wed the radio and jewelry industries, Radio Advertising Bureau has
released a special "jewelry store package mailing," which RAB deems "the most complete
packet of sales tools" it has ever devised.

Package includes nine separate sales bro-
chures that tell sales success stories of jewelry
stores through the use of radio; explains how
jewelers can compete in a heavy metropolitan
market, and reports on the advantages of co-op
advertising and other sales means offered only
by radio.

The jewelry mailing is the third in a series
produced by RAB's local promotion depart-
ment, others having covered the men's wear
and home furnishings fields. Future series
will include department stores, supermarkets,
avtomotive outlets, women's wear and drug
stores.

Wannamaker New President
Of N. C. Broadcasters Assn.

ALLEN WANNAMAKER, WBIG Greensboro,
N. C., was elected president of North Carolina
Assn. of Broadcasters during the Bermuda con-
vention-cruise Nov. 10-16 on board the M. S.
Stockholm. Retiring NCAB president William
S. Page, WELS Kinston, presided at each of two
sessions at sea.

Other new officers are vice president, Ed-
mond H. Smith, WIRC Hickory, and secretary-
treasurer, Cecil B. Hoskins (re-elected), WWCNC
Asheville. Directors are Doris B. Brown (west-
ern), WKBC North Wilkesboro; Frank S. Lam-
beth (central), WMFR High Point, and Harry
W. Severance (eastern), WGTC Greensboro.

Principal speaker was Frank Silvermain,
RBOO station relations director. Topics dis-
cussed by the association included daylight sav-
ing time problems, N. C. sales tax on broadcast
equipment and Freedom of Information efforts.
Committees were appointed on all three sub-
jects.

The N. C. broadcasters heard an address of
welcome by Henry Vesev, member of Her
Majesty's Executive Council of Bermuda and
chairman of the Bermuda Trade Development
Board, when they docked and greetings were
extended by H. G. Roberts, mayor of "Ye
Ancient Towne of St. George." A number of
Tar Heel broadcasters visited Bermuda's com-
mercial radio stations during their three-day
stay in that city.

Tv-Induced 'Colds'

TELEVISION could be an indirect and
innocent cause of recurrent "colds" in
some children, the Southern Medical
Assn., meeting in Houston, Tex., was told
last Wednesday.

According to Dr. Alon F. Halpern,
Dallas, many children watch tv while
"lying on a rag," and mold and dust
from a rug can touch off an "allergic"
type cold in children sensitive to such
material.

Dr. Halpern pointed out, however, that
chemicals are available for spraying rugs
and overstuffed furniture in tv rooms and
that these chemicals can "quite effectively
control" the airborne materials which
could trigger respiratory ailments in cer-
tain youngsters.

Joint Tv Code Committee
To Report Findings Thursday

A REPORT will be issued in Hollywood Thurs-
day by the Joint Television Code Committee
covering its findings on a proposed code of
ethics and standards of practice covering te-
tv film and tv package producers. The committee
consists of six members, representing the Na-
tional Society of Television Producers and the
National Audience Board.

The committee is an outgrowth of a recent
meeting of NSTP, held in Beverly Hills, to
which representatives of the audience board
were invited. It was the suggestion of Peter
Goelet, the board's president, that producers
adopt the existing NARTB code, plus whatever
recommendations or revisions are suggested by
the joint committee.

Each of the six members of the committee
has been assigned to study and report on a par-
ticular area. Martin Leeves, production chief of
Desilu Productions and committee chairman,
will survey and make recommendations on
words, colloquialisms, costumes, dancing, and
death portrayal; D. Brandon Bernstein, on
the home, sanctity of marriage, property rights,
and racial, national, religious and political prejudice;
Richard St. John, attorney, on morals, sex,
venereal diseases, slavery, drugs, liquor, and
gambling; Tom Lewis, president of Lewislor
Productions, on crimes, law enforcement, sui-
cide and juvenile delinquency, and Hal Hudson,
independent tv producer, on dramatic presenta-
tions, advertising and premium contests.
CAN THE FARMER USE YOUR PRODUCT?

Here Are
3 Big Ways
You Can Reach Farmers in New York and New England

FARM PAPER OF THE AIR 12:15–1:00 p.m.
Monday through Saturday.
With the latest market and agricultural news,
and crop reports, edited by Don Tuttle.

WGY TRAVELER 12:15–12:30 p.m.
Monday through Friday.
Now a part of the FARM PAPER, the WGY Traveler, Enoch Squires tells of the history
and legends of WGYland.

CHANTICLEER 6:15–7:00 a.m.
Monday through Saturday.
Charles John Stevenson brings music and
human interest stories flavored with rural wit
to the WGY farm audience.

WGY
A GENERAL ELECTRIC STATION, SCHENECTADY, NEW YORK
SERVING 878,130 RADIO FAMILIES
Represented Nationally by Henry I. Christal Company
GOV. AVEREEL HARRIMAN was host at a cocktail party during the annual meeting of the New York State Associated Press Broadcasters Assn., in Albany Nov. 13. Present were (1 to r): front row, John P. Dingman, correspondent, Troy Radio Bureau; Tom Ryan, WSNY Schenectady; William O. Dapping, WMBO Auburn; John Zalines, WALL Middletown; Alois A. Schmidt, WFCB Dunkirk; David E. Kessler, WHAM Rochester, and Alan E. Cole, WRUN Utica.

Standing, John Aspinwall, AP Radio News editor, New York; Gene Fitzpatrick, WPRF Albany; Donald Decker, WSNY Schenectady; Henry Leader, AP state editor, Albany; Bernard R. Buck, WNYC New York; Ted Hodge, WENY Elmira; Frederick L. Keeseke, WMBO Auburn; Lansing Christman, WGY Schenectady; Monroe Benton, WELM Elmira; Joe Pinno, WUSJ Lockport; Gov. Harriman; Richard Tobias, WCCL Corning; Ed Bates, WGY Schenectady; Thomas E. Cunningham, AP, New York; Norris Paxton, AP chief of bureau, Albany; Robert E. Middleton, WWSC Glens Falls, and Albert Larson, WALL Middletown. The dogs belong to the governor.

**IAA UNVEILS WORLD-WIDE ETHICS CODE**

International Advertising Assn. standard is designed to assist advertisers in buying radio-tv time outside the U. S. Rate-cutting, special-dealing practices and length of programs, spots among items covered.

DETAILED standards of ethics and practice designed to make it easier for export advertisers to buy time on radio and television stations outside the U. S. were unveiled by officials of the International Advertising Assn., at a luncheon meeting of the organization in New York last Wednesday.

Rate-cutting and special-dealing practices of many stations, particularly in Latin America, were described as among the targets of the code, which also undertakes to standardize the mechanics and procedures of buying and selling time and to establish a code of ethics generally comparable to NRTB's for television in this country.

The 42-page document on radio-tv constitutes the second of three sections that are intended ultimately to form an "international advertising code of ethics and standards of practice." After the third section has been presented at a January meeting of IAA, the committee working on the project will receive suggestions for amendments, deletions and additions.

After these have been weighed, the final document will be prepared and published—possibly a year or two from now, authorities said.

Adam J. Young Jr. of Adam J. Young Jr. Inc. and Adam Young International Ltd., station representation firms, who was credited with a key hand in development of the radio-tv section, explained that work had been in progress for more than two years and that "all in all, we're trying to establish a clean radio and television industry" in formulating the code and standards for international practice.

He conceded that "enforcement" of the code, particularly with reference to maintenance of rate cards, was a difficult problem but pointed out that "the earth in the standards' provision was that stations found making "under the table deals" must accredit the same "deals" to their other advertisers.

W. B. B. Ferguson, vice president of Colgate-Palmolive Co., who said his company sponsors almost 800 radio and 30 television programs a week, told the group that manufacturers have a "vital obligation" to see that the standards are put into effect. The code's success, he said, depends as much upon Advertisers' abiding by it as upon station compliance.

Commercial and program length are another serious foreign-station problem that the standards undertake to solve, it was pointed out.

Regarding radio spot announcements, for instance, the standards say: "It is desirable to standardize the length of spots so that an advertiser or his agency can write copy for all stations at the same time. Many stations quote four or five different lengths of spots and the variance among stations is substantial. Some quote announcements on a time basis; others quote on the basis of words." Accordingly the standards recommend the following standard spot announcements:

- one minute recorded or 120 words live; one-half minute recorded or 60 words live; one-fourth minute recorded or 30 words live.

In both radio and television the standards recommend that the amount of actual program time made available to advertisers be not less than four minutes in the case of five-minute programs; not less than eight minutes in the case of 10-minute programs; at least 12 in the case of quarter-hour programs; at least 17 in 20-minute programs, and at least 26 in half-hour programs.

The standards also deal with such other sub-
The September-October PULSE shows how WSB RADIO dominates the field in Metropolitan Atlanta

ATLANTA METROPOLITAN AREA THE PULSE, INC. SEPTEMBER 6-12, OCTOBER 5-11, 1955

TOP TEN EVENING & DAYTIME SHOWS

<table>
<thead>
<tr>
<th>Evening Program</th>
<th>Average Rating</th>
<th>Daytime - 5 a week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boxing, Misc(Fri)</td>
<td>5.7 WSB</td>
<td>News(7AM) WSB 9.9 9.5</td>
</tr>
<tr>
<td>Network Program</td>
<td>5.7 Sta.B</td>
<td>News(7:45AM) WSB 9.9 9.3</td>
</tr>
<tr>
<td>Network Program</td>
<td>5.7 Sta.B</td>
<td>Merry Go Round WSB 9.4 9.1</td>
</tr>
<tr>
<td>Lone Ranger, Misc, (6:30PM, Mon-Sun)</td>
<td>5.3 WSB</td>
<td>World News Roundup, (8AM) WSB 8.3 7.2</td>
</tr>
<tr>
<td>Sports Parade, (6:15PM, M-F)</td>
<td>5.3 WSB</td>
<td>Morning Melodies WSB 6.3 5.6</td>
</tr>
<tr>
<td>Band of America</td>
<td>5.2 WSB</td>
<td>Young Widder Brown WSB 5.5 4.9</td>
</tr>
<tr>
<td>News(6PM, M-F)</td>
<td>5.2 WSB</td>
<td>News(12Nn) WSB 5.4 5.6</td>
</tr>
<tr>
<td>Barn Dance Jamboree</td>
<td>5.1 WSB</td>
<td>Stella Dallas WSB 5.3 4.7</td>
</tr>
<tr>
<td>Groucho Marx</td>
<td>5.1 WSB</td>
<td>Farm News(12:15PM) WSB 5.2 5.0</td>
</tr>
<tr>
<td>Drew Pearson</td>
<td>5.0 WSB</td>
<td>Right To Happiness WSB 5.2</td>
</tr>
<tr>
<td>Network Program (6:45PM, M-F)</td>
<td>5.0 Sta.B</td>
<td></td>
</tr>
</tbody>
</table>

SATURDAY & SUNDAY DAYTIME

<table>
<thead>
<tr>
<th>Program Average Rating</th>
<th>Daytime - 5 a week</th>
</tr>
</thead>
<tbody>
<tr>
<td>News(7:45AM, Sat)</td>
<td>7.3 WSB</td>
</tr>
<tr>
<td>World News Roundup(8AM, Sat)</td>
<td>7.0 WSB 6:3</td>
</tr>
<tr>
<td>News(7AM, Sat)</td>
<td>6.0 WSB</td>
</tr>
<tr>
<td>Merry Go Round(Sat, AM)</td>
<td>5.8 WSB 5.7</td>
</tr>
<tr>
<td>Morning Melodies, Misc.</td>
<td>4.8 WSB 4.1</td>
</tr>
<tr>
<td>Football, Misc(Sun, 2-5PM)</td>
<td>4.5 WSB</td>
</tr>
<tr>
<td>Nutrilite, Misc (Sun)</td>
<td>4.3 WSB</td>
</tr>
<tr>
<td>News(12Nn, Sat)</td>
<td>4.3 3.8 WSB</td>
</tr>
<tr>
<td>Football, Misc(Sat, 1:45-3:45PM)</td>
<td>4.2 WSB</td>
</tr>
<tr>
<td>Parade of Music(Sat, AM)</td>
<td>4.1 3.7 WSB</td>
</tr>
</tbody>
</table>

AVERAGE QUARTER HOUR RADIO SETS-IN-USE FOR THE WEEK STUDIED

Entire Week, 6 AM - 12 Midnight

September-October, 1955 18.3
July-August, 1955 17.9
September-October, 1954 17.6
September-October, 1953 16.6

1a
CERTAIN THINGS STAND OUT!!

Yes, certain things are all-important to the advertiser.... like the dynamic self-power of the JOE FLOYD Stations.... the two-market impact you get for your one smart buy..... the spending power of these big multiple markets. What a terrific spot for you!

THE BIG TV COMBO

78% of South Dakota, plus western Minnesota, northwestern Iowa

KELO

JOE FLOYD, President
Evans Nord, Gen. Mgr. Larry Benton, V. P.
NBC PRIMARY

and Joe reports SELL-OUT of Saturday and Sunday time on NBC's MONITOR (KELO Radio). For future spot availabilities contact:

H-R REPRESENTATIVES

NARTB Makes Preparation For Election of Directors

NARTB's election machinery went into action last week in preparation for balloting for the eight radio directorships in even-number districts and eight directors-at-large representing large, medium, small, and FM stations.

C. E. Arney Jr., secretary-treasurer, said certification eligibility forms are being mailed to members. An officer of each station will be eligible for nomination and election, and names of these officers will appear on eligibility lists. The certification forms are to be returned by Jan. 9.

District directors whose terms expire at the next NARTB convention April 15-19 are E. R. Vadeboncoeur, WSYR Syracuse; James H. Moore, WSLS Roanoke, Va.; Henry B. Clay, KWWK Shreveport, La.; Robert B. McConnell, WISH Indianapolis; E. K. Hartenbower, KCMO Kansas City; Cy Casper, WBBZ Ponca City, Okla.; Walter E. Wastaff, KIDO Boise, Idaho, and Calvin J. Smith, KFAC Los Angeles. Messrs. Vadeboncoeur, Clay and Hartenbower are not eligible for re-election, having served two consecutive terms.

Directors-at-large whose terms expire are John F. Patt, WJR Detroit, large stations; J. Frank Jarman, WDNC Durham, N. C., medium stations; Lester L. Gould, WISL Wallace, N. C., small stations; H. Quentin Cox, KQFM (FM) Portland, Ore., FM stations.

TV directors are elected at membership meetings held during the annual convention.

MacRae Joins TvB Sales

WILLIAM B. MACRAE, an account executive with Crosley Broadcasting Co. for the past four years, has joined Television Bureau of Advertising in a sales capacity, effective immediately. He formerly was a television account executive with Headley-Reed Co., station representation firm, and before that was successively general manager of WGCH Greenwich, Conn., and assistant to the sales manager of WPIX (TV) New York.

Annual Communion Breakfast In N. Y. Attended by 1,100

MORE THAN 1,100 persons attended the eighth annual communion breakfast of Catholics in the radio, television and advertising fields on Nov. 20 at the Waldorf-Astoria Hotel in New York. For the second year, the breakfast was held under the auspices of Catholic Apostolate, Radio, Television and Advertising (CARTA).

Guest speakers included Robert Considine, radio-TV newscaster and newspaper columnist, and the Rev. Urban Nagle, founder and director of the Blackfriars Guild. NBC announcer Jack Contello served as toastmaster and CBS Radio personality Jack Sterling was master of ceremonies. The Rev. Timothy Flynn, director of the Office of Radio & Television Communication of the Archdiocese of New York, is moderator of CARTA.

TRADE ASSNS.

... and Joe reports SELL-OUT of Saturday and Sunday time on NBC's MONITOR (KELO Radio). For future spot availabilities contact:

H-R REPRESENTATIVES

NARTB Reappoints See

HAROLD SEE, KRON-TV San Francisco, has been reappointed chairman of the NARTB Television Film Committee by President Harold E. Fellows. The committee will meet Jan. 12 in Washington. Other members are Paul Adanti, WHEN-TV Syracuse; Joseph L. Floyd, KELO-TV Sioux Falls, S. D.; Elaine Phillips, WSPD-TV Toledo, Ohio; Irving Rosenhaus, WATV (TV) Newark; and Raymond Welpott, WRGB (TV) Schenectady, N. Y.
How to make your film programs produce "LIVE" picture interest

When your film programs have the “snap” and realism characteristic of “live” pick-ups, you have a client benefit that sells itself and pays off handsomely. If you can achieve picture quality which will make it difficult for a television viewer to know whether the program coming into his home is “live” or “on film,” you’re in business!

It’s possible to do just this with good black and white films—simply by replacing outmoded equipment.

Studio realism—highest picture quality
RCA’s TK-21 Vidicon Film Camera is the answer. This improved equipment offers all the dimension associated with “live” programs, provides studio realism and highest picture quality. It’s so life-like, the viewer gets the impression that the show is being presented in the studio just for him! Thus, the spot advertiser is offered the psychological advantage of “live” programming at the low cost of film. Competitively, this is your bread-and-butter business and its growth will be measured in direct proportion to its effectiveness.

A check of some of the more technical advantages shows why the TK-21 Film Camera is a station’s best investment for extra profits . . .

“Live” picture sharpness
The TK-21 is the only film system with enough signal output to use aperture correction to bring picture detail up to maximum sharpness (detail resolution 100% at 350 lines) with a high signal to noise ratio.

“Live” picture contrast
The Vidicon tube is ideal for film reproduction. It has unexcelled contrast range and assures realistic gray scale rendition over entire picture. This means you can get studio realism in your film pictures.

Edge-lighting, shading eliminated
The RCA Vidicon operates entirely without edge-lighting, electrical shading, or any other form of supplemental lighting. This camera virtually runs by itself. Used for finest quality reproduction of monochrome motion picture films or slides in a television system, the TK-21 may be mounted directly to projectors or multiplexed.

For complete information about the TK-21 Vidicon Film Camera, call your RCA Broadcast Sales Representative.

Ask the Engineer—he knows
President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hosselt

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TRADE ASSNS.

‘Last Word’ Ads Over Radio Said Vital in New Brochure

IMPORTANCE of the advertising message just before the point of sale is stressed in a Radio Advertising Bureau brochure entitled "That Highly Important Last Word," which reports that radio provides advertisers "far greater 'today' exposure to more women shoppers than any other medium."

Based on a survey of nearly 14,000 women interviewed in supermarkets in Buffalo, Kansas City, New Orleans and San Francisco by Advertist Research, RAB says women today are exposed to more than 200 advertising messages during an average day, and that advertising success depends partially on how close to shopping time these messages are heard.

These, according to RAB, are some of the findings:

- On the basis of more than 15 minutes exposure before entering supermarkets, 23% more women are exposed to radio than to any other medium.
- Of the total time spent with advertising media before they shop, women spent 57% with radio, 2.2 times more than with any other medium, more time than with all other media combined.
- One out of every seven women supermarket shoppers listened to radio within an hour of shopping; twice as many as are exposed to any other medium in that period.
- RAB also points out that listening in cars accounted for much of radio's penetration. The brochure was mailed to RAB members and key advertisers last week.

NBC-TV Color Demonstration Will Feature NRDGA Meeting

RETAIL POTENTIAL of color television will be highlighted during the 45th annual convention of the National Retail Dry Goods Assn. at the Statler Hotel in New York, Jan. 8-12, 1956. During the conference, which was planned to provide the nation's leading merchants with analyses of newest store operating techniques and retailing trends, NBC-TV is scheduled to demonstrate how color TV, on open or closed circuits, can effectively aid retailers in moving their goods from store to home.

Though network officials have not as yet made public the details of the demonstrations, NBC-TV is expected to follow up its current color demonstrations on Home, for which the network's mobile unit originates live pickups from several prominent midwest department stores.

The special RCA-NBC demonstration is slated to take place Jan. 11 during a sales promotion panel. Also scheduled is an open forum on "Getting the Most Out of the Display and Radio Dollar."

Seidel Says Color Available To ‘Hundreds of Thousands’

"HUNDREDS of thousands of people can afford to buy color TV sets at today's prices of $795 and $895," Robert A. Seidel, executive vice president, RCA consumers products, told a luncheon meeting of the Chicago Sales Executives Club at the Morrison Hotel last Monday.

Noting that the U. S. economic climate was "never better for healthy competition," and predicting that merchandisers will be able to keep pace with demands of economic expansion, Mr. Seidel said that "countless hundreds of others will be able to buy color sets within the coming year, as production increases and prices are adjusted downward."

Mr. Seidel also said that TV's expansion has created an "audience of buyers that runs into the hundreds of millions. Perhaps more than any other advertising medium, tv today is exerting an almost immeasurable impact on American buying habits—and, as such, has become a prime tool of modern mass competitive selling." In fact, he said, tv has "furnished the development of a great industry" and also "materially benefited thousands of companies producing materials, components and service and has provided upwards of 100,000 retailers with products in heavy demand that sell profitably."

Arizona Broadcasters Assn.
Names Lee Little President

LEE LITTLE, owner of KTUC Tucson, Ariz., was elected president of the Arizona Broadcasters Assn. at its annual meeting Nov. 19 at Nogales.

Carlos Montano, owner of KNOG Nogales, was named vice president, and Howard Loeb, general manager of KRIZ Phoenix, secretary-treasurer.

Named to the board of directors were Tom Wallace, owner of KTKT Tucson; Dick Rawls, general manager, KPHO-AM-TV Phoenix, retiring president of the association.

Pa. Radio Code Considered

PROPOSALS to change the draft of a Radio Code for the Pennsylvania Assn. of Broadcasters has been mailed PAB members, with changes to be submitted by Dec. 1. The PAB board is authorized to draw up the code and put it into operation, with final action scheduled at a Dec. 13 meeting in Harrisburg.

Cecil Woodland, WEIL Scranton, is chairman of the committee that drew up the document. Its provisions follow the general pattern of the NARTB Standards of Practice but are more liberal in some areas, particularly in commercial time allowances.

SMPTE Convention Schedule

SITES and dates for the 1956 spring and fall meetings of the Society of Motion Picture & Television Engineers have been announced. The spring convention will be in New York's Hotel Statler, April 29-May 4. Oct. 7-12 are the dates of the fall meeting at the Ambassador Hotel, Los Angeles.

Conn. Assn. Slaters Meeting

THE Connecticut Broadcasters Assn. will hold its 1956 meeting at the Waverly Inn, Cheshire, Conn., March 16, according to J. Maxim Ryder, association president. The program will include a business meeting and panel discussions, featuring industry spokesmen still to be selected.
Edison Foundation Pledges Support to 'The Big Idea'

S PART of its program to encourage inventions and inventions, the Thomas Alva Edison Foundation has endorsed The Big Idea, television film program which attempts to assist inventors by displaying their devices on tv.

The foundation said the selection of The Big Idea climax a study made by Alfred Frankenstein Law Inc. to select "the most suitable vehicle to encourage invention." The show, which is filmed by RKO-Pathé and produced and syndicated by Donn Bennett Productions Inc., will have permission to identify itself with the foundation through the use of the organization's medallion and quotations from the late Mr. Edison. In addition, the foundation will distribute to high schools and colleges wherever The Big Idea is shown a group of vocational guidance films, designed to interest students to follow careers in the technological sciences.

RTNDA Hits Suppression Of News by Government

WITHOLDING by government agencies or officials of "legitimate information" from the American people and action preventing equal access to information by all news media were condemned Nov. 19 on the final day of the Radio-Tv News Directors Assn. convention in Denver. The association directed its freedom of information committee to take "every proper step" to protest such "censorship" and to work with other organizations having the same goal.

The committee said that reports of increasing attempts by officials at all levels of government to censor non-security news have been received "with deep concern." Hope was voiced that the House Government Information Subcommittee's probe of government practices would produce concrete results.

Concern was expressed also on regulations of Defense Secretary C. E. Wilson covering release of non-secret economic and technical information for defense plants. Three Philadelphia stations—WCY-TV, WPTZ (TV) and WFIL-TV—were saluted for their participation in a demonstration before the August meeting of the American Bar Assn. [B&T, Aug. 29].

The RTNDA convention will meet next year at Milwaukee and in 1957 at Miami, Fla. Russ Van Dyke, KRNT Des Moines, outgoing president, was named chairman of the board (other officers, B&T, Nov. 21).

K. C. AWRT Elects Ann Hayes

MRS. ANN HAYES, director of women's activities, KCMO-AM-TV Kansas City, was elected president of the Kansas City chapter of the American Women in Radio & Television last week. She succeeds Mrs. Dorothy Crewe, women's advisor for WDAF. Other new officers are Mrs. Phyllis Birr, vice president; Mrs. Betty Baker, secretary, and Martha Spalding, treasurer.

AWRT Adds Four Chapters

AT ITS pre-1956 convention meeting in Boston, Nov. 17-19, the board of directors of the American Women in Radio & Television added four chapters to its roster of affiliate organizations, bringing the total to 26, with a membership of approximately 1,300. Additions are chapters in Columbus, Ga., Kansas City, and one each in California and central New York State.

NARTB Studies Insurance Plan For Employees of Stations

PROPOSED group life insurance plan for NARTB member station employees will be discussed at a Nov. 29 meeting of the NARTB Insurance Committee, to be held at the association's Washington headquarters. Selected life insurance companies have been invited to submit bids for committee study, according to Chairman Gilmore N. Nunn, WLAP Lexington, Ky. The committee will submit a recommendation to the NARTB board meeting in February.

ABC's Durgin to NARTB Board

ABC RADIO Network, New York, has named Don Durgin, executive vice president, to the NARTB Radio Board, according to President Harold E. Fellows of the association. Mr. Durgin succeeds Charles T. Ayres, who has left ABC to join NBC. Each of the four radio networks appoints a member to the NARTB Radio Board.

Daytimers Add 13 Stations

THIRTEEN more radio stations have joined Daytime Broadcasters Assn., according to DBA Treasurer Joe Leonard. They are: in Louisiana, KUZN West Monroe, KTLD Tallulah, KJOB Shreveport, KABP Marksville, KROF Abbeville; in Oklahoma, KLPR Oklahoma City, KTOW Oklahoma City, KVIN Vinita; in Ohio, WCUE Akron, WCMW Canton; in Virginia, WAFS Staunton, WCMS Norfolk, WARL Arlington.

Strong pull

...keeps viewers tuned to

KMJ-TV

FRESNO, CALIFORNIA • CHANNEL 24

NBC affiliate

the San Joaquin Valley's FIRST TV station in...

POWER now 447,000 watts.

RECEPTION viewer survey shows KMJ-TV reception is rated most satisfactory and snow free in the Fresno area.

COLOR KMJ-TV was the first local station equipped to transmit network color and now transmits local color slides and films.

Paul H. Raymer, National Representative

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Electronic Parts Meet Set

MEETING of Electronics Industry Coordinating Committee, which includes representatives of Electronic-Television Mfrs. Assn. and other organizations, has been scheduled for New York Dec. 6 under chairmanship of J. A. Milling, Howard W. Sams Co. Group was formed to study problems and offer recommendations to the Commission in connection with the electronic parts industry. Other groups represented on the committee are National Electronic Distributors Assn., Assn. of Electronic Parts & Equipment Mfrs., Sales Managers Club Eastern Division and West Coast Electronic Mfrs. Assn.

Phonograph Statistics Sought

AN EFFORT to develop current statistical information on production of phonographs and record players will be made Dec. 5 at a meeting of manufacturers called by Radio-Electronics-Tv Mfrs. Assn. William F. E. Long, RETMA statistical manager, has scheduled the session at the Conrad Hilton Hotel, Chicago.

Mr. Long's proposal provides for annual data on the industry starting the year 1955, with current data to be gathered monthly starting with January 1956. He will offer a recommended form to be used in making reports and explain safeguards set up to keep individual factory information on a confidential basis.

IRE Sub-section Approved

A PIE DMONT sub-section embracing 16 North Carolina counties has been authorized by the North Carolina-Virginia section of The Institute of Radio Engineers. Officers of the new sub-section are Warren A. Welsh, engineering department chief of the Western Electric plant in Burlington, chairman; C. M. Smith Jr., Bivins Realty Co., Greensboro, secretary; and Edward W. Johnson, engineer in technical publications for Western Electric in Winston-Salem, vice chairman.

Engineers Set Utah Meeting

INSTITUTE of Radio Engineers will hold its 1956 seventh region technical conference next April 11-13 at the Hotel Utah, Salt Lake City. Papers for presentation at the conference can be sent to Larry S. Cole, School of Engineering & Technology, Utah State Agricultural College, Logan.

IRE Schedules Symposium

INSTITUTE of Radio Engineers will hold its National Symposium on Microwave Techniques in Philadelphia on Feb. 2-3. It will be sponsored jointly by the professional group on antennas and propagation, the professional group on microwave theory and techniques, and the Philadelphia section of the IRE.

The program tentatively will cover radiating systems, guided microwave transmission, components, and measurements and propagation. Speakers have been instructed to prepare 250-word abstracts of their talks for reproduction.

Spring TV Conference Set

THE 10th annual Spring Television Conference, sponsored by the Cincinnati section of The Institute of Radio Engineers, will be held next April 13-14 at 1349 E. McMillan St.

Requests for advertising and exhibition privileges should be addressed to Arthur B. Airis, 1349 E. 4th St., Cincinnati 2. For further details (registration, hotel reservations, etc.), contact Reuben Nathan, AVCO Corp., Glendale-Milford Rd., Evendale, Ohio.

GOVERNMENT

MORE UHF STATION PETITIONS SEEKING TO ACT IN PENDING VHF CASES

Requests made to FCC also ask stay of vhf grants pending clarification of status of denied deintermixture petitions. Six uhf operators ask commission for conference.

THE TV allocations picture took another legal turn last week, when additional uhf stations filed petitions with the FCC seeking permission to intervene in pending vhf cases and asking in addition that the uhf grants pending clarification of the status of the denied deintermixture petitions [BT, Nov. 14, 21].

At the Summit

They may not move mountains, but FCC field engineers have been known to climb them in their constant watch over the radio spectrum. After detecting an unlicensed tv transmitter atop a 9,000-ft. mountain in Arizona, the field engineers went to work. Although heavy snows forced them to abandon their jeep and trailer by foot, the engineers reached the peak. There they discovered an unattended transmitter which was being operated by remote control by a store in the valley to further tv receiver sales. The operation was shut down.

The above incident is only one of many jobs handled by FCC field engineers, as related in a series of field activities put out by the FCC last week.

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Only STEEL can do so many jobs so well

It's A "Fun Tree." Children love to clamber over weird-looking objects, so finally a special "Fun Tree" at Lakeside Park, Oakland, California, has been built for that very purpose. The framework is made of steel pipe and metal lath, and is covered with plaster.

See The United States Steel Hour. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

Biggest In The World. It takes 30 million watts of electrical power to operate this 24-foot-diameter electric melting furnace. It's the largest such furnace ever built, and it holds 400,000 pounds of steel. United States Steel designed and manufactured the furnace for a new, modern steel mill.

Adequate Wiring-Sealed In Steel. This man is pulling electrical cable through rigid steel conduit. It's the safest wiring method known: the rigid steel conduit protects the cable, and it protects the building against disastrous electrical fires. United States Steel makes a complete line of steel pipe for rigid conduit and electrical cable.

UNITED STATES STEEL

This trade-mark is your guide to quality steel

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh, Pa.
New!

PHILCO
COLOR TV
BROADCAST
EQUIPMENT
Catalog

PHILCO CORPORATION

Government and Industrial Division
PHILADELPHIA 44
PENNSYLVANIA
Here is the new Philco Color TV Broadcast Equipment Catalog—over 100 pages, crammed with factual information on Philco Color TV equipment. Carefully cross-indexed, this handy reference volume for TV station engineers, places valuable data at your fingertips. Units are grouped in "building block" sequence to save you precious time in selecting and ordering equipment to meet your requirements.

- Each unit clearly described, fully illustrated.
- Performance specifications conveniently tabulated.
- Complete technical information for reference.
- System block diagrams included for ease of planning... new ideas for simplifying equipment layout and reducing installation floor space required.

INCLUDES ALL COMPONENTS FOR THESE APPLICATIONS:
- Network Color Re-broadcast
- Color Slide Origination
- CineScanner 16mm and 35mm Film Origination
- Color Processing
- Color Switching
- Color Test and Monitoring
- Television S-T-L Relaying
- Television Remote Pickup Relaying
- Television Network Relaying

A Copy Has Been Reserved for You!
Ask your Philco Broadcast Representative for a free copy or write to Philco, Dept. BT, Philadelphia on your station letterhead.
point to the FCC's action authorizing the assignment of ch. 10 to Vall Mill, N. Y. (Albany, N. Y.). This was done in the same batch of decisions which saw all the deintermixture petitions (including one for Albany) denied.

The Albany drop-in decision is due to be appealed to the appellate court in Washington, it is understood.

In another area, a boost for cross-polarization to permit closer tv station spacing has been disclosed by A. Earl Cullum Jr., Dallas consulting engineer. Studies reveal, Mr. Cullum has reported, that with cross polarization, ch. 2-6 stations in Zone 1 with 1,000 ft. antennas can be as near as 142 miles. The present rules call for 170 mile separation in Zone I. In Zone II and III corresponding reductions in mileage separations can be obtained through cross-polarization, Mr. Cullum estimated.

Mr. Cullum also suggested that eight additional vhf channels could be picked up from various spectrum space adjacent to the present vhf bands.

FCC Appointments Include Henley, Solomon, Smoot

APPOINTMENT of a new associate general counsel and of a new assistant general counsel was announced by the FCC Friday. J. Smith Henley, assistant general counsel in charge of litigation, was named associate general counsel. He now becomes the second man in General Counsel Warren E. Baker's hierarchy. Mr. Henley joined the FCC in his present capacity in 1954. Previously he was in private practice in Harrison, Ark.

Succeeding Mr. Henley as chief of litigation is Richard A. Solomon. Mr. Solomon, who has been with the FCC since 1942, was assistant general counsel in charge of the legislation, treaty and rules division.

Appointed to succeed Mr. Solomon was Charles E. Smoot, from private practice. Mr. Smoot was born in Staunton, Va., in 1907, received his LL.B. from George Washington U., Washington, in 1935. From 1927 to 1937, he worked in various capacities in the Dept. of Agriculture and the Dept. of Interior. He has been in general and administrative private practice since 1937, associated with such firms as Kilpatrick, Ballard & Beasley and Caywood & Partridge. He is a member of the American Bar Assn., the District of Columbia Bar Assn., the Community Chest, Washington Institute for Mental Hygiene, and Phi Delta Phi. Mr. Smoot is unmarried.

WGMS-AM-FM Moves To Keep Call Letters

MOVE to strengthen its claim to its call letters was initiated last week by WGMS-AM-FM Washington. The stations filed with the FCC a petition to retain their call letters, which were obtained in 1951 "to further identify WGMS as The Good Music Station."

Although both WGMS and WGMS-FM serve the Washington market, WGMS recently was moved outside the District of Columbia to Bethesda, Md., a suburb of the Nation's Capital. Both are licensed to The Good Music Station Inc.

A great deal of the money spent on its new am facilities ($130,000), promotion of the station and letters and service, advertising and building of goodwill would be "irrevocably lost" and work a "totally unnecessary hardship" if a change in call letters were required, the petition stated.

RETMA Starts Study On Tv Allocations

TECHNICAL survey of the whole tv allocations situation will start this week under auspices of Radio-Electronics-Tv Mfrs. Assn. in preparation for a roundup report to the FCC before its Dec. 15 allocations comments deadline.

FCC Chairman George C. McCunnaghue notified RETMA last week that the Commission would welcome any information from the manufacturing industry. RETMA had offered last Oct. 20 to conduct such a study through its Frequency Allocation Study Committee, headed by Dr. W. R. G. Baker, vice president of General Electric Co.

With less than three weeks remaining, RETMA will work through a group of task subcommittees to be announced by Dr. Baker, who has just returned from a European trip. The task groups will collect all available information.

The task groups will collect all available information in the hands of RETMA member companies and other manufacturing interests and conduct spot field tests where necessary.

RETMA has taken a stand on behalf of the need for both uhf and vhf channels.

Six months would be required to develop the information originally proposed by RETMA. The Dec. 15 deadline will call for utmost speed in task force activities.

The Commission should not make "definitive amendments" to the allocation plan without taking advantage of the best technical information available in the manufacturing industry, in RETMA's opinion.

The association's board on Nov. 18 called on its frequency study committee to undertake the investigation and report to the FCC.

Board actions culminated a series of three-day section-division-committee meetings at Chicago's Palmer House Nov. 16-18 [BcT, Nov. 21].

In other moves the board, acting on a tube division report of a shortage of nickel, agreed to ask the Commerce Dept. for a greater amount and claimed computers should be classified as electronic products within the Bureau of Defense Services Administration.

Reactions Mixed on Manual

MIXED REACTION to the FCC's proposal to incorporate the hearing manual in the rules was apparent last week when comments were filed in answer to Commission request last month.

In favor of making the hearing manual part of the rules were the Washington law firm of Dow, Lohnes & Albertson and CBS. Opposed were the Washington law firms of Scharfeld & Baron and Cohen & Mandel.

Also suggested by some of those replying to the proposal were revisions in some parts of the hearing manual.

The manual was a joint FCC-Federal Communications Bar Assn. endeavor.

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The passing of "the medicine show"
... a hopeful message about ARTHRITIS

Some of us can remember the colorful "medicine show" of yesteryear... and the persuasive, but deceptive, oratory of the self-styled "doctor." The remedies he offered were fantastic, especially his "sure cure" for arthritis... or rheumatism as it was always called in those bygone days.

Fortunately, the old-fashioned "medicine man" and his "sure cures" are on the way out. This is because nearly all of us now know the folly of relying on any treatment for arthritis other than those authoritatively approved.

This enlightened attitude is all to the good. For arthritis, if it is to be successfully controlled, must be precisely diagnosed and treated according to the needs of each individual patient.

Even though there are as yet no specific cures, much can be done for the more than five million people in our country whose cases have been diagnosed as arthritis, in one of its many forms.

For example, osteoarthritis or degenerative joint diseases... the type associated with aging... need not cause severe disability if diagnosed early and if the patient follows the doctor's advice.

Indeed, this kind of arthritis usually responds well to treatment based on rest, weight control, mild exercise and avoidance of both mental and physical factors that may aggravate the disease.

Another common type of arthritis... rheumatoid arthritis... is a more serious disease because it involves not only the joints, but the entire body. Moreover, it is not associated solely with old age. Rather it affects people of all ages, most frequently young persons and adults in their prime.

Fortunately, certain hormone extracts and other medications have brought great benefits to many who have this type of arthritis. It is not yet known, however, how permanent the effects of these treatments will be.

The greatest good to be derived from any method of therapy for any type of arthritis depends not upon the doctor alone, but upon the patient as well. It is of the greatest importance for the patient to cooperate fully with the doctor, especially in regard to continuing treatment for as long as it may be required.

In fact, when rheumatoid arthritis is recognized early and treatment is carried out faithfully, well over 50 percent of those who have this condition can be spared serious disability and will obtain marked improvement.

Metropolitan Life Insurance Company
(A MUTUAL COMPANY)
1 Madison Avenue, New York 10, N. Y.
University Asks to Change Lincoln VHF to Educational

THE FCC last week was asked to change the educational reservation at Lincoln, Neb., from ch. 18 to ch. 12, and, contingent on such change, to transfer to the U. of Nebraska ch. 12 KUON-TV Lincoln, from Byron J. Dunn, who now holds the permit as trustee for the university.

In seeking to have ch. 12 specified as non-commercial educational, the petitioners—Mr. Dunn and the university—would have the educational reservation deleted and ch. 18 made available for commercial assignment.

Cornhusker Radio & TV Corp. (John E. Fetzer broadcasting interests), following its acquisition of ch. 10 KOEL-TV Lincoln from Cornbelt Broadcasting Corp., gave its ch. 12 facilities to the university at no cost. Since the university was not ready to accept the offer, the ch. 12 facility was turned over to Mr. Dunn as trustee. Terms of the transfer of ch. 12 to the university stipulate that the university will pay a monthly rent of $50 for the transmitter site.

In asking for the channel switch, the university pointed out that the elected board of regents which controls the university wants an educational channel, but is reluctant to become the assignee of a commercial station.

If KUON-TV were designated educational, the petitioners asserted, it would be easier for the university to get funds for its operation, e.g., the Ford Foundation, the state legislature and charitable contributions. Prizes and program sources not open to a commercial station would become available through an educational assignment, it was pointed out.

Although the table of allocations provides for 21 vhf to Nebraska, there are none operating. Since the vhf freeze there have been no applications for a uhf assignment, the university said, adding that the number of tv sets in Nebraska capable of receiving uhf signals is negligible.

KPLN Revocation, Denial Of Assignment Recommended

AN FCC hearing examiner has recommended that the assignment of KPLN Camden, Ark., by Leo Howard to D. R. James Jr. be denied and that the station's permit should be revoked. The station ceased operating last April.

Hearing Examiner Elizabeth C. Smith declared that Mr. Howard's original application for construction of the 1 kw daytimer (on 1370 kc), the requests for modification of the construction permit and for the assignment of license to Mr. James were marked by "inconsistencies, misrepresentations and concealment of material facts."

The hearing stemmed from a protest to the assignment by KAMD Camden. The FCC denied the protest originally, but the U. S. Court of Appeals in Washington ordered the FCC to hold a hearing on it.

Eastland Postpones Red Quiz

PLANNED hearing by the Senate Internal Security Subcommittee in an investigation of alleged Communist infiltration of radio-television and the press and entertainment fields was postponed indefinitely last week. The subcommittee, headed by Sen. James O. Eastland (D-Miss.), had planned to hold the closed hearing last week and was said to have been ready to call 50 or more witnesses in a follow-up to testimony given the Senate group last summer by CBS news commentator Winston Burdett [B&T, July 11].

GOVERNMENT

THREE NEW TV OUTLETS GRANTED

CONSTRUCTION PERMITS for three new television stations—two commercial and the other non-commercial educational—were granted by the FCC last week.

Midland Empire Broadcasting Co., owner of KGHL Billings, Mont., was granted ch. 8 in Billings. The proposed station is to operate with an effective radiated power of 87.1 kw visual, 52.5 kw aural and use an antenna 570 ft. above average terrain. Initial cost, first year cost and first year income were each estimated at about $320,000.

Ch. 59 in Buffalo, N. Y., was granted to Frontier Television Inc. ERP is to be 25.1 kw visual and 13.5 kw aural. The antenna is to be 420 ft. above average terrain. A construction cost of $86,500 was seen with first year operating cost at $155,000 and revenue estimated at $185,000.

The educational assignment, the 36th such grant to date, was made in Memphis, Tenn., to the Memphis Community Television Foundation. Ch. 10 there is to operate with 26.9 kw visual ERP and 13.5 kw aural ERP. Antenna is to be 650 ft. above average terrain. The construction cost was estimated at $227,000, first year operating expenses at $100,000 and revenue at $100,000.

Examiner Says FCC Frowns On Overpayment to Backouts

IN APPROVING petition of OK Broadcasting Co. to withdraw as applicant for 1590 kc, 5 kw in Indianapolis, FCC Chief Hearing Examiner James D. Cunningham made clear that the Commission frowns on payments which exceed actual expenses in prosecution of application.

OK Broadcasting and Rollies Broadcasting, both seeking the same Indianapolis frequency, were set for consolidated hearing with three other applicants. Rollins agreed to pay OK $14,993.25 as consideration for the latter's withdrawal. Mr. Cunningham found, although OK's "out-of-pocket" expenses were only $11,636.37. Mr. Cunningham concluded that "... payment and acceptance of consideration in an amount greater than actual outlay incident to the preparation, filing and prosecution of such application ... docs not have the sanction of the Commission." He cited OK Broadcasting's good faith in connection with the application as the overruling factor in granting the petition to withdraw.

WMLP, WLYC Protest Grant Of New Am in Milton, Pa.

TWO PROTESTS have been filed with the FCC against the grant of a new am station at Milton, Pa., to Williamsport Radio Broadcasting Assoc. Inc. The grant, for 1380 kc, 1 kw day, was made Oct. 5 [B&T, Oct. 10].

Objecting to the proposed operation were daytimers WMLP Milton (1570 kc, 1 kw) and WLYC Williamsport (1050 kc, 1 kw), both of which charged signal overlap between the new Milton station and WWPA Williamsport, owned by the same interests (Milton is 17 miles from Williamsport).

The protesters also claimed that the Milton grant violates the FCC policy on concentration since Grit Publishing Co. owns 10% of Williamsport Radio Broadcasting Assoc. Inc. Protesters to the protest were filed last week by Williamsport Radio Broadcasting Assoc. It claimed that even if the overlap and concentration of media issues were true these still would not be reasons for denying the grant.

When that 1 buy is WJAC-TV, Johnstown, you not only steer your way into the rich Johnstown area, but you coast right into the Pittsburgh and Altoona markets, as well!

Latest Hoopers show WJAC-TV:

FIRST in Johnstown
(a 2-station market)
SECOND in Pittsburgh
(a 3-station market)
FIRST in Altoona
(a 2-station market)

Smooth the way for more sales
with the 1 buy that covers 3 ...
Another Gates "Hi-Watter" Exclusive!

Packaged broadcast equipment is one of the reasons Gates leads all others in the sale of radio broadcast equipment. Here is the newest—packaged complete transcription equipment. Starting with the new, direct shift, 3-speed mechanism, Gates engineers added a new 3-stage preamplifier with self-contained power supply, variable equalizer, transcription arm, dual pickup cartridge and dual styli. All of this is inbuilt right on the chassis—ready to do a top quality professional job in America's radio and television broadcasting stations. —Another Gates exclusive.

Model CB-210 complete chassis including pickup, dual cartridge with sapphire styli*, preamplifier, power supply and variable equalizer

$275.00

*Add $26.37 where dual diamond styli desired.

Model CAB6 floor cabinet (not illustrated) $90.00
Closed-Circuit Tv
Set for Ike Dinners

A CLOSED CIRCUIT tv hookup connecting perhaps 75 of the larger cities is planned by the Republican National Committee for a series of regional "Salute to Eisenhower" dinners Jan. 20 representing the kickoff of the GOP's 1956 fund-raising campaign.

Arrangements have been completed with Nate Halpern, president of Theatre Network Television (TNT), according to Frederick Crawford, Cleveland, chairman in charge of the fund-raising dinners to be held across the nation. Hotelman Con Hayes Hilton is chairman in charge of the closed circuit tv arrangements.

Deputy chairman for the tv hookup is Joseph Bims, general manager and executive vice president of New York's Waldorf-Astoria Hotel.

The closed circuit telecast to commemorate completion of the President's third year in office, is expected to be held at 10 p.m. EST, but the point of origin (Washington or New York) has not been decided, Mr. Crawford said.

GOP spokesmen said the telecast would mark the first use of closed circuit tv for political campaigning, the technique previously having been used by corporations and other groups for sales and dealer meetings, public relations projects, stockholders and institutional meetings and for the presentation to the paying public of sports and entertainment events.

By binding together 75 or more local meetings into one unified, jointly-rallyed closed circuit tv also will make possible the first truly national political meeting, perhaps the largest political meeting ever to be held, the GOP announcement said. It also introduces a novel technique into political fund-raising for a national campaign, the spokesman said.

The national committee has arranged for several noted Republican figures, including members of the President's Cabinet, to take part in the closed circuit telecast, and hopes to have Mr. Eisenhower participate. Cost for the dinner will run as high as $100 per plate in some of the larger cities, the Republican announcement said.

No estimate was given by the Republicans on the cost of the nationwide closed circuit tv hookup.

Independent WCUE Assails Exclusion by GOP Committee

INDEPENDENT WCUE Akron, Ohio, has scolded the Republican National Committee in the wake of an announcement by the GOP organization that it intends to spend up to $2 million on radio and tv network purchases during the 1956 presidential election campaign (B&T, Oct. 31).

Jack Maurer, pitching vice president and station manager, said he understood the Republican committee intends to buy network time only. In a letter to Republican National Chairman Leonard Hall, he said that "by using only network stations, you are eliminating the stations which have the largest amount of listeners of all the world today. These are the independent stations."

He said that "on the other hand, it is a known fact that network radio has been losing both revenue and audience for the past several years." Without independent radio, he said, the committee "will definitely be eliminating one of America's strongest advertising media."

A spokesman for the Republican National Committee said that, while of necessity, major speeches by and for the GOP presidential ticket must be carried on a network of stations, other

GOP candidates will by no means be limited to network stations. He said that, on the contrary, he felt there would be an increase in the use of radio by state and local GOP candidates.

He said the Republican National Committee's agencies (BBDO and Kudner Inc.) are under orders to put together the largest possible network of stations for major presidential campaign presentations.

Owners of Kansas Applicant Outnumber Town's Residents

HERE'S a tv applicant which numbers more stockholders than the population of the town it proposes to serve.

According to the application of Southwest Kansas Tv Co., Clamaron, Kan., which last week filed for ch. 6 in Ensign, Kas., the company is comprised of 334 stockholders. The population of Ensign (near Dodge City), according to the U. S. Census Bureau, is 227.

The applicant plans to operate as a satellite to KTVH (TV) Hutchinson, Kas. KTVH is on ch. 12 and is affiliated with CBS.

Besides the stockholders, 127 subscribers have pledged amounts ranging from $5,000 down to $100, with the majority of the pledges in the under-$500 bracket.

Officers of the Southwest Kansas Tv Co. are Lehigh Warner (insurance, farming and cattle), president, 2% owner; Wendell Elliott, general manager of KGNU Dodge City, vice president, 2.2% F. C. Walker (insurance, farming), secretary-treasurer, 2%.

Dodge City Broadcasting (KGNU) and Globe Publishing Co. (Dodge City Globe) are each 8% stockholders in the applicant.

Bureau Asks: Can FCC Deny Grant on Economic Injury?

THE QUESTION was raised last week as to whether the FCC has authority to deny an application for a new broadcast station because of possible economic injury to an existing station in the same community.

The point was raised by the Broadcast Bureau in a petition to the FCC in connection with the Harlan, Ky., initial decision which recommended reinstatement of the grant to KY-VA Broadcasting Corp and denial of the protest of WHLN Harlan (B&T, Nov. 14).

WHLN claimed the community could not support two stations.

Should there be exceptions to the Harlan decision, the Broadcast Bureau asked the Commission to order separate and additional briefs from all parties on (1) the legal authority of the FCC to deny broadcast applications solely for reasons of economic injury which may be caused to existing stations, and (2) assuming the FCC has such authority, whether, as a matter of policy the FCC should exercise it by denial of applications for new outlets if economic injury were proved.

The petition said that time and expense involved in other economic protests can be saved should it be resolved that the FCC cannot, or will not because of policy reasons, deny applications on economic grounds.

A fortnight ago an initial decision by FCC Hearing Examiner H. Gifford Irion denied an "economic" protest by WBAC Cleveland, Tenn., to the grant of a construction permit there to Southern Enterprises.

Three other cases hinging on economic injury claims now are pending before the FCC. These involve Laurel, Miss.; Tipton, Ga.; and Statesville, N. C.

Admission

GOVERNMENT

HICKORY, N. C.

Closed-Circuit Tv
Set for Ike Dinners

Circ. D. 17,143

Nov. 3, 1955

TV CODE OF ETHICS

A code of ethics for producers of television films was decided upon at a meeting of the National Society of Television Producers and the National Audience Board, held in Hollywood a few days ago.

Tom Lewis, president of the Producers, said an attempt is being made to "devise a method by which television producers can guide their properties in the making of properties for the viewing public in either live or filmed television shows."

The National Audience Board is said to be "particularly interested in seeing to it that the viewing public receive the proper type of shows portrayed in a manner that does not contribute to the delinquency of children or in any way violate morals and good concepts."

Martin Leeds, executive producer for Desilu Productions, suggested a committee to formulate a document incorporating "an outline of good taste." A working arrangement would be arrived at, he said, with the Academy of Television Arts and Sciences.

Asked what course of action would be taken if a producer violated the specifics of the projected code, or declined to be bound by them, Mr. Leeds said the academy could inform sponsors of this fact. The code, Mr. Leeds said, "would apply to anything that goes on the air."

The Record believes that this action is a move in the right direction, and we predict that the public will welcome the knowledge that something constructive is being done toward voluntary censorship.
Now that electric light and power companies are building plants to produce electricity from the atom, you may well ask—what's atomic electricity like?

The answer: exactly like the electricity you're using now. The only difference is in the electric power plants themselves, where there's an atomic furnace instead of a furnace that burns coal, oil or gas.

But that difference can be important to your future. For you—and all America—will need much more electricity in the years to come, and atomic energy promises a vast new source of heat to make it.

Today many electric companies across the country are working on the development of atomic-electric power plants. They're among the companies that have brought abundant electricity to a whole nation in the span of a single lifetime. They have the experience to find the best and quickest way to bring atomic-electric power to all.

AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*

*Names on request from this magazine
WRC Presents 140 Tapes To Library of Congress

WRC Washington became the first station to contribute radio sound tape material to the Library of Congress' new broadcasting reference collection with the presentation of 140 tapes of news, sports, music and other programs aired on the station.

Carleton D. Smith, NBC vice president and general manager of NBC-owned WRC-AM-FM-TV, presented the tapes to L. Quincy Mumford, Librarian of Congress, at a ceremony in the latter's office.

The 140 tapes contain 137 hours and 57 minutes of consecutive broadcasts during the week of Oct. 31-Nov. 6, including all NBC network and local programs broadcast on the station. The sound tapes will form the basis of the new Library of Congress collection, and will be used for future reference by scholars, sociologists and economists, according to Mr. Smith.

"Fifty years from today scholars will find in this tape collection a valuable record of American life in the year 1955," he said.

The tape collection weighs 98 lbs., contains a total of 243 separate news and sports broadcasts on a seven-foot shelf. Among the programs are reports on the recovery of President Eisenhower from a heart attack and broadcasts from overseas, on NBC's Monitor, of diplomatic negotiations by Sec. of State John Foster Dulles on Geneva.

Also taking part in the presentation ceremonies was Harold Spivac, chief of the Library of Congress' Music Division.

FCC Gets Triangle Petition To Drop Elmira Application

TRIANGLE PUBLICATIONS Inc. last week petitioned the FCC to dismiss without prejudice its application for ch. 18 at Elmira, N.Y. Early this month, the Commission designated for consolidated hearing the competing applications of Triangle and Central New York Broadcasting Corp. [BWT, Nov. 14]. Both applicants proposed to use the Elmira channel for satellite operations. Triangle for its ch. 12 WNBF-TV Binghamton and Central New York for its ch. 3 WYSR-TV Syracuse.

In asking for dismissal of its Elmira application, Triangle asserted that the best way to provide satisfactory WNBF-TV service to Elmira residents is through a booster operation there. This would permit WNBF-TV to provide a true Grade A service to Elmira and ch. 18 available for the establishment of a local station there, Triangle said. Triangle claims that Elmira is within the Grade A contour of WNBF-TV. Because of intervening mountains, however, Elmira is cut off from this coverage, Triangle said.

Triangle contended that it originally sought the uhf assignment because FCC rules and policies do not provide for booster stations. A petition to amend FCC rules to provide for booster stations is now being prepared and will be submitted soon, Triangle said.

Triangle owns WFMJ-AM-FM-TV Philadelphia: WNBF-AM-TV Binghamton; WLBQ-AM-TV Lebanon, Pa.; 50% of WHBG Harrisburg, Pa., and has applied for FCC approval of the $3.5 million purchase of WFBG-AM-TV Altoona, Pa. Triangle interests also include the Philadelphia Inquirer, TV Guide and other publications.

FCC Adds 10 Insurance Firms To False Advertising List

TEN new firms were added last week to the growing list of insurance companies cited by the Federal Trade Commission for false advertising of health and accident policies.

The latest action brings to 41 the number of complaints issued against insurance firms in the FTC's 13-month drive to halt misrepresentations of insurance policy benefits. The first complaints, totaling 17, were issued Oct. 18, 1954.

Among the charges leveled at the 10 firms cited last week were misrepresentations as to duration of policies, health requirements for policyholders, amounts paid for hospital and surgical bills and the number and types of accidents and illnesses covered by the policies. The firms have 30 days in which to file answers.

The 10 firms whose advertising was complained of as not up to FTC standards, and hearing dates follow:


Of the 31 previous complaints against insurance company advertising, four have been settled by consent orders and the rest still are in litigation. In a consent order, the firm agrees to discontinue the advertising practices complained of, without admitting any violations.

Meanwhile, insurance companies were studying a proposed advertising code worked out by the National Assn. of Insurance Commissioners.

Trade Commission Bans Ads Calling Nucoa Dairy Product

CONSENT ORDER prohibiting The Best Foods Inc., New York, from advertising Nucoa margarine as a dairy product was made final by the Federal Trade Commission last week.

The FTC complaint, issued last June, charged that descriptions of Nucoa as "rich in sweet skim milk"—violated standards of the "margarine" amendment (Sec. 15 [a] [2]) of the FTC Act prohibiting representations or suggestions that margarine is a dairy product.

The action by the FCC last week is in effect a ratification of a hearing examiner's initial decision approving an order agreed to by the firm and counsel supporting the FTC complaint.

The order does not prevent the firm from claiming that Nucoa ingredients include a dairy product provided it disclosed its percentage of the whole is made known.

FCC Okays ABC-XETV (TV) Plan Despite Objections

REQUEST by ABC to be permitted to transmit programs to XETV (TV) Tijuana, Mexico—on file since early this year—was approved last week by the FCC over the objections of San Diego tv stations KFMB-TV and KFSD-TV.

Objectors claimed there was no need for feeding ABC programs to the Mexican ch. 6 station; that if the network did receive permission to feed its programs to the cross-border outlet, they would suffer economic injury. They also claimed that since XETV was not under FCC regulation or U. S. taxation, it would be unfair for ABC to proffer its programs.

In its order last week, the Commission said it found there was an insufficient showing that the San Diego stations would be injured by the grant of this authority. It also said that the maintenance of a "free interchange" of programs with stations licensed by the Mexican government was in the public interest.
Wash. State Community Group Answers Broadcast Bureau

BOOSTERS that are operating in the state of Washington bring tv to served areas of the state and are located in community tv systems, C. J. Community Services Inc., Bridgeport, Wash., said last week. Neither has to be licensed, it declared.

The statement was made in a reply to the Broadcast Bureau’s exceptions to the initial decision which held that since the boosters do not interfere with other services, the Commission should not take action against them. This decision was recommended by Hearing Examiner J. D. Bond following a hearing against a number of such unlicensed boosters in north central Washington [BT, Oct. 24]. It drew a sharp objection from the FCC general counsel and chief of the Field Engineering & Monitoring Div. [BT, Nov. 14].

Involved are unlicensed boosters in Bridgeport, Quincy and Nespelem, all Washington. C. J. Community Services was the group under fire in Bridgeport.

Boosters are a new use of radio, the C. J. Community Services document said, and like community tv systems, are engaged in broadcasting—the booster service affirmatively, the community tv service incidentally (incidental radiation).

“Unlicensed broadcasting is not necessarily illegal broadcasting,” the Washington organization declared.

Meanwhile, the General Counsel and FBM Div. filed a formal opposition to the petition of the National Community Television Assn. for permission to interpose in the unlicensed booster case. NCTA has no standing to intervene, the FCC departments said.

WGR-TV Files Challenge to NBC-Westinghouse Swap

CHARGE that the NBC-Westinghouse reply to the FCC’s McFarland letter regarding its Philadelphia-Cleveland swap did not constitute “full disclosure” was made by WGR-TV Buffalo, N. Y., last week.

In a formal petition to the FCC, the NBC-affiliated ch. 2 station claimed that some of the statements made in the joint reply [BT, Nov. 22] were “controversial.” WGR-TV said also that the NBC and Westinghouse answer to the allegations that NBC pressured Westinghouse into agreeing to the exchange of stations “begged the question.”

WGR-TV, which has been fighting the NBC-Westinghouse exchange and also the NBC purchase of ch. 17 WBUF-TV Buffalo, charged that NBC used its power regarding affiliates in Philadelphia, Boston and Pittsburgh to get Westinghouse to agree to the transaction by which Westinghouse exchanges its owned KYW and WPTZ (TV) Philadelphia for NBC-owned WTAM-AM-FM and WNBK (TV) Cleveland and $3 million. The FCC asked for further information on this exchange last month. The answers, two weeks ago, were over the signatures of Brig. Gen. David Sarroff, NBC chairman, and E. V. Huggins, Westinghouse Broadcasting Co. chairman.

Meanwhile, WBUF-TV filed last week with the Commission its latest balance sheet. This showed that as of Oct. 31, it had total assets of $360,140, of which $20,022 were current assets. Current liabilities were at net $244,333, long term liabilities $346,130, and a deficit of $363,992. In the first nine months of 1955, the uhf station said, its income was $26,151, its operating expenses $141,218, its operating loss $145,067, and its net loss $166,088.

WBC’s purchase of WBUF-TV for $312,500 was approved by the FCC last September. The action was delayed pending a hearing on the protest by WGR-TV. The hearing is scheduled to begin Dec. 19.

18 Microwave Stations Authorized by Commission

CONSTRUCTION PERMITS authorizing 18 microwave relay radio stations to furnish an eastbound tv channel between Denver and Omaha were granted by the FCC last week to American Telephone & Telegraph Co. Long Lines Dept.

The new facilities will be used to provide a third complete eastbound tv channel from Oakland, Calif., to Chicago, bringing to three each the number of eastbound and westbound tv channels between those two cities. There are at present two full eastbound tv channels between Oakland and Chicago, and a third only between Oakland and Denver and between Omaha and Chicago. The additional facilities will fill the Denver-Omaha gap, making the third eastbound channel complete. There are already three full westbound circuits.

The new channel will give each of the major tv networks an eastbound tv channel, AT&T said, necessary to provide tv facilities for coverage of the 1956 Republican National Convention, to be held in San Francisco.

The project, which is expected to be completed within eight months, will cost an estimated $192,000.

Don’t Be Tardy at FCC

FCC has begun to get tough.

For years, the secretary’s office has accepted documents filed up to 10 minutes or so after the official closing hour. But last week the Commission, in full, formal, official action, held that a document filed after 5 p.m. would have to be dated as received the following day.

Involved was a protest filed by WRLD Lanett, Ala.-West Point, Ga., against the grant of a new station (500 w, daytime, 150,000 w, nighttime, 4,500 w) in West Point to Confeder ate Radio Co. [BT, Oct. 31]. The protest was filed after 5 p.m. Nov. 21, the last day for such objections. Commission has now ordered that the filing date be changed to Nov. 22. There is a question whether the Commission will accept what is now termed a late filing.

WSEE (TV) Seeks Vhf Channel

WSEE (TV) Erie, Pa., has petitioned the FCC to allocate ch. 6 to that city. The station, which operates on ch. 35, would switch to the lower channel because of financial difficulties attendant with uhf operation. WSEE claims it has lost “tremendous” sums. WSEE stockholders are now pressing the case.

The station, which is expected to be completed within the next two years, will cost an estimated $360,000.

This announcement is neither an offer to sell nor a solicitation of an offer to buy these securities. The offer is made only by the Prospectus.

Radio Corporation of America

3½% Convertible Subordinated Debentures

due December 1, 1980

Convertible into Common Stock at $50 per share

The Debentures are being offered by the Corporation to holders of its Common Stock for subscription, subject to the terms and conditions set forth in the Prospectus. The subscription offer will expire at 3:30 P.M., E.S.T., on December 1, 1959. The several Underwriters may offer Debentures pursuant to the terms and conditions set forth in the Prospectus.

Subscription Price 102¾%

Copies of the Prospectus may be obtained in any State only from such of the several Underwriters, including the undersigned, as may lawfully offer these securities in such State.

LEHMANN BROTHERS
LAZARD FRÉRES & CO.

November 18, 1955

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ABC Radio Schedules Walt Disney Program

WALT DISNEY'S first offering on radio [CLOSED CIRCUIT, Sept. 26]—and his third program tieup with ABC—was announced jointly Friday by Mr. Disney and ABC President Robert E. Kinter. The program series premieres on ABC Radio Dec. 5 on a Mon.-Fri., 11:35 a.m.-noon EST schedule.

The daytime series will be called Walt Disney's Magic Kingdom as a tie-in with the 160-acre Disneyland Park, Anaheim Calif., from where it will originate. Disney programs on ABC-TV include Disneyland (Wednesdays, 7:30-8:30 p.m. EST) and Mickey Mouse Club (Mon.-Fri., 5-6 p.m. EST).

As described by Mr. Kinter, the new series will feature audience participation and will be patterned for the interest of the "busy housewife." Mr. Disney said the program hoped to "capture for ABC Radio listeners the magic of Disneyland Park, Anaheim Calif., from where it will originate. Disney programs on ABC-TV include Disneyland (Wednesdays, 7:30-8:30 p.m. EST) and Mickey Mouse Club (Mon.-Fri., 5-6 p.m. EST).

AB-PT Redeems Over 25% Of Noble Preferred Stock

A TOTAL of 92,073 out of more than 324,000 shares of 5% preferred stock of American Broadcasting-Paramount Theatres held by Edward J. Noble, chairman of the AB-PT Finance Committee and former owner of ABC, has been redeemed by AB-PT, Securities & Exchange Commission records showed last week. AB-PT officials said the redemption was at the standard rate of $20.80 per share plus 25 cents per share for accrued dividends. They said the redemption was a "conventional" move and involved a total of 150,000 shares of such stock, all of which were selected by lot. The other stockholders affected were not disclosed.

The transaction regarding Mr. Noble was reported in compliance with the law requiring reports on ownership changes involving officers, directors and large stockholders.

The report showed that after the transaction, which occurred Oct. 4, Mr. Noble held 232,528 shares of AB-PT 5% preferred stock plus 8,949 shares of AB-PT common. The number of shares of 5% preferred outstanding at the end of last year was approximately 533,000.

EXTENSIVE USE OF COLOR SET FOR FILMS ON 'NEWS CARAVAN'

EXTENSIVE USE of color film for spot tv news coverage is planned by NBC-TV, Frank C. McCall, producer of NBC-TV's News Caravan (Mon.-Fri., 7:45-8 p.m. EST), disclosed Saturday in Denver at the tv workshop of the National Assn. of Radio & Television News Directors. A tip-off of NBC-TV's plans was given by William R. McAndrew, director of news for NBC, at the Sigma Delta Chi meeting in Chicago [BET, Nov. 14].

The News Caravan, seen on 113 stations under the alternate sponsorship of R. J. Reynolds Tobacco Co. and the Plymouth Div. of Chrysler Corp., has been active in color use. Nearly two years ago, the news show was produced in color, though mainly composed of features because of technical limitations, and last May it offered color coverage nationally on a "same day basis" when it telecast an all-color film report of a nuclear explosion set off near Las Vegas.

At the workshop session, Arthur Holch, the program's news editor, presented a demonstration of new color film and techniques to be used on the program. The color film permits shots under existing lighting conditions.

ABC Radio Names Walker

ERNEST M. WALKER, ABC Radio account executive since last March, was named sales manager of the network's central division last week with headquarters in Chicago. Mr. Walker, who reports to National Sales Manager William F. Fairbanks, was a sales representative with Masterson, Reddy & Nelson, former production firm, before joining ABC. He also was associated with WNEW New York as account executive.

ABC Promotes Controllers

PROMOTIONS of Michael Boland to membership on the ABC cost control unit and Edward Graesstle to manager of treasury affairs, both new positions, have been announced by Harold L. Morgan Jr., vice president and controller of ABC. In other advancements within the controller's department, Charles Smith has been named assistant general accountant; John Fitzgerald, general ledger bookkeeper; John McCarthey, billing supervisor, and Robert Chamberlain, cost accounting supervisor.

Poster Takes ABC Sales Job

HENRY R. POSTER, MBS manager of sales planning, has been named ABC Radio manager of sales development, Gene Accas, ABC director of sales development and research, announced last week. Mr. Poster was associated with ABC before 1946 when he became research manager at WNEW New York. Prior to his Mutual association, he was with Headley-Reed Co., station representative, until 1951.

Opera on ABC Radio

ABC RADIO and the Metropolitan Opera Assn., New York, last week jointly announced the opening of a 16th season of Saturday afternoon broadcasts, beginning Dec. 3. Under sponsorship of the Texas Co. and the McCall-Frontenac Oil Co. Ltd. of Canada, the broadcasts will be heard on ABC Radio in the U.S. and Canada via the Canadian Broadcasting Corp. The 1955-56 season includes 20 performances.
CBS Radio Presentation Cites Daytime Network Radio's Value

ADVANTAGES of buying daytime network radio is underlined in a new CBS Radio presentation, which is being distributed by network salesmen to national advertisers. The presentation is available in booklet form and film slides.

"Daytime radio's prime function is the efficient delivery of advertising messages to women," the presentation points out. "Since daytime radio enables advertisers to reach big audiences ... every day ... at low cost, it has advantages that other media cannot match."

The presentation also asserts that the daytime radio audience includes "so many women who are not reached by television and magazines," and "its circulation is of great significance to the advertiser who uses several media in combination."

CBS Radio is "the No. 1 buy" in all daytime network radio, the presentation claims. To emphasize this, the sales presentation notes its billings are higher than those of other radio networks and offers statistics on what it says is its favorable cost-per-thousand.

CBS-TV Announces Revamp On Sunday, New News Show

CBS-TV was to announce yesterday (Sunday) a new news program and a full revamp of its Sunday afternoon program lineup. The network has scheduled a new series, CBS Sunday News, featuring its chief Washington correspondent Eric Sevareid, to be telecast each Sunday, 3:30-4 p.m. EST, beginning Jan. 8.

CBS News and Public Affairs Vice President Sig Mickelson emphasized that the program, unlike half-hour news documentary programs, will concentrate on top news of the day as well as human interest. The show—telecast live—will have film portions.

CBS-TV had announced a fortnight ago that it would schedule a return to the network of Front Row Center, telecast Wednesday nights last summer, to the 4-5 p.m. EST period, also starting Jan. 8.

Effective on that date, the Sunday rescheduling will include Let's Take a Trip moving from 4:30-5 to noon-12:30; Adventure vacating 3:30-4 for the 2:30-3 period, and Face the Nation leaving the 3:45-4 slot for 3-3:30 p.m.

Publisher Hits TV Networks At ACLU Meet in Illinois

A GLANCING ATTACK on television networks was delivered by a midwest newspaper publisher in an address before the Illinois Div. of the American Civil Liberties Union.

William F. Evjue, editor and publisher of the Madison (Wisc.) Capital Times, which owns two-thirds of WIBA-AM-FM, told the group that television has become the "private property" of two "giant networks, CBS and NBC." He said the two networks "and the 16 stations they operate took 52% of the total profits in TV last year."

Mr. Evjue spoke on instruments of mass communications, claiming newspapers and other media do not always echo the sentiments and beliefs of their readers, listeners and viewers.

'Inventory' Planning Change

AN EDUCATIONAL PROGRAM. American Inventory, long established on NBC-TV, is planning to change its format. NBC-TV and the Alfred Sloan Foundation will jointly produce the programs which will be an hour and a half in length and which will be scheduled on a monthly or bi-monthly basis. The productions probably will be in color. Contract for American Inventory, which offers educational dramas on the network Sundays, 2-3:30 p.m., expires at the end of December and will not be renewed on the old basis. NBC-TV, it was reported, plans to schedule five new films of its Wisdom series, following these with Outlook, a half-hour news program. The foundation will explore automation, education, population growth, atomic and solar power, transportation and conservation in its new venture.

Author Applauds TV

WHAT DOES a celebrated author, whose work for the first time has been adapted for television, think of the result?

In an interview with B&T last week, Herman Wouk, author of the novel "Caine Mutiny" and the play, "The Caine Mutiny Court Martial," which was adapted by CBS-TV as a live 90-minute presentation on its Four Star Jubilee Nov. 19, reacted with such words as "thrilling" and "extraordinary," stressing the intimacy of TV with the audience compared with other dramatic forms.

"What made this program particularly thrilling to me," said Mr. Wouk, "was that the living theatre setting provided a medium. In order not to sound conceited, I feel I should look at this thing objectively—not as much as an author but as another member of the audience."

"I think that more than half of the show's success was due to the play's exposure for more than two years to nationwide audiences," Mr. Wouk said. "In that time, one might say that the parts of Queeg, Maryk, Greenwald and others were shaped by the audience, and by the time it came to television, The Caine Mutiny Court Martial' was mature, sophisticated drama. This is what made 'Peter Pan' great."

In television, Mr. Wouk saw a third dimension—that of complete intimacy—given to an author in relation to his audience. "In the movies, your characters assume Herculean proportions, being as high and as wide as the screen; on Broadway, the stage's size necessarily reverses this technique, for your characters shrink, but in television, you can write your story on the assumption that the audience will literally be in the picture, as was the other night when I was present in the court room itself, next to Greenwald watching the distraction of Capt. Queeg."

Describing the entire program as nothing short of "extraordinary," Mr. Wouk said he felt the "editing was sound and the technical translation from stage to television value superb."

Mr. Wouk told B&T that he had nothing "whatsoever" to do with the program, production and editing chores having been handled in California by producers Charles Laughton and Paul Gregory as well as CBS-TV Director Franklin Schaffner.

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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.

To reserve space, use the coupon below—

Broadcasting & Telecasting
1735 DeSales St., N. W.
Washington 6, D. C.

Please reserve the space checked for the 1956 Broadcasting Yearbook, published early 1956. Deadline December 9—if proof desired. December 19, no proof.

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*STATE SECTION: Minimum space ½ page, 8½" x 5½".
Cage Games Set on NBC-TV

SCHEDULE of this season’s pro-basketball games to be telecast on NBC-TV was announced jointly last week by NBC Sports Director Thomas S. Gallery and Maurice Podoloff, president of the National Basketball Assn. The 15-game series will start Dec. 10 with a Boston pick-up of the Minneapolis Lakers versus the Boston Celtics, starting at 3 p.m. EST. The schedule will run on consecutive Saturdays, except for the holiday weekends of Dec. 24 and Dec. 31. Sponsorship has not been announced.

‘Wide Wide World’ Sellout

WITH Pontiac’s additional purchase last week of the remaining unsponsored segment of NBC-TV’s Wide Wide World, the program telecast yesterday (Sunday) was sold solidly to General Motors Corp. Premiering June 27, Wide Wide World in September was purchased by AC Spark Plug, Guide Lamp, United Motors and Delco Batteries, all GM divisions, leaving only one segment open. Agency for Pontiac Motor Div., is MacManus, John & Adams Inc., Bloomfield Hills, Mich.

Two Add ‘Panorama Pacific’

THE early morning Panorama Pacific has been added to two more Columbia Television Pacific Netoworks – KHJ-TV Portland, Ore., and KTNT-TV Tacoma, Wash. The show has been aired five days weekly since Nov. 16, 1953, on three California stations: KNXT (TV) Los Angeles, KPIX (TV) San Francisco, and KFMB-TV San Diego.

Procter & Gamble and Lyon Van & Storage are among sponsors of the program, the former having signed for five one-minute participations a week for 31 weeks and the latter to air three spots a week under a 52-week contract.

Network People

David Roth, formerly with CBS-TV’s Joe and Mabel production staff, to network’s Phil Silvers’ show, You’ll Never Get Rich, as production coordinator.

Marlon Russell, ABC radio network sales service manager, appointed ABC-TV sales service manager.

Stuart Morris, ABC-TV unit publicist, appointed trade news editor for ABC-TV Western Div.

Ed Sullivan, host and co-producer of CBS-TV’s The Ed Sullivan Show, going 6:30-9:00 p.m. EST, will be honored by The Friars Club at testimonial dinner March 15 in Waldorf-Astoria Hotel, N. Y. Among radio-figures serving on the honorary committee are Jack Benny, William S. Paley, Bing Crosby, Walt Disney, Frank M. Folsom, Robert E. Kintner, Milton Berle, Groucho Marx, Edward R. Murrow and Robert W. Sarnoff.


George R. Ruppel, MBS vice president, serving as chairman of radio division, Visiting Nurse Service of N. Y. 1955 fund-raising campaign.

Helen J. Sioutasis, CBS director of talks, named member of plans board, American Red Cross, N. Y. chapter committee on community relations.

Tv Sets Shipped During 1955

16% Above Same 1954 Period

TV SETS shipped to dealers totaled 5,174,732 units during the first nine months of 1955, 16% above the 4,649,596 shipped in the same period 1954, according to RETMA. September shipments totaled 531,402 compared to 405,664 in August and 1,005,725 in September 1954.

Following are tv set shipments to dealers by states during the first nine months of 1955:

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
<th>State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>89,564</td>
<td>New Hampshire</td>
<td>8,679</td>
</tr>
<tr>
<td>Arizona</td>
<td>27,609</td>
<td>New Jersey</td>
<td>167,556</td>
</tr>
<tr>
<td>Arkansas</td>
<td>33,831</td>
<td>New Mexico</td>
<td>49,025</td>
</tr>
<tr>
<td>California</td>
<td>448,093</td>
<td>New York</td>
<td>121,684</td>
</tr>
<tr>
<td>Colorado</td>
<td>3,934</td>
<td>North Carolina</td>
<td>12,557</td>
</tr>
<tr>
<td>Connecticut</td>
<td>71,928</td>
<td>North Dakota</td>
<td>17,479</td>
</tr>
<tr>
<td>Delaware</td>
<td>201,216</td>
<td>Ohio</td>
<td>13,105</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>48,881</td>
<td>Oklahoma</td>
<td>75,380</td>
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<tr>
<td>Florida</td>
<td>127,632</td>
<td>Oregon</td>
<td>62,266</td>
</tr>
<tr>
<td>Georgia</td>
<td>113,355</td>
<td>Pennsylvania</td>
<td>327,772</td>
</tr>
<tr>
<td>Idaho</td>
<td>25,233</td>
<td>Rhode Island</td>
<td>25,658</td>
</tr>
<tr>
<td>Illinois</td>
<td>65,805</td>
<td>South Carolina</td>
<td>72,219</td>
</tr>
<tr>
<td>Indiana</td>
<td>137,253</td>
<td>South Dakota</td>
<td>18,672</td>
</tr>
<tr>
<td>Iowa</td>
<td>74,927</td>
<td>Tennessee</td>
<td>103,185</td>
</tr>
<tr>
<td>Kansas</td>
<td>65,262</td>
<td>Texas</td>
<td>290,099</td>
</tr>
<tr>
<td>Kentucky</td>
<td>82,792</td>
<td>Utah</td>
<td>18,908</td>
</tr>
<tr>
<td>Louisiana</td>
<td>110,510</td>
<td>Vermont</td>
<td>15,387</td>
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<tr>
<td>Maine</td>
<td>50,116</td>
<td>Washington</td>
<td>87,697</td>
</tr>
<tr>
<td>Maryland</td>
<td>72,577</td>
<td>West Virginia</td>
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<tr>
<td>Massachusetts</td>
<td>213,501</td>
<td>Wisconsin</td>
<td>112,471</td>
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<tr>
<td>Michigan</td>
<td>77,126</td>
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<td>6,116</td>
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<td>Minnesota</td>
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<td>Wash. State</td>
<td>2,364</td>
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<td>Missouri</td>
<td>14,494</td>
<td>Wash. D.C.</td>
<td>1,114</td>
</tr>
<tr>
<td>Montana</td>
<td>9,072</td>
<td>Wash. D.C.</td>
<td>1,114</td>
</tr>
<tr>
<td>Nebraska</td>
<td>12,498</td>
<td>Wash. D.C.</td>
<td>1,114</td>
</tr>
<tr>
<td>Nevada</td>
<td>6,761</td>
<td>Wash. D.C.</td>
<td>1,114</td>
</tr>
</tbody>
</table>

Radio Set Output Reaches Highest Total in Five Years

Radio SET production is at the highest figure in five years, according to Radio-Electronics-Tv Mfrs. Assn. U. S. factories turned out 403,488 radio sets in the month ended Nov. 30, compared to 405,095 in the first week of December 1950.

Output of radio sets passed total for 1954 some weeks ago. RETMA estimated radio production at 12.3 million sets for 45 weeks of 1955 compared to 10.4 million for entire 12 months last year. Of 403,488 radios turned out in Nov. 11, 188,314 were in color models.

Thomas C. Andersen Named To GE San Francisco Post

THOMAS C. ANDERSEN, distributor sales specialist in General Electric Co.’s tube department headquarters, Schenectady, N. Y., last week was named district sales manager for the company’s western regional office in San Francisco. In his new post, Mr. Andersen will head all distribution sales for GE receiving, industrial, transmitting and cathode ray tube manufacturing in the Fresno-Sacramento-San Francisco area.

Hallicrafters, Penn-Texas Merger Talks in Abeyance

NEGOTIATIONS involving Hallicrafters Co. (electronics, communications equipment) with Penn-Tex, Inc., have been put on hold last week. Hallicrafters were in abeyance last week after widely-circulated reports of a possible merger.

Talks of the merger reportedly hinged on a plan calling for Hallicrafters stockholders to exchange 100 shares of their stock for 40 shares of Penn-Tex. The proposed merger would become effective shortly after the first of the year.

In Chicago, Hallicrafters’ William J. Halligan, board chairman, and Raymond W. Durst, president, jointly set forth conditions for any such merger: an advantageous arrangement for shareholders on earnings and dividends, continuation of present management and electronics activities, and preservation of an employe seniority system.

‘Auravision’ to Be Marketed; Ford Motor Is First Client

A NEW PRODUCT called ‘Auravision’—sound combined with printed matter—has been introduced by Columbia Records, a subsidiary of CBS Inc. The recording process, designed by Columbia’s transcription department, will permit pre-recorded messages in any record speed to be used as direct mailing pieces by manufacturers, political organizations or advertisers, and the field of specializing in the field. Columbia officials claim that is the first time that messages—reproduced on any specialty-treated mail matter from brochures or postcards—will be pressed on a multi-million basis.

Ford Motor Co., Detroit, last week became the first major industrial manufacturer to use the new Auravision process. Mr. Averill calls for a press run of 21/2 million postcards bearing the specially-recorded Christmas jingle for 1956 Ford cars by Mitch Miller and Rosemary Clooney.

Olympic Inc. Changes Hands

OLYMPIC Radio & Television Inc., Long Island City, N. Y., reports control of the company has been acquired by a group headed by William H. Husted, New York, and other industrialists and financials who control Siegel Corp., Centralia, Ill., manufacturer of space heaters. Olympic manufactures radio, tv receivers and other electronic products. The group purchased a block of 137,332 shares of Olympic common stock for about one-third of 543,552 shares outstanding. Stock recently has been selling for about $8 per share on American Stock Exchange. Mr. Husted said there are no plans to merge Olympic and Siegel.

Philco Begins Color Tv Course

A 40-HOUR course in color tv—designed to train 20,000 color tv servicemen throughout the country—has been inaugurated by Philco Corp. As the initial step in the course, service technicians representing all Philco distributors are being brought to Philadelphia factory headquarters in groups of not more than 20. After these distributor representatives have been trained in color tv servicing and methods of teaching, they will return to their respective areas to conduct local color tv schools for qualified technicians through the Philco Factory-Supervised Service Program.

GE Gets Big Navy Order

GENERAL ELECTRIC Co., Syracuse, N. Y., has been awarded what GE feels was its largest single order ever placed for commercial two-way radio communications equipment by U. S. Navy. Order, worth approximately $750,000, includes 1,100 30-w mobile radios, more than 100 50-w base stations, 500 base station control units and about 600 1-w portable two-way radios. Equipment will be used at various naval air stations throughout the continental U. S.
**Taking It With You**

**ORIGINAL**ly intended for promotion of KSOO Sioux Falls, S. D., a new portable studio is soon to be marketed nationally, according to E. C. Stangland, KSOO farm director and developer of Mini-Studio, name given the unit. Mini-Studio was first used for a series of programs from a wintertime indoor farm show and the success of this operation led to its role as a revenue-producer for the station.

A merchant from Inwood, Iowa (population 600), persuaded nine other merchants to join him in sponsoring a remote broadcast from Inwood. The **Inwood Hour** produced immediate results: Implement dealer Herman Moon reported close to $500 in sales from one spot announcement. Grocer Don Williamson advertised cherries at $2.98 a lug and sold almost 300 lugs as a result, stating, "We never sold more than 50 prior to our **Inwood Hour** promotion."

Other cooperating merchants reported similar results, leading Garretson and Dell Rapids, both S. D., to follow Inwood's example to originate hometown programs, via Mini-Studio.

Morton Henkins, KSOO president, stated the unit has meant outstanding station promotion while bringing over $7,000 in bilings this year from out-of-town shows.

Shopper Stopper Co., Sioux Falls, manufacturers Mini-Studio which sells for $450 f.o.b. The unit consists of a 45 rpm record player and input, a speech input channeled through a portable console which also serves as a remote amplifier.

A Mini-Studio has been sold to KIJV Huron, S. D., and orders have been received from other midwest stations.

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**MANUFACTURING PEOPLE**

Gordon N. Thayer, vice president in charge of military developments, Bell Telephone Labs, appointed chief engineer of American Telephone & Telegraph Co., succeeding H. I. Romnes, elected a vice president at AT&T last month.

Morton E. Ornitz, vice president and controller of Emerson Radio & Phonograph Corp. until Oct. 1946, when he resigned to become a private management consultant and investment counsellor, has rejoined company as special staff assistant to President Benjamin Abrams.


Hugh Engleman promoted from assistant advertising manager to local advertising manager at Motorola Inc., Chicago, and will supervise company's cooperative advertising programs.

Forrest W. Price, national sales manager, Columbia Recordings Inc., appointed manager of CBS-Columbia's factory branch distribution operations, new position created by CBS Inc., tv-radio receiver manufacturing division.

Frank W. Guthrie, contract sales manager, Magnecord Inc., Chicago, appointed sales manager for tape recorder division.

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In scores of instances, Blaw-Knox design and construction and Graybar's personalized attention have resulted in "tailor-made" solutions to tower problems. They can do the same for you.

Whatever the situation — extreme wind velocities . . . heavy deposits of ice or sleet . . . difficult terrain conditions — you can be sure of a safety-engineered tower capable of "carrying the load" by specifying Blaw-Knox, via Graybar.

And you can always depend on prompt Graybar service and technical assistance. Blaw-Knox equipment and all your broadcast equipment needs for AM, FM and TV are available through your Graybar office. There's one near you. Discuss your requirements with a Graybar Broadcast Equipment Representative. You'll find him well qualified to assist you in every phase of station construction, expansion and modernization.

Keep in mind, also, that Graybar can supply everything you need in wiring, ventilating, signaling and lighting equipment — over 100,000 electrical items, all products of the nation's leading supplier-manufacturers. Graybar Electric Company, Inc., Executive Offices: Graybar Building, 420 Lexington Avenue, New York 17, N. Y.

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**EVEN**THING ELECTRICAL TO KEEP YOU ON THE AIR

**Graybar Electric Company**

In over 120 principal cities

November 28, 1955 • Page 83
TelePrompTer to Show ‘Network’ to RTES

PROPOSED TelePrompTer “Program Communications Network” will be demonstrated by the TelePrompTer Corp., New York, at a workshop meeting of the Radio & Television Executives Society today (Monday) at the Hotel Roosevelt, New York [B&T, Nov. 7].

As envisaged by TelePrompTer, the network would interconnect television stations, networks, program sources, station representatives, agencies and advertisers with a “more efficient and economical method of conducting business.” Among its functions would be clearing time for network programs, developing station availabilities for nationally sponsored spot shows and announcements, and transmitting agency and advertising traffic data, including program copy, commercial copy and various types of instructions.

TelePrompTer will demonstrate the basic components required to operate the network at today’s meeting and will transmit an actual message as it would normally flow over the network. In addition, the company also will show how television programming devices employing electronic switching and cueing systems, which, TelePrompTer claims, make it possible for one individual to produce an entire program (employing rear screen projection, taped sound and recorded sound effects, music).

Three demonstrations will be given—12 noon-2 p.m. during the RTES luncheon, at 3:15 p.m. and 4:15 p.m. Speakers include Irving Kahn, president of TelePrompTer Corp.; Herbert V. Hobler, vice president in charge of sales, and Hubert Schlafly Jr., vice president in charge of engineering.

Several weeks ago TelePrompTer asked the FCC for a ruling on its proposal to establish a private line telegraph wire. The Commission told TelePrompTer that its network would constitute a communication common carrier operation.

Country Music Jockeys Seek Free Recordings

RECORD manufacturers have taken under advisement a proposal that free disc service be given members of Country Music Disc Jockeys Association. The plan was submitted to record spokesmen at the fourth annual disc jockey festival held at WSM-AM-TV Nashville during the 30th anniversary celebration of Grand Ole Opry entertainment.

The record officials were told at a disc jockey clinic that CMDJA had found much less lewd and off-color material in recordings following its protest a year ago. At that time the association had complained that off-color words were creeping into country music recordings.

In asking for free record service, CMDJA acted through its board of directors which met Nov. 10 in Nashville. The request was submitted to record companies in the presence of several hundred disc jockeys, with many nonmembers of the association asking free service.

Complaint was made that record companies discriminate by giving discs to some stations while withholding them to others.

William Bullock, RCA Victor, one of several record spokesmen, said RCA Victor works through 52 distribution points, which buy records from Victor. “Without distributors there are no records,” he reminded, each distributor being responsible for his territory. Noting there are 2,000 country music disc jockeys, he raised a question of the right of RCA Victor to favor CMDJA members or to bypass its distributors.

Sidney Goldberg, of Decca, said its country record service costs $5 a month. He recognized the importance of radio performances and observed that “some records don’t sell as well as there are disc jockeys.” He said Decca spends hundreds of thousands of dollars a year on promotion records and leaves distribution in the hands of distributors.

At its meeting CMDJA amended by-laws to permit meetings at places other than Nashville. It voted to cooperate in observance of National Hillbilly Day next May 26, a date fixed by act of Congress.

CMDJA has approximately 200 members. Officers include James Brooker, WMIE Miami, chairman of board; Nelson King, WCKY Cincinnati, president; Earl Davis, WFHG Bristol, Va., vice president; Tommy Sutton, WAVI Dayton, Ohio, secretary, and Dal Stallard, KCMO Kansas City, treasurer.

The WSM disc jockey festival, which started out as a small production four years ago, attracted over 1,200 for the two-day celebration. Convention included business meetings, receptions, inspection of exhibits at the Andrew Jackson Hotel and attendance at the Opry anniversary programs.

Delegates reported a tremendous increase in public demand for country music on stations and rising record sales, with much of the new interest coming from metropolitan centers.

World Releases Package For Christmas, New Year

WORLD Broadcasting System, New York, radio transcription library service, has made available a special 15-feature “Yuletide Programming Package'' to its more than 1,000-station subscriber list.

Included in the listing are such features as a musical-drama starring Joe E. Brown, a “Christmas Shopping Bag” tailored for sponsor participation and the station’s sales personality; special Christmas shopping jingles for a saturation campaign between Nov. 21-Dec. 24; seven Yuletide and New Year’s prayers by actor Raymond Massey and four 30-minute holiday show packages designed for airing Christmas Day and New Year’s Eve.

Sheraton to Up Grid C-C

PLANS to extend the number of football games telecast and increase its total hotel receivers next year have been announced by Sheraton Closed Circuit Television Network, subsidiary of Sheraton Hotels Corp. Executive Vice President William P. Rosensohn, in making the public announcement, said that the first season, which included closed circuit pickups of three Notre Dame U. games, was “overwhelmingly successful.” Over 25,000 persons were reported to have watched the telecasts.

Berk to New Columbia Post

HOWARD BERK was named last week to fill a new post at Columbia Records Inc., by Paul J. Wexler, vice president and director of operations, Columbia Electronic Products. Mr. Berk, as advertising and sales promotion manager of CRF’s Electronic Products Div., will coordinate advertising and sales promotion programs for Epic Records, Columbia 360 phonograph and transcriptions.

British UP Says News Wire Fastest In North America

BRITISH United Press claims it now has the fastest news transmission wire in North America, having put into operation a circuit that moves 75 words a minute, or 25% more than most other news association wires in the U. S. and Canada.

Declaring that this newest innovation was the outgrowth of radio stations’ greater demand for reporting depth in news dispatches, Phil R. Curran, BUP general manager also said that those who “have ‘found’ [this circuit] was the most efficient way to give the details they require, and to serve newspapers at the same time.”

The circuit—aqueduct circuit—actually two wires in one—carries more than 100,000 words a day from the Canadian and World Newsdaily in Montreal to client points in New Brunswick, Nova Scotia and Prince Edward Island. It contains material for 15-minute broadcasts and 13-five-minute broadcasts for radio and tv.

Universal Broadcasting Opens New York Office

ESTABLISHMENT of a New York office by the Universal Broadcasting System of Detroit and Boston is being announced today (Monday) by Richard Colten, UBS president. UBS is a closed-circuit television organization which leases equipment to industry and management for sales meetings and also produces closed-circuit telecasts.

Mr. Colten said that UBS has been active in the New York market in the past, having handled the annual closed-circuit telecast of the General Motors Motorama from the Waldorf-Astoria Hotel as well as programs for such firms as Yale & Towne, Westinghouse, General Electric and the Chevrolet Dealers Assn. The new UBS office is at 322 E. 45th St., New York 17.

Stanton Osgood Joins TNT

APPOINTMENT of Stanton M. Osgood as director of production for Theatre Network Television Inc. was announced by Nathan L. Halpern, TNT president. Mr. Osgood has been NBC manager of film production for the past year. He will be in charge of large screen, closed-circuit television for that network.

Hauser Joins Hardy Burt

BERTRAM J. HAUSER, who has served as vice president in charge of co-op programs of MBS [B&T, Oct. 17] has joined Hardy Burt productions as a consultant. During his 11 years with MBS, Mr. Hauser was vice president in charge of programming as well as development. Before joining MBS he was advertising and sales promotion director of ABC Radio.

PROGRAM SERVICE PEOPLE

Lloyd W. Dunn, vice president, merchandising division, Capitol Records Inc., Hollywood, appointed vice president in charge of sales and merchandising. He has been with CRI five years.

Sidney Brooks, former MCA and Allied Artists talent agent, appointed to staff of Gotham Record Corp., as sales promotion and public relations director. Mr. Gotham also named four new engineers to its recording department: George Roberts, David Johnston, Walter James and Gordon Clark.
Screen Producers Guild Scorns Overtures From Tv

THE SCREEN Producers Guild announced in Hollywood last week that it has decided not enter the television field at this time. SPG, composed of producers employed at major studios and independent companies, said this decision had been reached "after thorough study and analysis." The following statement was issued by SPG:

"During the past few months, the guild has had offers from all networks and major tv producers to become associated with them in the production of a weekly tv program.

"The guild has a high regard and respect for tv as a medium of information and entertainment, but feels that its prestige would be seriously damaged were it to conform to the standards and practices generally in use today in the tv industry.

"A few of our members are now engaged in producing remarkably good tv programs and a few others have produced an occasional outstanding show. Without exception, we have the testimony of all of these men that until the tv industry can afford higher budgets with which to acquire good basic story material, finer writing, top rate direction, and excellent artists, it would be impractical, as it would be imprudent, for the guild to enter the tv field."

SAG Membership Increase Attributed to Tv Films

SWING from live to film tv programming, plus the general growth of tv film production, was credited for the biggest membership jump in the history of Screen Actors Guild by Texas George Chandler in a report to the annual meeting Nov. 20 in Hollywood.

National membership had increased to 9,832 on Oct. 31 this year, up from 8,370 on same date last year and 7,500 in 1951, he said. In the past year SAG distributed $565,639 to its members as residual payments on tv entertainment films still in use, according to the report.

WBC RADIO GROSS UP 5%; TV, 13.5%

1955 time sales for Westinghouse's five radio and four tv outlets to be reported at New York meeting today. Rise of 9% in national spot offsets decline in network radio revenue.

GROSS time sales of the five radio stations of Westinghouse Broadcasting Co. will show a 5% gain for 1955 and those for WBC's four tv outlets will be up 13.5% over the preceding year. National Sales Manager Eldon Campbell will report at a three-day meeting of the general managers of WBC stations this week.

The meeting will be held today (Monday) through Wednesday at WBC's new headquarters offices in the Chanin Bldg. in New York, it will be the first presided over by Donald H. McGannon, new president of WBC (B&T, Nov. 14).

The WBC radio stations' 5% gain in gross sales-local, national spot, and network--resulted "despite the serious decline in radio network revenues and was assisted by a 9% increase in their combined national spot sales in 1955 as compared to 1954. Mr. Campbell will tell the station managers. He will point out that the trend in national spot business has changed for the better since last July 1.

In his report on WBC station business Mr. Campbell will tell the managers that "our tv station sales growth is sound and gratifying" but that "in candor I must admit that the growth in radio has been sensational.

"For example, on a 1954-to-1955 basis in local sales, KDKA in Pittsburgh will show a 19% gain and KYW in Philadelphia an 18% gain. In national spot sales, KYW will show a 23% gain and WBZ-WBZA in Boston a 21% gain.

"For many radio stations in major markets, assuming the national economy grows at the present rate, I believe that 1956 national spot sales will approach or even exceed the all-time peaks of the pre-television years. This is already true for some of the WBC stations.

"For WBC, reaching again our national spot peak in radio would mean in 1956 an increase of 18% over the 1955 level. In view of the pace of radio spot business in 1955's final quarter, an 18% rise in 1956 is attainable."

Mr. Campbell will note that even stronger gains than those were recorded in local sales of WBC's radio stations in the past two years: local sales in 1954 were 30% higher than in 1953, and 1955's will be approximately 44% higher than 1953's.

"WBC headquarters is grateful to its station sales managers and their salesmen for these gains," his report will say, "but program, promotion, and engineering personnel did their share in support of the sales effort."

General managers slated to attend the meeting are Franklin A. Tooko, WBZ-TV, and Paul E. Mills, WBZ-WBZA Boston; Rolland V. Tooko, WPTZ (TV), and Robert H. Teter, KYW Philadelphia; Harold C. Lund, KDKA-TV, and L. R. Rawlins, KDKA Pittsburgh; Capt. W. Vandagriff, WOWO Fort Wayne; J. B. Conley, KEX Portland, Ore., and Philip G. Lasky, KFIP (TV) San Francisco.

Other WBC executives to attend: Joseph E.
KRON-TV NAMES SEE GENERAL MANAGER

HAROLD P. SEE has been named general manager of KRON-TV San Francisco, it has been announced by Charles de Young Tauseriot, president of the Chronicle Publishing Co., which owns the station.

Mr. See joined KRON-TV in 1949 when the station was in the process of construction. As general manager he also will continue the duties he has been performing as station manager.

With over 25 years experience in radio and television, Mr. See joined the engineering department of NBC in 1930 in New York. On two occasions he helped build television stations for NBC, in Washington, D.C., and Baltimore.

Mr. See also is chairman of the NARTB TV Film Committee.

Sheldon Sackett Announces Plans for Portland Tabloid

PLANS for a daily tabloid paper in Portland, Ore., have been announced by Sheldon F. Sackett, radio station owner and editor and publisher of the Coos Bay Times, Coos Bay, Ore. Publication is scheduled to begin in March 1956.

Mr. Sackett, whose holdings include KVAN Vancouver, Wash., (with permit to broadcast 51% of its programs from its Portland transmitter), said he would meld the two radio stations and a new TV station, for which KVAN holds the permit.

In addition to KVAN, Mr. Sackett is owner of KROW Oakland-San Francisco and KOOS Coos Bay.

Only Catholic Programs Under Archdiocese Question

QUESTIONNAIRES sent to all radio and TV stations from the Catholic Archdiocese of New York [CLOSED CIRCUIT, Nov. 21] are concerned only with Catholic broadcasting and telecasting, according to the Rev. Timothy J. Flynn, director of the archdiocesan Office of Radio & Television Communications.

In a statement to WT, Fr. Flynn outlined the purpose of the current survey.

“We are not one bit interested in the religious broadcasting of other denominations, or in a breakdown of programming,” he said.

“We are concerned only with Catholic broadcasting, and we have undertaken the survey … to guide Catholic broadcasters in the production of better programming for the industry.

“In the survey we asked station managers to designate their preference among the various types of Catholic programs offered, and also, as a guide to Catholic broadcasters, to specify their evaluation of the quality of current Catholic religious programming.

“In initiating this survey we have worked closely with officials in the industry, and they view this study as a worthwhile undertaking.”

He added that more than 50% of those sent questionnaires have filled them out and returned them.

Lawlor New WWCA Manager

BOYD LAWLOR, midwest manager of William O. Rambeau Co., station representative, has been appointed manager of WWCA Gary, Ind., it was announced by WWCA President Dee O. Coe.

Mr. Lawlor at one time was account executive in the Chicago office of ABC and was an assistant manager of WLOR Minneapolis.

Past associations also include production, sales and programming experience with WXYZ Detroit, WCAU and WIP, both Philadelphia.

Three Added to WABC-TV

THREE new account executives were added last week to the WABC-TV New York sales staff, Robert L. Stone, general manager, announced last week. They are John R. Porterfield, James E. Szabo and Leonard E. Hammer.

Mr. Porterfield formerly was eastern national radio sales manager for Storer Broadcasting Co. Mr. Szabo formerly was national sales manager of John W. Loveton Inc., national station representative. Mr. Hammer was with MCA-TV Ltd. in a sales capacity.
KTEN (TV) Claims Error in CBS-TV Market Study

KTEN (TV) Ada, Okla., doesn't like CBS' method of calculating major markets in the U.S. In a letter to Dr. Frank Stanton, CBS president, the station claimed that the network had misplaced six Oklahoma counties (including the Ada station's home county) by attributing them to the Tulsa and Oklahoma City markets. This was done, it was pointed out by Bill Hoover, vice president of the ch. 10 KTEN, in CBS' esentation to the FCC when Dr. Stanton met with FCC Chairman George C. McConnaughey on the allocations problem [B&T, Oct. 10]. KTEN covers southern and eastern Oklahoma, Hoover said in his letter to the network president. It covers eighteen counties. Mr. Hoover declared, and thus ranks not only as Oklahoma's third market but also as the nation's 1st market.

CBS Sales Names Meskill

APPOINTMENT of Robert Meskill to the account executive staff of CBS Radio Spot Sales in Chicago, effective Dec. 12, was announced last week by Gordon Hayeson, western sales manager. Mr. Meskill has been western sales manager of Everitt-McKinney Inc., radio-television station representative, in Chicago the past two years and previously was associated with O. L. Taylor Co. and United Television Programs. He succeeds Jack Donahue, whose appointment as Pacific Coast network sales manager for CBS Radio was announced earlier last week.

Judges to See KNXT (TV) Film

PRESIDING Judge William B. McKesson of Los Angeles Juvenile Court will show "Focus on Delinquency," a filmed documentary produced by KNXT (TV), to the Institute of Juvenile Court Judges meeting this week in Pittsburgh. KNXT worked closely with Judge McKesson in filming the six part series, which was aired last summer. The films are also being shown to juveniles confined to Los Angeles County forestry camps and Juvenile Hall as part of their rehabilitation program.

Local Color on WNBQ (TV)

WNBQ (TV) Chicago, earmarked by NBC as the world's first all-color TV station, launched its first locally-sponsored color television program on a regular weekly basis with addition of the RCA Color Theatre. A series of 30-minute color "Cowboy G-Men" films premiered under sponsorship of RCA Victor Dist. Corp. of Chicago. WNBQ described it as "the first regularly scheduled commercial color television show to originate in Chicago."

KCEN-TV Revises Rates

KCEN-TV Waco-Temple, Tex., has issued a new rate card calling for a Class A one-hour charge of $300, which became effective Nov. 1. The NBC Affiliate lists an increase of approximately 40% in viewers' sets since the last rate revision.

WMCA Plans New Offices

WMCA New York will move to new offices on the 13th floor of a building now being erected at 415 Madison Ave. and expected to be ready for occupancy next February. Nathan Strauss, WMCA president, said the new offices will contain a special studio with a combination control-editing room for the production of the station's public service programs.

At the Scene

FIRST NEWS of the Brazilian revolt the morning of Nov. 11 was received by WSM-AM-TV Nashville's news room from a staff newsman, Howard Anderson, who was in Brazil at the time with the Cordell Hull Foundation and other members of a South American touring group. WSM said Mr. Anderson put through a call after flying from Rio de Janeiro to Sao Paulo, getting in ahead of other American news sources and giving the station a clean scoop. Later upon reaching Argentina, Mr. Anderson and Tennessee Gov. Frank Clement in an audience with provisional President Maj. Gen. Pedro Arumuro were told of plans to return the newspaper La Prensa to its original owners. WSM fed the news to AP which quoted Mr. Anderson in its dispatches.

Local, National Sales Rise On NBC Stations This Year

COMBINED LOCAL SALES of NBC-owned stations for the first 10 months of 1955 jumped 18% over the first 10 months of last year and national spot sales rose by 10% in the same period, it was announced last week by Charles R. Denny, vice president in charge of NBC-owned stations and NBC Spot Sales.

Based on station reports, Mr. Denny said that in October local sales on the five tv and five radio stations increased more than 18% over the figure of October 1954 and national spot sales rose more than 13%. Largest increases during October were made by WRC and WRC-TV Washington and by KRCB Los Angeles, he said.

Sponsorship of WGAR Show Pays Off for Cleveland Firm

SPONSORSHIP of a weekly radio show over WGAR Cleveland, Ohio, has paid off handsomely for a Cleveland real estate firm which previously had concentrated almost exclusively on newspaper advertising.

Within six months after taking over the Sunday morning program Journey Into Melody early this year, Bates & Springer Inc., reported 100% occupancy of the 3,000 rental units under its management.

Commercials used on the half-hour musical show on WGAR are aimed at selling service and reputation and occasionally vacancies. The commercials on the air sometimes are tied in with ads in Cleveland newspapers, such as: "For a more detailed description of this apartment, may we suggest you consult page xx of today's classified section in the (name of paper)."

Snyder Named to United Post

APPOINTMENT of William L. Snyder as manager of United Broadcasting Co.'s middle western office in Chicago was announced last week. Before joining the station representation firm, Mr. Snyder served in an advertising capacity with Forjoe and Co. and was an account executive with Avery-Knodel and NBC.

THE BEST MUSIC IN AMERICA

a repertory of distinction

and an outstanding Transcribed Library

Sesac Inc.
475 Fifth Avenue
New York 17, N.Y.
A TELEVISION station changes hands, a radio station is traded, a network hires a new management team from outside the industry, another network lays off one-fourth of its payroll. In broadcasting these are common occurrences and have a common result: They leave a wake of displaced persons jolted from executive jobs.

You can pity these poor D.P.'s. I know I'm one of them.

In retrospect, I'm chagrined as I recall my blithe spirit. Managing a major market television station, collecting approximately $20,000 a year, I accumulated such things as a large home, cars, fur coats and an occasional speaking chore for the NARTB. Being one of the so-called pioneers, I had also accumulated, in the early years, a neighborhood of kids who came every evening to look at the only real live television receiver within blocks. In the preceding years, I'd grown up with radio, both at the local and the network level. In aggregate, I think it's fair to say that I'd achieved at least a small measure of prominence in the industry.

Then one day it was suddenly obvious that those annoying, and growing, differences of opinion were never going to be reconciled. I didn't exactly quit and I wasn't exactly fired. Clutching a fat severance check in my hand, I just wasn't there any more.

With some 20 years in the business to my dubious credit, I was aware that this was not an esoteric occurrence. It had happened too often to too many before. But this was personal and as the months have passed, it's become downright uncomfortable.

Over the years a number of wandering wonders of broadcasting had come to me for aid and advice when they found themselves in similar circumstances. They were seldom the absolute upper echelon but rather top personnel in programming and sales and occasionally in engineering. In many cases I'd been able to help them along their way. Now, finding myself footloose and very fancy free, I concluded that what had worked for them should work for me as well.

First, of course, must come the resume. I listed my attainments and/or sheer luck over the years. As a preface, the vital statistics from address to age, which, incidentally, is not unfavorable. Even culled down, the resume ran to three pages—off-set price $12—which I collated and stapled myself. Then, feeling quite cheerful again, I composed a form letter which wasn't too stereotyped.

From the B+T YEARBOOKS, I compiled a list of operators who might have an opening for me, and a list of attorneys in the broadcasting field whose clientele might have its appetite whetted. For each, I typed the letter individually. And so, with several dollars worth of stamps, I found myself in a new business—the deadly enterprise of trying to get a job in the upper echelon.

And a month went by. During it, I chased down more false, or at least fruitless, leads than a dog has fleas. Far from discouraged, I still began to wonder whether success in broadcast management was perhaps a Pyrrhic victory—a sometime thing.

With the NARTB Convention in the offing, it seemed expedient that I run an advertisement of some kind in the trade press and then make myself conspicuous at the conclave. You may recall the ad—replete with box number and invitation for interview during the Convention, I received one reply—from a small operator in the midwest—and the resume was in the mail within a few hours. I never heard from him again.

Conventions are strange phenomena designed to further the exchange of ideas. They are also designed to provide a prolonged coffee break or, more aptly, a reasonable facsimile thereof. My business in Washington, however, was not to attend the meetings. Mine was to circulate in the halls and the rooms where the reasonable facsimiles were in progress. Object: matrimony. I had to romance some angel into keeping me in the style to which I had become accustomed.

If I learned nothing else during those four days, I learned this: friends and acquaintances, being usually at the same level, have nothing to offer but solace and advice. Some of my friends turned out to be no more than acquaintances. Most of them were sincere, but their reaction was much the same as that of Jack Henry.

"Sure you're good," Jack said. "But what can I do? I can't hire you unless I give you my own job which I'm obviously not going to do."

"All right," I countered, "how about being your assistant, or can you find an opening in programming or sales?"

"Let's face it squarely—I wouldn't dare. Most of these other fellows won't be as frank, as honest as that. But every one of them feels the same about bringing in a man with your background and capacity. It's roughly equivalent to building a booby trap for myself—and I'm no Frankenstein."

He looked at me sympathetically. "You know," he added, "you're in a helluva fix with box number and invitation for interview during the Convention, I received one reply—from a small operator in the midwest—and the resume was in the mail within a few hours. I never heard from him again.

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Placement services and job-exchange forums are taking care of a fairly heavy turnover in the sub-executive field. But the executive who is used to making $15,000-$20,000 and up finds relocation tough if he's been fired. NARTB has considered the idea of an executive placement service, but hasn't gone beyond the informal and personalized business of suggesting names and places.

With the hope that this frank account may inspire some fresh appraisal of a difficult situation, B+T presents his story in full.

The names mentioned are fictitious; the incidents are true.
and what I just said is a helluva note, but it's the truth. Look! I'll write letters for you, I'll phone people for you, but I'm damned if I'll map out myself into a situation where the boss might—just might—decide that you're better than I am! God, man, next year in Chicago, we'd be vice-versing this conversation! Sorry. Got a meeting with the reps. I'll call you." And he was out the door.

Walking through the endless corridors of the Sheraton Park, I realized that my hopeful plans for the Convention were chimerical at best. Other talks with other men had brought much the same results without the gaunt honesty. I tried to see the top brass in two prominent stations. From one I received not even an acknowledgement; from the other a note to the effect that he was familiar with my qualifications but that there was nothing available and an interview would be fruitless. Similar responses were manifold.

On the last afternoon, while everybody was being flown in on a train or a plane, I ran into Larry, whom I'd known for some 20 years. He'd just gotten a final grant, he said, and he needed a guy who knew all the angles of the TV business. So how about it—he'd be manager and I'd be operations manager. Just name my price, except of course, there was a small market for at least my price and I had a job that very minute.

The day before, one of the trade writers had told me that his book did a recent survey and the statistics were that the average stipend of a TV manager is $18,000 annually. That's for the birds—I know it now. For in writing, I went considerably below that "average" figure, recognizing that though I might have to do the work, I wouldn't have the title. Each of Larry's replies pointed toward a lower figure, but not once did he suggest what that figure should be. Finally, there was no reply from him and the case was closed.

Actually, this is the crux of the frustration—the people to whom you write or talk simply do not come up with a figure. They want to know your salary requirements. Yet what kind of salary requirements can a jobless man have? How much does the job pay, you ask, and the riposte is the same—what do you want? You try not to be greedy and you also try not to sound silly. You give a figure and that is the last you hear of it. Later, concluding that collective bargaining is a figure of imagination only, you quote nothing specific only to have your prospect become enraged and he can't afford you.

Three months later I was chatting with a friend of mine in one of those little bistros on 52nd St. "You won't believe this," I told him. "Sylvestor Smith's looking for someone to pull those three TV's out of the red. I insisted that I'd take it at any price, but he refused point blank. Said I wouldn't be happy with that kind of money—three stations, friend, ten thousand!" I waited expectantly for the look of amazement on his face. It didn't materialize.

"I can go you one better," he remarked. "He referred to a millionaire's son who'd recently started buying up properties helter-skelter. He's dropping around town for a period. He's looking for a doctor, too. You think ten thousand's a little under-nourished for three TV's? He's got TV's plus amin's. His figure's eighty-five hundred." My friend finished his drink and started out.

"I've got a girl in college," he said, "and I'd have taken it in the hope that it could be developed. Talk about you! He insisted I couldn't work for that kind of money. Anyway, he said, I'm too old. I'm 42."

So I became an avid student of the Help Wanted. It was a rare sales or programming job that I could handle that I didn't go after only to find that mine was "not exactly the type of background required." As Jack Henry had pointed out for me, it wasn't the type so much as the amount of background that created the problem.

Veering in another direction, I found that the placement services have little to extend. They are adept at finding slots for the lower echelons but apparently are less successful in the semi-sure breed. They feed you their promising list of prospects, and when you go down to Washington they're gone. Boy, that's for me but I couldn't jell anything." He named two other colleagues who had moved on to other fields. "It looked like the handwriting on the wall," he said, "so now I'm in the lumber business. But I can't kid myself. I miss the elation—and the money. Why, you used to be able to buy a five-room apartment in New York for the odd hours and strange meals. The only things I don't miss are those mid-day martinis." He paused reflectively. "You know, I think I've missed about 20 years, too. Or at least I've lost them.

Another two months have passed since I talked with Swanson, and they have been months of frustration, despair, and wide spread dismay. When the phone rings, I jump; the sound of little feet is the thud of a herd of buffalo; and if Congress doesn't do something about that bulk postal rate, I'm sure to throw away a bona fide offer by mistake one of these days.

One week has been bits of ironic humor over the weeks, and there have been helping hands, usually from the least expected sources. But the grim reality is that the humor has done little to lighten the strain and the helping hands proffer only contacts, not jobs.

I have been told by many owners that their policy of promotion from within is inviolate. There can be no question of its merit; indeed, I practiced it myself over the years in every possible instance. Yet I know that men such as myself have much to offer existing ownership in the way of a fresh approach, of diversification of thought and experience. And it's occurred to me that our industry, as a group of individual investors rather than as a group of operations, should awaken to the fact that in many instances its natural resources of executive manpower can be eroded by brooding and frustration, depleted by neglect and dislike, and diverted to other fields by necessity and default.

I am not licked, for I am one of the fortunate ones. There's still a little capital left and I have the unalterable conviction that if I continue to pursue every lead, sooner or later I'll be at the right place at the right time. I know, too, that every man in the twenty-thousand- and-up bracket doesn't find himself in such a vortex, but over the years it has happened to many, he has survived. So here I am, beat up but unbowed.

Some time ago I had occasion to entertain a former network president two or three weeks after a political shuffle dealt him out. Prior to that assignment he'd been president of a large manufacturing concern and in an active executive capacity with one of the major war-time entertainment efforts.

"I have a son who makes a hundred a week," he told me. "He has offers at more money right now. Nine! And do you know that I can't get a job?"

He can say that again. And again.
KYME Boise, Idaho, Plans To Go on Air Wednesday

KYME Boise, Idaho, plans to go on the air Wednesday, operating on 740 kc and broadcasting with 500 w on a daytime only basis. Studios and offices of KYME, to be exclusively a music and news station, are located in the Hotel Boise, and transmitter and tower have been placed four miles west of the city on U. S. Highway 30. Coverage of the new station will include an estimated 200,000 persons in the Boise Valley ranging from Vale, Ore., on the west to Mountain Home on the east. Roger L. Hagadone, former general manager of KJRI, Pocatello, Idaho, is president and general manager of KYME; Richard K. Mooney, vice president; Bert Godfrey, program director, and Martha Godfrey, traffic director.

WSFB Begins Broadcasting
WSFB Quitman, Ga., began programming on 1490 kc with 250 w Nov. 4 from studios in the Citizens National Bank Bldg. Gates equipment is used throughout. The independent is owned by Emerson W. Browne, Kissingimme, Fla., and Grady Cooper Jr., general manager. WSFB's format features music, news and sports.

Rollins Sales Increase
NATIONAL sales for the five radio stations that comprise Rollins Broadcasting Inc. show a 68% increase during the first six months of 1955 in comparison with the same period last year, it was announced by Graeme Zimmer, national sales director. Stations owned by Rollins include WRAD Radford, Va.; WWL, Georgetown, Del.; WRAP Norfolk, Va.; WNJR Newark, N. J., and WAMS Wilmington, Del.

KOWL Reports Record Billing
OCTOBER billing of KOWL Santa Monica, Calif., was the highest in the eight-year history of the station and showed an increase of more than 32% over the same period in 1954, according to George Baron, station president. Mr. Baron reported that third-quarter figures also reveal that national advertising has increased more than 500%, with a total of 67 national and regional accounts using KOWL during 1955.

KBIG Sales Up 21%
KBIG Catalina, Calif., income for the first nine months of 1955 shows a gain of 21% over the first three-quarters of 1954, and higher than any previous similar period in the station's history, according to a station announcement.

WKTO South Paris, Me., Starts With 15½-Hr. Schedule
WKTO South Paris, Me., went on the air with a 15½-hour daily schedule, the station reports. The 1450 kc. 250 w outlet is licensed to the Oxford Broadcasting Corp., with Gerald T. Higgins and Eilden (Denny) Shute serving as president and vice president-treasurer, respectively.

The station is housed in a new building containing offices, studio and control room with Gates equipment. The station is on the air 1594 hours daily featuring local news, music and sports.

KOAT-TV Sales Still Climb
LOCAL revenue for KOAT-TV Denver in October continued at the same high pace of September, when billings were 83% above the corresponding month last year, according to William Grant, president and general manager. Mr. Grant said "virtually every national spot advertiser is represented." He said 22 new and renewal program sales were signed.

WCUE Akron, Ohio, reports October national spot sales up 135.11% over the same period last year. Total station revenue for the independent is up 18.17% over the first 10 months of last year, according to Tim Elliot, WCUE president.

Total station billings for October increased 29.44% over last year with local sales up 5.34% and regional 78.87%.

WNBQ (TV), WMAG Tell Pre-Christmas Sales Plan
SALES plan especially designed to spur pre-Christmas buying and provide radio-TV advertisers with saturation schedules was announced by WNBQ (TV) and WMAG Chicago.

WNBQ is offering advertisers who purchase a weekly minimum of 15 a 50% discount on all station breaks and 60-second spots within the 1-6 p.m. Sun.-Fri. slot. WMAG is giving advertisers an immediate 60% discount on 10 or more 60-second spots and/or breaks per week with breaks scheduled between 1 and 4:15 p.m. and 8 and 11 p.m. Mon.-Fri. and spots between 1 and 2:30 p.m. Mon.-Fri.

WICC Reports Record Quarter
WICC Bridgeport, Conn., has reported that its third quarter of 1955 was the highest quarter in advertising sales in the station's 29-year history. Manning Slater, vice president in charge of sales, said the third quarter "is normally the poorest selling period of the year," yet figures showed a 45.5% gain in local sales, a 55.6% jump in national sales, while network sales dropped 47.3%. The station reports that it carried 414 accounts in the quarterly period as compared to 309 accounts for the third quarter last year.

WWJ Local Sales Up 51%
LOCAL billings for WWJ Detroit were up 51% for first nine months of 1955, Robert J. McIntosh, WWJ sales manager, has reported. He also said that the station's national billings have increased 7% over the same period in 1955.

KFSD-TV Sales Rise
OVERALL sales at KFSD-TV San Diego, Calif., have shown an increase of 58.8% for the first 10 months of 1955 in comparison with a similar period last year, according to General Manager William E. Goetzke.

WKVA Drops Affiliation
WKVA Lewistown, Pa., has dropped its ABC affiliation and will emphasize news and music programming, according to Robert L. Wilson, owner-manager. Four disc jockeys and two newscasters participate in the station's new format, with weather reports, time checks and temperature readings being aired five and six times an hour.

WMVA Dedicates Tower
WMVA-Am-FM Martinsville, Va., held dedication ceremonies for its new 408-ft. tower, with Virginia Gov. Thomas B. Stanley, as principal guest. Gov. Stanley presented the NBC-affiliated station with a "Service Citation of Merit" for its "outstanding service in behalf of Civil Defense." NBC radio-television news and news and music programming, according to Robert L. Wilson, owner-manager. Four disc jockeys and two newscasters participate in the station's new format, with weather reports, time checks and temperature readings being aired five and six times an hour.

WMIC Building Begun
CONSTRUCTION has begun on a building for WMIC Monroe, Mich., to house combined studios, transmitter and offices. New station, authorized for 500 w daytime on 560 kc to Charles S. McIntyre, plans to go on the air early in 1956, according to General Manager Les Dana. A. R. Ditter is WMIC engineering consultant and George Stearns is chief engineer.

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Avery-Knodel Study Shows Value of Daytime Spot TV

IMPORANCE of daytime spot television—and the growing use of it by national advertisers—is pointed up in a special presentation by the television division of Avery-Knodel, station representation firm.

The study, being sent to advertisers and distributed by Avery-Knodel salesmen to advertising agencies, cites research data to show the potential of daytime spot television in terms of audience composition, cumulative audience, and time costs.

It also reports that on 13 stations represented by Avery-Knodel ("The only ones shown both in May 1954 and May 1955 in Rorabaugh Reports"o spot advertising), the number of daytime programs conducted by national spot advertisers rose 46% for a week in May 1955 compared to a week in May 1954 (up from 147 to 215); the number of daytime commercials gained 63% (from 411 to 669), and the number of daytime programs sponsored by national spot advertisers increased 228% (from 14 to 46).

WAVE Announces Sales Plans At Client, Agency Luncheon

WAVE Louisville, Ky., presented its sales plans for NBC's Weekday and the "Dial 970" program group at a luncheon in the Seelbach Hotel Nov. 10. Ninety guests, representing clients and agencies were present.

Toastmaster LaVeitt Waltman, WAVE sales manager, gave plans for utilizing Weekday cutaways and explained that "Dial 970" is a coordinated group of programs at various times from 6 a.m. to midnight designed to exploit the station's spot on the dial.

KGGM Again Sues for Taxes

KGGM Albuquerque, N. M., has filed a second suit against the New Mexico Revenue bureau and the City of Albuquerque, seeking return of about $1,800 in emergency school taxes levied by the state and $545 in amusement taxes levied by the city. The taxes are claimed to be unconstitutional because the station operates in interstate commerce. KOB Albuquerque recently lost an appeal to the U. S. Supreme Court from a state Supreme Court petition holding KOB liable to state-imposed school taxes levied on local revenues of broadcast stations.

Jorgensen KGST-KMAP V. P.

WALLY JORGENSEN, veteran San Joaquin Valley, Calif., radio station salesman, has been named vice president in charge of sales for KGST Fresno, Calif., and KMAP Bakersfield, Calif. The latter station is scheduled to go on the air this week.

Mr. Jorgensen has been associated in the past with KRDU Dinuba, KNGS Hansford, and KBIF Sanger, all California.

WNAC-AM-TV Boston Holds Progress Report Meeting

PROGRESS during 1955 in the fields of programming, public services, sales, promotion and advertising was reviewed at a meeting Nov. 20 at WNAC-AM-TV Boston, attended by station employees, executives of the Yankee Network, and H-R Representatives staff members from New York and Chicago.

Norman Knight, WNAC executive president and general manager, told of merchandising and promotion facilities now available to clients and announced the addition of Ed Pearle to the sales promotion department and Ruth Selvano and Ruth Ann Faber to the publicity staff. The new WNAC-TV rate card was distributed for the first time.

WICE Back to Full Power

WICE Providence, R. I., has returned to full power at 1290 kc after more than a year of emergency operation necessitated by the destruction of the station's tower, building and transmitting facilities by Hurricane Carol in August 1954. On Oct. 8, 1954, WICE returned to the air with emergency equipment. More than 10 miles of wire, new antenna and transmitting facilities now have been installed.

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Mr. Kaigler JR., formerly vice president for radio-tv, Adrian Bauer Adv. Agency, Philadelphia, appointed general manager, WPPB Philadelphia. He was production director for WCAU-TV Philadelphia.

Ralph Henry, formerly sales manager, KNCM Moberly, Mo., appointed station manager, KRAY Amarillo. Ken L. Sibson, WFAA Dallas program director, to KRAY sales staff. Don Hedges, KAMQ Amarillo, to KRAY as salesman-announcer.

Gill Lee, special representative in sales and promotion, KBTV (TV) Denver, appointed assistant to general manager. Before joining KBTV in October, he held executive positions in San Diego and Phoenix, Az., stations.

Richard Anderson, KOVR Stockton, Calif., assistant chief engineer, to chief engineer of that station.

Station people

Conelred

Have you been missing alerts—Here is the most popular Conelrad system today.

Here is the Conelred unit that will operate every time. Built by Yankee ingenuity—Replaces haywire erratic systems. It Flashes a RED light upon receipt of an alert. A clock indicates the time of the alert. A bell will ring. It may be switched off if desired. The loudspeaker of the receiver will come on if desired. The unit is complete. Nothing else to buy.

Just plug it into 115v ac. It takes only 60 watts. The receiver is a 6 tube tuned RF for super sensitive long range. It tunes 540 Kcs to 1660 Kcs plus CD frequencies. Dual tubes in critical positions. Three gang condenser. It is designed to operate continuously. Well ventilated unit. Cabinet measures 10x17x18 inches. Mahogany color. Shielded. A meter indicates correct tuning. Price is $315 plus freight.

Conelred Products

Penacook, New Hampshire

"Good morning, gents. Been listening to the 'All Night Club' on KRIZ Phoenix?"
Freeman W. Cardall, business manager, WBAL-AM-TV Baltimore, Hearst-owned stations, appointed executive assistant to D. L. Provost, vice-president-general manager of radio-television division of Hearst Corp. Mr. Cardall’s expanded responsibilities cover WISN-AM-TV Milwaukee.

Michael Rastovich, staff engineer, KPTV (TV) Portland, Ore., to KLEW-TV Lewiston, Idaho, as chief engineer.

Earl Rust, KANG-TV Waaco, Tex., to KFSD-TV San Diego sales staff.

John Murphy, announce, KMAK Beatrice, Neb., to KDBF Fresno, Calif., as account executive.

John White, formerly with the Dorsey Bros. orchestra, to WDBJ Roanoke, Va. music department. Joe Maslin to WDJB-TV sales staff as account executive.

Jerry Wagner, formerly record librarian at WMCA and WNEW New York, to WBBM Chicago in similar capacity.

Jim Whipple, news editor, KWBE Beatrice, Neb., to KFOR Lincoln, Neb., news staff.

Jerry Doggett, public relations director of the Dallas Eagles baseball club, to WFBA Dallas as sports announcer.

Robert E. Clary, discharged from U. S. Army, to WLPO LaSalle, Ill., as staff announcer.

Ted Royce, WBBF Rochester, N. Y., to WPAC Patchogue, N. Y., as continuity director.

Paul Lincoln Smith to WCTC New Brunswick, N. J., announcing staff. Buck Matthews, WCTC announcer assigned to two-day Weekend program as roving reporter, replacing Ray Wilson, resigned to join WRCA New York as roving newsmen on Bill Cullen morning show.

Robert Rachlin and Robert Lockwood appointed to announcing staff, WNHC-AM-FM-TV New Haven, Conn.

Norm Spaulding, manager of record department, Gamble Hinged Music Store, Chicago, signed for once-weekly disc jockey program on WGN Chicago.

John Bendik, store manager, Robert S. Atkins Clothing Co., S. F., to KSFO San Francisco sales staff. Robert Burris, General Photo Inc., S. F., also to KSFO sales.

Jerry Lawrence, WLYN Lynn, Mass., and Jack White, WBMS Boston, to WTAO Cambridge, Mass., sales staff.

Henry Clark, staff announcer, WTRY Troy, N. Y., to WEOK Poughkeepsie, N. Y., in same capacity.

SEVEN YEARS AGO these men were on the staff of WCCO, then the CBS-owned station in Minneapolis. They are shown at a dinner party reunion staged in New York by CBS-TV Vice President Merle Jones (c. top row), who was WCCO station manager back “in the good old days.” From left (with titles they held with WCCO in 1948) indicated in parentheses; seated, Tom Dawson (sales manager), CBS-TV general manager of network sales; Gene Wilkey (program director), manager of CBS-owned KMOX St. Louis; Carl Ward (sales promotion manager), general manager of CBS-owned WCBS New York; standing, Harvey Struthers (salesman), general manager of CBS-owned WEEB Boston; Al Harding (salesman), CBS New York account executive in network sales; Mr. Jones; Sig Mickelson (news director), CBS vice president in charge of news and public affairs, and Tony Moe (sales promotion director), New York account executive for CBS Television Spot Sales.

Sylvia Davis, formerly with Brent Gunts Productions, Washington, D. C., to WFMF-TV Greensboro, N. C., promotion department.

Bob McKinnon, program director, WRFS Alexander City, Ala., to KTKT Tucson, Ariz., in charge of news, country and western programs.

Mary Ann Fariss to KTVQ (TV) Oklahoma City promotion department.

Meryn Tate, vocalist, WBBM-AM-FM-TV Chicago, to WJAR-TV Providence, R. I., as host on daily Breakfast Show. Phil Saltman, organist-pianist, also to Breakfast Show.

Walter Gerard Bottorff, WHAS Louisville, Ky., to WEEI Boston as continuity editor. He directed WHAS’ Squad Car program which won 1955 DuPont award.


Hugh Rutrough appointed to WDBJ-TV Roanoke, Va., engineering staff as audio engineer.

Elizabeth Pettry, public relations director, Roanoke Community Fund, to WDBJ-TV as continuity writer. Sybil Ennis named secretary to promotion director, WDBJ-TV.

Alex Sullivan, WEAN Providence, R. L., to announcing staff of American Forces Network in Nurnberg, Germany.

Alan Herbst of St. Albans, N. Y., recently returned from Korean duty, to WLWD (TV) Dayton, Ohio, as newsman.

Herb Koster, with WGY Schenectady, N. Y., since July as summer replacement, appointed to station’s announcing staff.

Nancy Pritchard, KUSD Vermillion, S. D., to KEX Portland, Ore., as secretary and publicity writer.

Tom Parrish to KXLF-TV Butte, Mont., as time salesman; Pearl Peterson, to KSL-TV Salt Lake City film department; Ruth Bostone to WOUO Kokomo, Ind., as copywriter; Jan Dams to WQV-TV Des Moines, Iowa, as writer; Howard Ply to KRDO-TV Colorado Springs, Colo., as projectionist, and William Nastinik to KIDO-TV Boise, Idaho, as floorman-camera man. Earl Dretman to WTVH-TV Peoria, Ill.; Richard Hampe to WEEK-TV Peoria as floor director; Paul Oldenberg to KYLO Kelso, Wash., sales department, and Frank Slachetka and Howard Gregory to KVVL-TV Waterloo, Iowa. All are graduates of Northwest Radio & Television School, Portland, Ore.

Palmer’s Primers

CLYDE E. PALMER, multiple station owner, is sponsoring publication of the Golden Rule Series, a set of readers for the fourth, fifth and sixth grades. The readers are designed to help school children to discover for themselves the moral, spiritual and human relations values. The Palmer broadcasting properties include KCMM-AM-TV Texarkana, KWPC Hot Springs, KAMD Camden, KELD El Dorado, and KVMA Magnolia, all Arkansas.
Van Patrick has been signed to three-year contract to broadcast Detroit Tigers baseball games. He has been broadcasting Tiger games since 1952.

Helen Parkerhurst, educator-child psychologist, readying new radio series, Growing Pains, to be presented by all Westinghouse Bests. Co. stations, beginning early December.

Howard Miller, Chicago freelance disc jockey, signed by WBBM-TV Chicago for new Howard Miller Presents program under sponsorship of Nelson Bros. Furniture Co., Chicago through Gordon Best Co., that city.

Gerri Ash Bronk, WKJF Pittsburgh, Pa., to KGMB-TV Honolulu continuity department.

Skeeter Bonn, entertainer on Midwestern Hayride at WLW and WLWT (TV) Cincinnati the past two years, has resigned.

Sig Sakowitz signed by WJJD Chicago for Mon.-Fri. commentary-record program.


Larry Haeg, general manager, WCCO Minneapolis-St. Paul, named chairman, Hennepin County U. S. Savings Bonds committee.

Fortune Pope, president of WHOM-AM-FM New York and publisher of Il Progresso Italia-Americano, awarded journalism Master of Arts degree from Rome's International U. of Social Studies. At same time, Mr. Pope dedicated chair of journalism at university, honoring his father, the late Generoso Pope.


Allen Wannamaker, general manager, WBIG Greensboro, N. C., elected vice president, Advertising Club of Greensboro.

James H. Connolly, vice president and general manager, KGO-AM-TV San Francisco, named chairman, tv department, San Francisco Advertiser Club.

Jo Ranson, publicity director of WMGM New York, appointed to public information committee of Brooklyn (N. Y.) chapter, American Red Cross.

Hugh A. L. Hall, owner, WOAI-AM-TV San Antonio and president of Southland Industries Inc., appointed to board of National Milk Bowl, youngsters' annual football benefit.


Charles Day, WQAR Cleveland news director, elected president, Downtown Cleveland Kiwanis Club.

Robert W. Ferguson, executive vice president-general manager, WTRF-TV Wheeling, W. Va., elected to board of directors and executive committee of Wheeling Symphony Orchestra.

Dud Cason, KMMO Marshall, Mo. farm director, elected president of Missouri Society of Farm Directors and Rural Appraisers.

Russ Van Arsdale, staff announcer, WJAR-TV Providence, R. I., named state chairman of the Muscular Dystrophy fund-raising campaign for Rhode Island.

Alan Fredericks, announcer, WABJ Adrian, Mich., married to Natalie Levinson, N. Y.

Arthur Waldt, news director and morning man, WKRT Cleveland, N. Y., father of girl, Jana Carol.

Bill Powell, disc jockey-public service director, WILY Pittsburgh, father of boy, Gerald Anthony.

Dick Lane, KTLA (TV) Hollywood, won TV Guide Sportscasters (harness) Race for second consecutive year.

Sam Zelman, director news and newsmfilm operations, KNXT (TV) Hollywood, married to former Val Kaluzme.

David Taft, executive vice president, WKRC-TV Cincinnati, Ohio, father of girl.

Dick Jayson, announcer, WHHL Hempstead, L. I., father of a girl, Kim.

Richard Bott, manager, KSAN San Francisco, father of boy.

Mike Sands, personality, WGRB Freeport, N. Y., father of son, Michael Ries.


Joan Beckwith, KGMB-TV Honolulu producer, and Wayne Collins, KGMB-TV news director, married Nov. 12. Frank Valenti, KGMB-TV sports director, father of son, Patrick.

Marilyn Eleanor Barnett, KBIG Catalina, Calif., Long Beach Coast Area office manager, married to Ronald Roy Smith, Nov. 25.
19 in Radio, TV Announced

CHRISTOPHERS AWARD WINNERS

NINETEEN awards to radio-ty writers, producers and directors by The Christophers are being announced today (Monday) in the religious movement's semi-annual Christopher Awards presentation.

Singed out in radio and television for having used "their God-given talent in a constructive way to produce high quality family entertainment" are:

Producer-director Ozzie Nelson, associate producer Leo Pepin and writers Dick Bensfield, Perry Grant and Don Nelson for the April 1 telecast of ABC-TV's "Ozzie and Harriet." Of Michigan, director Paul Bogart and writer Anne Howard Bailey for the May 25 telecast of NBC-TV's "Armstrong Circle Theatre"; producer Martin Manulis, director John Frankenheimer and writer Robert Dozier for the Aug. 25 telecast of CBS-TV's "Climax!"

Also, producer-director Check Vincent and writers Judith and David Rubick for the May 8 broadcast of MBS' "Keep Healthy;" producer Joseph O. Meyers and writer Sumner Weener for the May 22 broadcast of NBC Radio's "Biographies in Sound;" and producer-director Max Hutto and writer Phil Leslie for the Sept. 6 broadcast of NBC Radio's "Fibber McGee and Molly.

BROADCASTING

BIM to Award $9,500

TO STUDENT COMPOSERS

A FIRST PRIZE of $2,000 and nine additional prizes totaling $7,500 will be given to winners of the fourth annual Students Composer Radio Award, announced by Broadcast Music Inc. and BMICanada Ltd. Students from music schools, colleges, conservatories and secondary schools in both the U. S. and Canada are eligible.

The contest was established in 1951 by BMI in cooperation with state associations of broadcasters, music educators and composers, and will close Feb. 15, 1956, when a panel of composers, publishers and musicologists begins screening candidates. The prizes, to be applied for tuition and subsistence for further study, will be awarded June 1, 1956.

"Mike" Judges Announced

JUDGES for the 1955 McCall's magazine's "Mike" awards [B&T, Oct. 17], to be presented next April at the Boston convention of the American Women in Radio & Television, were made public last week by the magazine's editor and publisher, Ols Lee Wiese. They are: Mrs. Bea Johnson, 1953 winner from KMBK Kansas City, representing ARRT; Mrs. Jean Wade Rischel, president, BBDO; Mrs. Lorena B. Hahn, U. S. representative on the U. N. commission on the status of women; Dr. Anna Hawkes, national president, American Assn. of University Women, and Mr. Wiese.

'55 SYLVANIA TV AWARDS SET

FCC COMR. George C. McConnaughey will speak at the Sylvanian Television Awards dinner in New York this Tuesday, Don C. Mitchell, chairman and president of Sylvanian Electric Products Inc., announced last week. This will be the fifth straight year for the awards presentation, which recognizes the advancement of creative techniques in tv. Nominations, made by a panel of field critics are being considered by a committee of judges headed by Deems Taylor, composer, critic and author.

CONFERENCE SETS DEADLINE

FOR ITS AWARDS NOMINATIONS

NOMINATIONS for media awards presented annually by the National Conference of Christians and Jews close Dec. 1, Harold E. Fellows, NARBP president and general media chairman of Brotherhood Week, announced last week.

The human relations awards recognizing outstanding contributions in all divisions of mass communications media will be made during the week of Feb. 19 by a special judges panel in 12 categories, including advertising campaigns, radio and tv programs. Nominations must be accompanied by some visible proof such as tear-sheets, scripts, tape recordings or kinescopes. Forms may be obtained from the National Conference at 43 W. 57th St., New York 19, N. Y.

BROADCASTING

WAMS Public Service

FIRST anniversary of Delaware Lifeline, public service program of WAMS Wilmington, was commemorated with a luncheon in Wilmington's Hotel Rodney. Leaders in the fields of government, education, religion and law enforcement were honored.

Lifeline, devoted to character development and good citizenship, is aired twice daily and gave more than 500 broadcasts in its first year. Representatives of the 116 agencies who have participated in the program are co-founder and generator, Tim Crow, with a certificate for "outstanding public service."

FOUNDATION ANNOUNCES

$500 Radio-Ty '55 Award

OUTSTANDING 1955 contribution in radio and television will receive a $500 award from the Sidney Hillman Foundation, established in memory of the late president of the Amalgamated Clothing Workers of America (CIO), the foundation announced last week.

Awards will also be presented in daily and periodical journalism, labor journalism, fiction, non-fiction, drama and motion pictures. Radio-ty entries must have been produced under professional auspices during 1955. Entry deadline is Feb. 1, 1956, and should be mailed to Sidney Hillman Foundation Inc., 15 Union Square, New York 3.

AWARD SHORTS

Ken Lomon, KERG Eugene, Ore., disc jockey, won statewide d.j. contest conducted by KGW Portland, Ore., at its "Kitchen Carnival" promotion in October.

Max Savitt, secretary-treasurer, WCCC Hartford, Conn., received 1955 "Hartford's Outstanding Citizen" scroll from Lt. C. C. Robinson Post, Veterans of Foreign Wars.

J. P. Wilkins, president-general manager, KPBB-TV Great Falls, Mont., accepted National Safety Council award from Montana Highway Patrol for stations' safety promotion.

Dick Lane, sportscaster, KTLA (TV) Los Angeles, awarded plaque by Optimist Home for Boys for sportsmankind like.

William L. Cooper, film director, WJAR-TV Providence, R. I., won first prize plaque for spot newsreels in National Press Photographers' Assn. and Encyclopedia Britannica Photo Contest. Award was for his newsreels of Hurricane Carol, Aug. 1954.

WDJAM-FM-TV Roonoko, Va., awarded certificate of appreciation from Junior Chamber of Commerce for public and community service.

KMAC San Antonio, Tex., saluted staffer Charlie Walker with a Charlie Walker Day recognizing his selection as eighth ranking disc jockey in Billboard magazine 1955 poll.

Ed McKenzie, WXYZ Detroit disc jockey, presented with plaque by 425th Infantry Regiment, National Guard, for assistance in recruiting young men.


WDRC Hartford, Conn., awarded certificate of commendation by Army and Air National Guard for cooperation in "Operation Minute-Man," nationwide test alert last spring.

Eleanor Hempel, KTTV (TV) Hollywood Little Schoolhouse, cited by Califa Teachers' Assn., southern section, for "outstanding service to publicize education."

Bob Smiley, program director, WGAR Cleveland, Ohio, received award from mayor's committee for Employment of Physically Handicapped for station cooperation.

WGAY Silver Spring, Md., received 1955 Citizenship Award of Silver Spring for "unselfish civic service . . . and service rendered yearly to Civilian Citizenship Essay Contest."

WFAA Dallas given Certificate of Appreciation by American Cancer Society for assistance in fight against cancer.
CBC ANTICIPATES LOSS IN CURRENT YEAR

Report just released for fiscal year ending March 31, 1955, predicts considerable deficit in radio, some increase in commercial television. Report deals with all phases of the government-owned corporation's activities.

SURPLUS BUILT up by the Canadian Broadcasting Corporation during television operations in the past two fiscal years "will have to be used to maintain operations in 1955-56," the annual report of the CBC for the fiscal year ending March 31, 1955, forecast. The report, released on Nov. 23 by A. D. Dunton, CBC board chairman, forecast, a deficit of considerable size in radio for the fiscal year ending March 31, 1956, while anticipating only "some increase" in commercial television income, but no increase, with possibly some decline, in income from the proceeds of the excise tax (on radio and tv sets)."

The detailed 60 pages printed report, replete with photographs of CBC activities in the 1954-55 fiscal year and graphs on program origination, deals with all phases of the government-owned corporation's activities.

The report stated that the bi-lingual (French and English) television system's operations cost $15,916,000 in the 1954-55 fiscal year compared to $7,364,000 the previous year. Revenue from tv commercial programs continued to maintain about 15% excise tax on tv receiving sets. The combined tv revenue was $21,276,000 as against $13,188,000 the previous year. After allowance for depreciation and obsolescence, tv operations left a surplus of $4,479,421. Revenue from commercial tv programs in 1954-55 was $4,157,325.

Rising Costs

While radio services were maintained on the Transatlantic and Transpacific networks, increased operating expenses and a decline in income from commercial programs and the 15% excise tax on radio sets, resulted in a deficit of $21i,735 for the fiscal year ending March 31, 1955. This was more than offset by an operating surplus of $1,283,895 the previous fiscal year. Expenses on radio operations were $13,188,000 compared with $12,532,000 the year before.

Commercial revenue dropped from $2,471,000 in 1953-54 to $2,106,000 in 1954-55 fiscal year. Excise tax revenue on sale of radio receivers dropped to a point "probably more than $2 million below what would have been the proceeds of the former license fee ($2.50 annually) which it replaced." Revenue from this source was $4,510,000 as against $5,057,000 the year before.

Total expenditures, tv and radio combined, reached $29,104,000 against $19,896,000 the previous year while total income increased to $34,736,000 from $27,431,000 in 1953-54. This left an excess of $4,686,000 compared with $5,686,000 a year before, after allowance for depreciation and obsolescence.

Discussing the growth of tv stations during the year for total of 26 stations, seven of which were licence-free, the remainder independently-owned, the report points to the independently-owned station carrying more than 40 hours of national programs a week as of March 31, 1955. CBC programming of the English-language tv network amounted to 50 hours a week at the end of the fiscal year, over half of which were Canadian-produced, The French-language tv network service produced 40 hours of programs weekly, with Canadian produced programs accounting for 80% of the total.

About 50 hours of sponsored tv programs a week were telecast on the English-language network and 25 hours a week in the French-language network.

The report dealt with all types of programs developed by the CBC for both radio and television, its audience research, technical developments, station relations, broadcast regulations and press and information service. A section of the report deals with the CBC International Service operated for the Canadian Department of External affairs with shortwave broadcasts in a large number of languages to Europe, Latin America and Australia. Maps of all CBC networks, radio and television, are included, as well as graphs of television set sales and financial statements.

VIDEO BOOMING IN EUROPE—MARX

TV IN EUROPE is booming, forging ahead in tune with a general improvement of the countries' standard of living.

That's the verdict voiced at a news conference held last week in New York by Ernest A. Marx, director of Allen B. DuMoult Labs' International Division, upon his return to the U. S. after an annual tv-electronics survey and sales trip abroad.

Mr. Marx ranked Great Britain, West Germany, Italy and France in that order as the European countries marking the most "progressive" growth in television—a medium which he said is in the "process of becoming world wide." Tv, he forecast, will become the medium for disseminating instruction, entertainment and propaganda the world over.

Mr. Marx paid particular attention to West Germany's activity in tv equipment, predicting that manufacturers there will soon compete for sales in the world market. He said he thought they would increase the competitive tempo for them both in Europe and elsewhere in the world. He also predicted that attempts will be made to ship tv sets to the U. S., although cost now is a big factor.

In a review of commercial tv's debut in England and the cost of receivers (a 17-inch set sells for about $200 he said), Mr. Marx also took note of color experimentation in England now being conducted by the British Broadcasting Corp. He said that Britain's color picture was of "exceptional clarity and definition as compared with many pictures in the U. S." he also predicted that BBC may eventually adopt the 625-line continental tv system (CCI system).

In Germany, most receivers are 17-inch with 21-inch sets becoming more popular (respect zive prices, $250 and $372-400). He said that there is "talk" in the German Broadcasting Authority that tv may go eventually to the uhf (Mr. Marx wryly commented that the German experimenters were "profitting" from U. S. mistakes in uhf). An experimental uhf tv transmitter now is in operation. Tv receiver count in Germany he estimated at 180,000 with about 300,000 expected by the end of next year.

In Italy, the tv network now runs from Turin and Milan down to Rome and soon will be connected with Naples, he said. Sicily is to be the last link in the Italian network. The tv network will have 83 tv transmitters, 19 main stations, 16 secondary stations and 48 automatic satellite.

Other countries:

Switzerland: Tv being adopted slowly with programs on the air only 1½ hours daily, with stimulant expected from new German border station.

Austria: Little tv, sporadic programs and a few shows showing some sets.

France: Tv is growing here. Programs are improving and the French are steadfast to their 819-line system. Additional transmitters will be on the air next year at Lyons, Marseilles, Rouen, Rheims, Nice, Amiens, Dijon and Caen. There are some 100,000 tv receivers in France where the 21-inch receiver sells for about $400.

France is setting up a complete microwave tv and telephone network similar to the AT&T system in the U. S.

Belgium: Tv is complex, with two different systems being used. Some receivers have four-point switches to switch from one system to another.

Sweden: Interest is high but a slow, deliberate pace has been taken. At present, programming is experimental with some stations expected within month. Some 3,000 sets exist there. First year after tv becomes permanent fixture, Sweden expects 11,000 receivers and the number to grow as high as 451,000 by the seventh year.

Denmark: Tv has been here for 2-3 years with programs emanating from Copenhagen. Additional stations will be put on the air soon in two cities with seven stations in all planned. Eurovision: Put into effect a year or so ago, continues with equipment and language changes perfected to a degree that programs originating in one country are well received in others.
FARMERS EXCHANGE IDEAS

FARMERS from all over the world exchanged ideas, the WAVE-TV Louisville, Ky., Farm show one day last month. The group, representing the Old World, Near East, Far East and Pacific islands, is in this country under the auspices of the U. S. Agriculture Dept. for study at the U. of Kentucky College of Agriculture.

CONTEST MARKS SIXTH YEAR

ABC-TV’s You Asked For It (Sun., 7-7:30 p.m. EST) which enters its sixth year on tv Jan. 1, yesterday (Sunday) launched a nationwide audience contest to pick the five most popular segments in its five year history. You Asked For It is based on viewers’ request to see the unusual or bizarre performed on the tv screen. The audience reaction test is scheduled to end the first of the year with the viewer who submits the most interesting explanation winning a trip to the West Coast.

FIELD PICTURES TRAVEL FAST VIA NEW CUSTOM TRANSMITTER

THE FIRST “custom installation” of facsimile equipment to provide rapid transmission of news photos from a station’s own cameraman in the field to its newsroom has been made for WNEM-TV Bay City, Mich., by International News Service.

In addition to regular service from the International News Facsimile network, the station can transmit its own pictures from Flint, 35 miles away, where it has a full time reporter-cameraman. These pictures will be available for use on the air within a few minutes after being taken.

The order for the facsimile service and equipment, including three receivers and a transmitter, was placed by James Gerity Jr., owner of WNEM-TV, with John M. Cooper, INS director of radio-tev news.

WNEM-TV covers local news in Flint, and it claims 30 to 50% of the viewers there watch its programs regularly. In addition to a news bureau, the station has a sales office in Flint and numerous local sponsors of its programs.

With a schedule of three newscasts a day plus two other daily programs in which regional news pictures are used, the problem of rapid transmission of news and photos from Flint to the WNEM-TV studios, located midway between Bay City and Saginaw, became a pressing one. International News Facsimile was finally decided upon as providing the answer, since its service is designed specifically for use by television stations. It transmits a standard size, six-by-eight-inch horizontal picture in four minutes.

The news story which it illustrates can be transmitted with it, both arriving ready for instant use without developing or other processing.

Frank Benesh, the station’s news and program director, expects to receive a minimum of 15 spot news pictures a day from Flint for the regular newscasts.

In addition, the service will be used to promote sponsor relationships. When the Flint sales office gets a new account, the signing of the contract will be timed to coincide with an afternoon program on the station. A picture of the signing will be sped by facsimile to Bay City and put on the air immediately, so the new sponsor will see himself on WNEM-TV within 15 minutes after putting down the pen.

WNEM-TV President Gerity has even more far-reaching plans for the use of facsimile. He has ordered an International News Facsimile receiver installed at the Flint airport where thousands of travelers, including both potential sponsors and potential viewers, can stop to look at it and catch up with the latest news—by courtesy of WNEM-TV. This receiver will be tied into the regular INF photo network, but will also pick up the special transmissions from Flint.

The facsimile transmitter in Flint is located in the WNEM-TV sales office and news bureau, off the lobby of the Durant Hotel. A receiver has also been installed there for monitoring purposes, as well as to be an attention-getter like the one at the airport.

WAPI BASKETBALL EXCLUSIVE

WAPI Birmingham, Ala., has acquired exclusive broadcast rights for Alabama Polytechnic Institute and U. of Alabama basketball games, beginning Dec. 1. Full schedule of 44 games will be relayed to a statewide network by WAFM (FM) Birmingham.

CHRYSLER PROMOTION CONTEST

CHRYSLER CORP., Detroit, its distributors, dealers and agency, McCann-Erickson, N. Y., have launched special tv station promotion campaign for Chrysler-sponsored It's a Great Life (NBC-TV, Sun., 7-7:30 p.m. EST). Station manager or promotion director who does best job publicizing program will be awarded 1956 Chrysler automobile, with $1,000 and $500 in cash as second and third prizes. Contest closes Jan. 30, 1956. Winners, judged on basis of spot schedules, photographs or newspaper clips, will be named by special panel made up of Chrysler and agency executives and radio-tev trade magazine editors.

WLTYC LISTENERS FIX FREEZE

WEATHER BUREAU, station WLYC Williamport, Pa., and the Prestone anti-freeze people got together to stage a “Fix the Freeze” contest which drew a prediction within 16 minutes of the fall’s first freeze. T. Hendershot of S. Williamport made the winning forecast for a $50 U. S. Savings Bond and triumph over 2,500 entrants. Runners-up got bonds and anti-freeze.

PAJAMA GAME ON WNBQ (TV)

COME-AS-YOU-ARE party is the new give-away gimmick launched by a local automobile dealer on WNBQ (TV) Chicago. Cole-Finder Inc., Mercury dealer, offers midnight movie and other prizes to those who write in the name of his car model, and a contest with a retail value of $10,000. Prize is a complete new car at a special discount.

The Camelot, a white sedan, is the prize, and the post card is the ticket. Winners can claim the prize any day, beginning the first of the year. The contest is being conducted by Cole-Finder in cooperation with the Chicago Tribune. The station is providing the television time.

DISTRIBUTORS EXPLOIT TV ADS

MCKESSON & ROBBINS, Cincinnati, Ohio, distributors of Paradise coloring sets, advertised by Bud (Stringbean) Chase on WCPO-TV Cincinnati, solved the distribution problem in a spectacular way with a recent helicopter delivery. The stunt captured the afternoon show’s small fry audience twice in one day. Mr. Chase hopped into the helicopter as he signed off the show. By the time the plane landed at suburban Kenwood Pharmacy, the neighborhood was mobbed by kids and traffic was backed up for blocks waiting for the landing.

WTMJ-TV OFFERS GLOVES

WTMJ-TV Milwaukee is promoting its children’s personality, Foreman Tom, with cowboy gloves offered on his western show. The deer-skin gloves, bearing Foreman Tom’s name, are selling for $1.50.

PLACE FOR EVERYTHING . . .

“PUT YOUR ‘SPOTS’ ON US” is the word from KABC-TV Los Angeles as carried on a coaster it is sending business friends. Photographs of station personalities border the practical mailing piece.

WFAA-TV SATIRIZES SALESMEN

WFAA-TV Dallas doesn’t mind laughing at itself in the course of telling its sales story. The station has inaugurated a series of baby pictures mailing piece, called “The Advertiser’s Guide to Station Sales Representatives.” Caption beneath the first wide-eyed, pursed-lipped infant reads: “Cancelled . . . the entire schedule?” The promotion piece features a memo pad and sales message inside the baby cover.

CCF 3,000-MILE REMOTE

CCFC Montreal, did a 15 hour remote broadcast from Vancouver, 3,000 miles distant, on November 26 to broadcast a play-by-play description of Canada’s football classic, the Grey Cup Game, and the activities in Canada’s west coast city before and after the game. A technical and announcer staff were sent to Vancouver to do the broadcast from 9 a.m. to midnight. This remote broadcast is believed the longest, in time and distance, in Canadian broadcast history for a single station.

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SCBA PRODUCES NAVY TAPES
SOUTHERN CALIFORNIA Broadcasters Assn. has sent a five-man radio task force to Hawaii to produce a series of taped broadcasts for the Navy, commemorating the Pearl Harbor bombing. The delegation includes Norman Ostby, Don Lee Bosig, System; Loyd Sigmon, KMPC Los Angeles; Howard Gray, KGIL San Fernando; Calvin Smith, KPAC Los Angeles, and Stu Wilson, special events director, KBIG Catalonia, who will handle the microphone on the programs.

GROUPS UNITE TO BUY SHOW
GROUP of 20 civic and religious organizations have banded together to sponsor a new weekly program on WSEL (FM) Chicago. Titled: The Family of Man, the weekly show is designed to present listeners with an insight into the various organizations as well as the United Nations. Format of each program varies from music and drama to panel discussions featuring prominent speakers.

MIDWEST BASKETBALL PLANS
BASKETBALL was in the air—and on it too—last week as two Midwest stations reported coverage for the 1955-56 season. WBKB (TV) Chicago will televise 10 major college games (Big 10 and Notre Dame) Jan. 2-March 5, sponsored by Illinois Bell Telephone Co. Agency is N. W. Ayer & Son Inc.

WNDU South Bend, Ind., schedule of 82 college and high school games is already under way. Sixteen are U. of Notre Dame games at home and away, beginning Dec. 4. Other stations will be given the opportunity to broadcast ND contests by contacting WNDU, owned by the university.

Recorded Commercial Sells Radio
PUTTING the shoe on the other foot, Joe Clifford, KEX Portland, Ore., account executive, landed a contract by making a sales pitch at a cocktail party thrown by the prospective client.

For 14 months Mr. Clifford had been trying to sell spot radio to both the Pacific Department Stores and Powers Furniture Co.—without much luck. Pacific had been allocating its entire advertising budget to newspapers and saw no reason to change. Powers used radio, but wondered whether a network-affiliated station—such as the Westinghouse ABC outlet—was its best buy.

Then came a merger, and Pacific Stores and Powers Furniture were operating under a common management. At 3:30 p.m. a few days later, Mr. Clifford learned that the combined personnel of the two firms were meeting that evening at a get-acquainted party, a year-and-a-half ago in an effort to help owners of woodlots, large and small, to maximum timber returns. The station's farm department produces the shows with cooperation from the Forest-Products Industries Inc., Washington, which conducts a nationwide tree program. The WBAY-TV program, live and filmed, features forest experts and the farmers themselves, and viewer interest is sampled with a leaflet offer. Other TV farm departments interested in tree programming can get technical help from AFPI at 1816 N St., N. W., Washington 6, D. C.

JWT DEFINES RESEARCH-SEE
FORTY-PAGE pocket-size booklet on market research has been prepared by the Toronto office of J. Walter Thompson Co. Ltd. for distribution to the advertising industry. Plain Talk on Research is a handbook "for people who use market research but only understand plain English," and in word and cartoon pictures deals with the various words used in research work. As the editors state that they "have set themselves the task of avoiding in each definition the use of words which themselves need defining. Thus we hope essentially to talk to our own feet and that the reader may use this book without chasing from one definition to another."
STATION AUTHORIZATIONS, APPLICATIONS
(As Compiled by B·T)

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:


November 17 through November 22

Total applications pending

<table>
<thead>
<tr>
<th>Cps</th>
<th>Cps authorized</th>
<th>Total</th>
</tr>
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<tbody>
<tr>
<td>New</td>
<td>Noncom.</td>
<td>Total</td>
</tr>
<tr>
<td>17</td>
<td>34</td>
<td>51</td>
</tr>
<tr>
<td>21</td>
<td>49</td>
<td>70</td>
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Grants Since July 11, 1952:

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<tr>
<th>Vhf</th>
<th>Uhf</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Commercial on air</td>
<td>332</td>
<td>102</td>
</tr>
<tr>
<td>Noncom. Educ. on air</td>
<td>13</td>
<td>4</td>
</tr>
</tbody>
</table>

Tv Summary Through Nov. 22

Total Operating Stations in U. S.:

<table>
<thead>
<tr>
<th>Vhf</th>
<th>Uhf</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Commercial on air</td>
<td>328</td>
<td>314</td>
</tr>
<tr>
<td>Noncom. Educational</td>
<td>17</td>
<td>17</td>
</tr>
</tbody>
</table>

Applications Filed Since April 14, 1952:

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<tr>
<th>Vhf</th>
<th>Uhf</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Amend.</td>
<td>102</td>
<td>79</td>
</tr>
<tr>
<td>Commercial</td>
<td>225</td>
<td>129</td>
</tr>
<tr>
<td>Noncom. Educ.</td>
<td>32</td>
<td>27</td>
</tr>
</tbody>
</table>

Total, 1,023 stations, 372 VHF, 577 UHF

194 Cps (39 vhf, 154 uhf) have been deleted.

Applications for new stations are processed after TV freeze.

APPLICATIONS

WRB-TV Cincinnati, Ohio—Seeks (v. 2) to change ERP to 115 kW, UHF, with new antenna and make other equipment changes. Applicant height above average terrain, 598 ft. Filed Nov. 17.

PENITENTIARY TV, Superior, Wis.—Petitions FCC to amend Sec. 3.613 so to permit establishment of multiple audio streams in each of 912 stations served by station using channel assigned to such cities and add setting section (c) which so states. Amended Sec. 18.

CALL LETTERS ASSIGNED

WXTV (TV) Youngstown, Ohio—Community Television, Inc. to change call letters to WTVR (TV) Knoxville, Tn.—Central South Bets. Corp. to change from WTXR-TV effective last Thursday.

New AM Stations

APPLICATIONS

Pineville, Ky.—States Bets. System Inc., 1320 N. 250 w. unlit. Post office address 620 Chimney Rd., Ill. Applicant to change from WVAX-AM, 1500 w. D to 1000 w. D, licensed to Bowling Green, Ky., filed Jan. 11.足足

WYXV, Lecompton, Ks.—Apply for new AM to operate on 1020 kc., D to 500 w. D, licensed to Topeka, Ks., filed Feb. 16.足足

WCLA, Los Angeles, Calif.—Applies for new AM to operate on 750 kc., D to 500 w. D, licensed to Hollywood, Calif., filed Feb. 14.足足

WQIE, New Orleans, La.—Applies for new AM to operate on 1580 kc., D to 500 w. D, licensed to New Orleans, La., filed Feb. 14.足足

WAEQ, Toccoa, Ga.—Applies for new AM to operate on 1580 kc., D to 500 w. D, licensed to Toccoa, Ga., filed Feb. 14.足足

APPLICATIONS

AUX-FTG, Columbus, Ohio—Grantees of ERP of 315 kW, 150 kW au. Ant. height 566 ft. above average terrain. Granted Nov. 17.


KMD-TY, Midland, Texas—Grants for ERP of 100 kW, 50 kW au. Ant. height 600 ft. above average terrain. Granted Nov. 18.

FCC ANNOUNCEMENT

New TV Stations

APPLICATIONS AMENDED

Atlantic, Ga.—Board of Education of City of Atlantic, application for ch. 30 amended to change trans.-studio location to 760 Biomark Rd., N.B. Applicants, ERP to 600 kW, 310 kW au. makes ant. and other equipment changes and submit further legal, program and financial data. Ant. height above average terrain 646 ft. Amended Nov. 17.


Ponce, Puerto Rico—American Colonia Bets. Corp., applicant for ch. 9 filed amended to include new location and increase power to 500 kW, 140 kW au. Ant. height above average terrain 523 ft. Amended Nov. 17.

FAX TELECASTING

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

ALLEN KANDER
AND COMPANY
Negotiator

Page 98 • November 28, 1955
### SERVICE DIRECTORY

**COMMERCIAL RADIO MONITORING COMPANY**
Moible Frequency Measurement Service For FM & TV
2135 E. Slsales St., N. W. ME. 8-5411
Office and Laboratories
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2000 P St., N. W.
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501-514 Munsey Bldg. Sterling 3-0111
Washington 4, D. C.
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**WILLIAM E. BENNS, JR.**
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3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
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**VANDIVERE, Cohen & Warn**
Consulting Electronic Engineers
612 Evans Bldg., NA. 8-2698
1420 New York Ave., N. W.
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**WALTER F. KEAN**
AM-TV Broadcast Allocation
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2183
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Member AFCCE *

**CARL E. SMITH**
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
Member AFCCE *

**JOHN B. HEFFELFINGER**
815 E. 33rd St., N. W.
Hiland 7010
KANSAS CITY, MISSOURI

**LYNNE C. SMEBY**
"Registered Professional Engineer"
1311 G St., N. W.
EX 3-8073
WASHINGTON 5, D. C.

**VIR N. JAMES**
Consulting Engineers
Specialty
Directional Antenna Proofs
Mountain and Plain Terrain
1316 S. Kearney, Skyline 6-6113
Denver 22, Colorado

**RALPH L. BITZER,** Consulting Engineer
9442 Westchester Drive, St. Louis 21, Mo.
Underhill 7-1833
"For Results in Broadcast Engineering"
AFL-TV
Applications + Specialties + Licensing Field Service

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501-514 Munsey Bldg. Sterling 3-0111
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Member AFCCE *

**J. G. ROUNTREE, JR.**
5622 Dyer Street
EMerson 3266
Dallas, Texas

**A E. TOWNSEND ASSOCIATES, INC.**
TELEVISION AND RADIO ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-1000

**G. ROUNTREE, JR.**
Consulting Engineer
9442 Westchester Drive, St. Louis 21, Mo.
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"For Results in Broadcast Engineering"
AFL-TV
Applications + Specialties + Licensing Field Service

**COLLECTORS-ADJUSTORS**
For the Industry
Collections Coast to Coast
TV—Radio—Film and Media
Accounts Receivable
No Collection—No Commissions
STANDARD ACTUARIAL WARRANTY CO.
220 West 42nd St., N. Y. 34, N. Y.
LO 3-9999
CLASSIFIED ADVERTISEMENTS
Payable in advance. Checks and money orders only.
Deadline: Unpublished—Monday preceding publication date. Display—Tuesday preceding publication date.
Situations Wanted: 20¢ per word—$2.00 minimum • Help Wanted: 25¢ per word—$2.50 minimum.
All other classifications 30¢ per word—$4.00 minimum • Display ads $15.00 per inch.
No charge for blind box number. Send box reply to:
BROADCASTING • TELECASTING, 1735 DeSales St. N.W., Washington 6, D. C.
APPLICATIONS: If transmissions or bulk packages submitted, $1.00 charge for mailing (Forward remittances separately, please). All transmissions, photos, etc., sent to box numbers are sent at owner's risk. Broadcasting—Telecasting expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Manager-Salesman. Salary, commission and percentage of net. Take over $25,000 independent and treat it as your own. WZYN, Tryon, North Carolina.

Salesmen

Wanted salesman: A successful, thoroughly experienced salesman for a 1000 watt network affiliate station. Salary plus commission. Should earn $8,000 annually. Contact Box 5535, B-T.

Salesman-announcer needed immediately. You must be experienced in both fields. Only the best considered. Pay commensurate with your ability. Excellent opportunity if you can fill the vacancy. No drifters or loafers need apply. Contact Paul E. Reid, WKBH, Fitzgerald, Ga.

Wanted: Broadcast salesman with experience, if good, wants permanent position. Will be given plenty of accounts to handle. Must be ready to stay in Springfield, Ohio. Apply WBYL Springfield, Ohio. Phone FA 3-4676.

Announcers

Personal—Ken Roberts of Atlanta. Larry Tune of Louisville, Kentucky. Get in touch with Box 5145, B-T.

Experienced announcer with first phone license. Immediate opening. 5000 watts, Great Lakes. Pleasant staff and working conditions. Time and a half after 40 hours. Start at $17.60 per hour. Must have car. Send photo, tape, resume to Box 5222, B-T.

Unusual opportunity for announcer with a first class ticket who can really sell merchandise on the air and read news. Hours are 46 hours weekly and salary open. Contact Box 5525, B-T.

Wanted, a versatile staff announcer with emphasis on announcements. Must have good commercial delivery on announcements and news. Send tape and resume. Box 5565, B-T.

Florida east coast kw has opening for announcer with first phone—emphasis on DJ—40 hours—perm. Ideal conditions—rich details. Box 5626, B-T.

Engineer-announcer. Combination position open. Contact Radio Station KCOW, Alliance, Nebraska.

RADIO

Help Wanted—(Cont'd)

Increased business compels us to increase operating hours. We need a good announcer with a first class ticket and a good local newsman. Starting salaries are $300 monthly with opportunity for talent and overtime. Interested applicants please send tape, resume of experience and references, Bob Savage, Program Director, KUGC, Galveston, Texas.

Wanted: Experienced announcer with first ticket. Good pay. Ideal working conditions. Network station. Contact Dr. F. P. Cerniglia, XLLC, Monroe, Louisiana.

ANNOUNCER. Experienced in news, DJ, with ability to deliver selling commercials. Radio and TV. Send photo, tape and complete background resume to A. R. Cooper, WAKR, Akron, Ohio.

Wanted, experienced announcer, permanent position with progressive independent. Paid holidays and vacation. WCOI, Costesville, Pa.

Announcer-first, handle classical music—names pronunciation, pleasant voice. Tape, photo, minimum salary to WCRB, Boston 54, Mass.

Combo announcer-engineer with emphasis on announcing. Immediate opening. Forward tape and full particulars to V. G. Balkemum, WGBR, Goldboro, N. C.

Announcer: Immediate opening for experienced man. Must have car, 1000 watt daytime in eastern Pennsylvania, one of chain. Excellent opportunity for advancement to executive or sales position, overtime, paid vacations, pleasant working conditions. Reply by phone to Assistant Manager, WLBZ, Lansford, Pa.


Announcer-salesman, kilowatt network, Florida. Wire Box 1355, Orlando.

Technical

Chief-engineer-announcer, maintenance experience necessary. Send resume, tape, KHUB, Watsonville, California.

NOTICE

CHANGE OF ADDRESS

In order to better serve our clients and friends in the broadcast industry, we are moving to new headquarters on November 30, 1955

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

333 Trans-Lux Bldg. 724 Fourteenth St., N.W. Washington 5, D. C.

Howard S. Frazier, TV & Radio Management Consultants 333 Trans-Lux Bldg. 724 Fourteenth St., N.W. Washington 5, D. C.

RADIO

Help Wanted—(Cont'd)

Chieft engineer for one engineering radio operation. Must be fully experienced in complete maintenance and construction. Send complete details for immediate opening. KVOR, Colorado Springs, Colo.


Immediate opening Michigan 1000 watt fulltime directional needs engineer, first class, good pay. Excellent insurance, pension and fringe benefits, call or write Kenneth Kunze, Chief Engineer, WTTW, Port Huron.

Have immediate opening for engineer-announcer. Please contact by phone collect, LOGAN 4-3661, Maysville, Kentucky.

Programming-Production, Others

Wanted: Girl familiar with traffic and accounting. Unusual opportunity for advancement. Box 4695, B-T.

Independent station in midwest community of 100,000 wants copywriter and traffic gal or guy. Must be experienced. Salary open. Fine opportunity for right person. Send full details to Box 4276, B-T.

Experienced PD whose record proves he can make a good independent 5000 watt station in metropolitan market a better station. Box 5066, B-T.

Program director who is also good, experienced announcer for morning and afternoon show. Excellent opportunity. PD experienced preferred, but not necessary. Box 5666, B-T.

Program director for top Illinois daytime. Must be prepared to report for work on or before January 1st. Send background details, salary requirements, etc. Do not send tape or disc until requested. Preference given applicants from Illinois and adjoining states. Box 5736, B-T.

Newsmen, radio-tv casts. News gathering, writing, photo experience desirable. Major outside Michigan market. Opening immediate. Send pic., tape, history, salary needs to Box 5976, B-T.

Experienced morning announcer. Must be man from the middle or southwest available for personal interview. Send qualifications only. Do not send tape. Radio KCOL, Fort Collins, Colorado.

Copywriter, man or woman needed immediately. Write, wire or call KOLE, Fort Arthur, Texas.

Wanted. Top-flight merchandising-promotion-publicity man. Give complete information first letter, your knowledge and experience in store merchandising, black and white preparation and production, writing, research. Send recent photo and examples of work to KSBW Radio & TV, P.O. Box 1651, Salinas, California.

Wanted: An experienced news editor, capable of taking over news department. Must be able to gather, write and air local news. Send tape, picture and background. Reply to Gordon L. Capps, KSBV, Ontario, Oregon.

Southern California station in ideal climate needs experienced copywriter for one man department. Send background, samples and expected salary. KXCO, El Centro.


WIND, Chicago, interested in top-quality office girls with radio experience for key positions to handle expanding business volume. Write Program Director.

BROADCASTING • TELECASTING
**Radio**

**Situations Wanted**

**Managerial**

Station sales manager with proven record of aggressive selling and supervision. Upper mid- western area available for Chicago interview, preferred. Send background story, photo and references. Confidential. Box 971E, B-T.

Manager-salesman now employed in small Carsina market desires comparable position in larger market. Farmer knows of ad. Hard worker, sober, excellent references. Experience radio, sales. Can prestige station at low cost. Write Box 579E, B-T.

Successful station manager available January 1st due to sale of station. Thorough knowledge and experience in all phases, producing, directing, production manager. Desires permanent position with more challenge and opportunity. Box 498E, B-T.

Announcer-newsreader seeks permanent position with problem-conscious am, central US or southeast. 12 years experience, 38, family. Car. Box 578E, B-T.

Versatile announcer. 13 months experience, desires position with independent station. Box 571E, B-T.

Trained experienced announcer desires permanent settlement, New Hampshire after Jan. 1. Box 522E, B-T.

Successful salesman, competitive market, wishes to relocate. Young, college training, writing, producing, directing, production manager. Box 546E, B-T.

Announcer, six years radio-television experience all phases, including PD in good sized metropolis market. Want to relocate in oz, western Pennsylvania. Prefer tv. Box 557E, B-T.

Dim the lights to audition this pair! Something different to rocket nighttime programming. A packaged male-female team with a plan. Tapes available for stations only. Box 508E, B-T.

23, family, experienced DJ announcer. Partly handicapped. Boarding school, let me use your music audience. Go anywhere. Box 567E, B-T.

Announcer—DJ. Pop-hill-PFI. Punch or soft smooth sound for years radio. Employed in midwest 50 kw 7 yrs. Just southerner wishing location in southwest. Box 579E, B-T.

Experienced announcer, third class ticket, desires small station, southeast. Tape, resume. Box 580E, B-T.


Staff announcer. Single, college degree, speaks French and German. Operates board, writes copy and all staff duties.度~Pathfinder School of Radio. Mercer, 739 1st Avenue, N.W., Washington, D.C. D.C.

Combo man, 1st phone. Experienced, versatile announcer. Excellent current connection. Strong news, smooth commercials, distinctive platter personality, reliable references. Complete tape and resume request. Box 168E, N.Y.

Am very well and can't see to break through due to lack of experience. All I ask for is a chance. Send school graduate photo, resumes on request. Ralph DeBantins, 161-21 224 Street, Springfield Gardens, N. Y.

Technical

Experienced licensed engineer, announcer, sales- man, married. Seeks permanent position. Box 551E, B-T.

Florida property owner desires return home state. Experience broadcasting and announcer. Family. Desires position in congenial, progressive atmosphere. B-T has my phone num- ber. Box 564E, B-T.

**Television**

**Situations Wanted**

**Managerial**

Chief engineer—available December. 29 years experience am-fm-tv theory construction-maintenance. Top notch ability, score no nonsense—nothing objectional—best technical and charac- ter references. Box 572E, B-T.

Experience counts! Dependable engineer—all around announcer. All phases maintenance. Presently chief, only employee, with congenial staff need apply. Minimum an- nouncing, if capable. Chief's duties c-e-a-n. $90. Veteran. Family. 23. Phone! Box 577E, B-T.

**Production-Programming, Others**


PD, newscast, sales. Also, announcing, de- sires capable, friendly operation to medium large market. 38, married, children. East Coast. Box 598E, B-T.

Program director—six years experience, desires permanent location. College graduate with crea- tive ideas that sell. Box 598E, B-T.

Radio-television newsmen, 8 years news back- ground as best reporter-newscaster. Member Sigma Delta Chi. Must have contacts. Excellent opportunity. Box 530E, B-T.


**Help Wanted**

Salesmen

Tv salesmen, 2 to 3 years experience, pay big for man who delivers; uhf, 85% CB, northeast. Reply Box 483E, B-T.

WGLV needs an experienced time salesman. Salary plus commission for manpower, TV, radio. Minimum 3 yrs experience, desires position in dvb. Box 200E, B-T.

Attention: Radio and television announcer in southwest. Have excellent openings for television and radio sales. Replies through employment service. Box 4141, 20th Street, Kansas City, Ky.

Experienced combo man for tv. Must have 1st phone, give voice and willing to learn all phases of tv operation. Send tape and resume to Pro- gram Director, KREM, Spokane, Washington.

Channel 3, NBC affiliate now assembling staff for start around fall. Interested in top-flight on-camera announcers. If you are a versatile tv equipment, contact Chief Engineer, WXXE-TV, 247 West 124 Street, New York City.

Southeastern vhf tv station has opening for first class engineer with tv experience. Send com- plete qualifications, references, photograph and salary requirements. Box 497E, B-T.

Midwest NBC vhf station with state's largest coverage needs tv maintenance man to become supervising engineer. Send complete background to Box 530E, B-T.

Tv supervisor to become Assistant Director of Engineering needed by full power midtown sta- tion. Excellent opportunity for right man. Send full particulars to Box 550E, B-T.

South Florida vhf station has immediate opening for licensed engineer. Car necessary. Box 384E, B-T.

Studio engineer, for all-around video work. Send complete experience, recent snapshot, salary ex- pected, references. KTEN, 550 Lincoln Street. Denver, Colorado.

Experience engineers needed to work with RCA 50 kilowatt transmitter and with RCA studio and rack equipment. Richardson, Texas. Box 124T, WXXE-TV, 124 West Tabb Street, Petersburg, Virginia.

**Announcers**


**General Manager**

National's best general manager—radio or tele- vision. Excellent college education, fine background in radio-television sales, engineering, personnel, production and program- ming. Well-known throughout the industry. Available at once. Box 998E, B-T.

General manager-commercial manager—Proven organizational ability, exceptionally strong in sales. Excellent production, programming, per- sonnel, engineering. Ten years top management experience including two top tv manager. Highest industry references. Box 516E, B-T.

**Radio & Television Salesmen**

These Are Salaried Positions With Commission

Here is an ideal opportunity for top radio and television salesmen to join a progressive AM-TV organization. You will receive NO Draws but instead be paid a straight salary, based on your experience, to start. You will also receive liberal commissions with your only limit being your ability to sell. We are located in a fine market, ideally located. These openings are brought about with our expansion program and search for top-rated men. If you are interested, write or wire all details to: Box 412E

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**November 28, 1955 • Page 101**
TELEVISION

Situations Wanted—(Cont’d)

Technical
First phone, good electronic background, seeks TV opportunity. Ham. Box 5643, B-T.

Programming-Production, Others
Three months experience as film editor (director). Newark cameraman, and studio cameraman with southeastern US no longer telecasting. Nine years photographic experience, operating still, movie, and aerial cameras. Radio-tv college major. 25, single. Want anything in production department. Box 5643, B-T.

TV producer-director. Seeks greater opportunity with aggressive station. Presently employed midwest tv station. Have top experience and references. Box 5643, B-T.

Research-promotion man. Over 2 years local radio-tv experience plus some agency background. Compile data, prepare reports, recommendations, sales presentations. College grad, 26, veteran, married, references. Prefer N.Y.C. Don Preven, 47-12 11th Street, Long Island City, N. Y.

FOR SALE

Stations
Fulltime station in rich Texas secondary market. Tax advantages. $100,000 total, $20,000 down. Paul H. Chapman, 84 Peschette, Atlanta.


FOR SALE

Stations
Three Iowa properties, adjacent counties; midwest chain operator wants Florida radio; have cash buyers for independents, large market; new listing, good "U", in 4 "U" 1 "Y" isolated market. Write Norman Company, Box 524, Davenport, Iowa.

Equipment
Fun transmitter for sale—RCA 30W. Used three years, good condition, less tubes. A little work and you will have a high quality rig at low cost. Submit bid to Box 4670, B-T.

RCA TF5A superturnstile. Tuned channel 5 but tunable 4 or 6. Box 5713, B-T.

1 RCA TP-16 film projector, $2500.00. 1 RCA TK 20 iconoscope film camera less power supplies, $750.00. 6 TA hi-intensity fluorescent studio lights, $500.00 each. WHIO, Dayton, Ohio.

Trussen self-supporting # D-30 radio tower—3 legs—400 feet high—all steel fabricated with standard assembly fittings and equipment. Contact Radio Station WTHH, Port Huron, Michigan.

Booth-Leasing Corporation—a national leasing service—whereby you choose the equipment you need—new or used—BLC purchases it from your supplier, at the established price and place it in your studio, transmitter and office on flexible lease terms to meet your specific requirements. Rentals paid under lease drawn as recommended by BLC are tax deductible expense items. For full information for your attorney, tax preparer, write, wire or phone Gene O'Fallon & Sons, KPRF-TV Building—550 Lincoln Street, Keystone 4-6821, Denver, Colorado.

WANTED TO BUY

Station
Responsible chief engineer and commercial manager with years of experience desire to lease station with option of buying after year. We have money to back us. Write Box 5713, B-T.

WANTED TO BUY

Stations

Equipment
Wanted, used RCA type BC-1S studio console and type BCM-1A auxiliary mixer. State condition and price. Box 5643, B-T.

Interested—In ush equipment tunable to channel 45, complete from camera to antennae. No supporting tower wanted. Must be real bargain. Box 5643, B-T.

Wanted: RCA TK25D camera control unit or complete camera chain. RPTV, Denver, 106E, Ban- nock.

Wanted: Studio console, limiting amplifier and FCC approved fm frequency monitor. Monitor need not presently be in operating condition if repairable. Box 5643, B-T.

Record cutter machine, Lateral. 351r-18 r.p.m. Good condition. Write WOKJ, Jackson, Miss.

STL audio transmitter and receiver, 900 megacycles, GE or REL. Phil Hedrick, WSJS, Winston-Salem, N. C.

Wanted: Two turntables with cabinet and amplifiers RCA 75D or equal, two or three speed. Must be in good working order. Wire or wire Ralph Sutton, Western Carolina College, Cullowhee, N. C.

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. 1-9, 811 19th Street, N.W., Washington, D.C.


NOW... THE LEADING BROADCASTING SCHOOL... NORTHWEST

Offers you an opportunity to prepare at home for your First Class FCC License. You know the value of a First Class Ticket. Now you can secure it at home in your spare time—WITHOUT RISK. Northwest guarantees your complete satisfaction with the lessons or your money back. Northwest continues to coach you until you pass your FCC exam!

YOU CAN’T LOSE WHY TAKE LESS THAN THE BEST?

FIND OUT ABOUT NORTHWEST’S FCC COURSE... WRITE DEPARTMENT B-2

NORTHWEST RADIO & TELEVISION SCHOOL

Page 102 • November 28, 1955
RADIO

Help Wanted

Salesmen

WANTED

Executive Salesmen Over 35
With Intangible and Advertising
Experience.—Valuable Franchise—No In-
vestment.—All Sections of Country Open.—
Commissions Paid Immediately on Sale &
Renewals. Write Randall, Suite 100, 1621
Conn. Ave., Washington 5, D. C.

Announcers

PERSONALITY?

We are looking for a Radio Personality. Not
a turn-table Tom, a record-introdu-
ucer or a label-plugger. Even though
his program will be basically one of re-
corded music, he’s got to be a real, live
guy with something interesting to say
while he’s on the air and one who has
the radio personality with which to say
it.

He’ll take over our morning period of
about four hours daily. And if he’s the
right man, he’ll be happy about the
money, too.

If you think you are the one, shoot us
an air-check of your work and pertinent
details. We have been on the air for
over twenty-five years and are located in
a North Central city of over 300,000
people.

BOX 578E, B-T

Morning Man

Wanted

With personality to put on dis-
tinctive morning show. Prefer-
eence given to applicant now suc-
cessfully doing similar program.
Must have bright friendly style and
be able to sell top rated program for
past fifteen years. Detailed previous
experience salaries earned and ex-
pected and attach snapshot. Rush au-
dition tape, including commer-
cials confidential. WAKR, Ak-
ron, Ohio.

Programming-Production, Others

CONTINUITY WRITER

Girl continuity writer wanted for top-flight station in fine
market. Good pay and working con-
ditions. This is a great opportunity for a talented and am-
bitious woman. Call, wire or write
Radio Station WLEX
Lexington, Kentucky
30433

INSTRUCTION

FCC 1st PHONE LICENSES
IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Barbark, Calif.
Reservations Necessary—All Classes—
Over 1700 Successful Students

FOR SALE

TOWERS

Radio—Television

Antennas—Coaxial Cable
Tower Sales & Erecting Co.
1120 N. E. Columbus Blvd.
Portland 11, Oregon

WANTED

Radio-TV Executive

Wide background, creative selling, imagi-
native operation, understand engineering
and construction. FCC proficiency. Talent
for directing others and getting along
with people. Understand importance of
local business. Well seasoned but young
enough to build with your organization.
Irreplaceable references. Will investigate
yours too. Price high but worth it.

Box 5718, B-T

TELEVISION

Help Wanted

Situations Wanted

ARTIST-WRITER

Outstanding top-power Southern TV station has
immediate opening for experienced artist-writer for
Promotion Department. Position involves know-
ledge of audience and sales promotion techniques,
salary open. All replies con-
fidential. Address inquiries to
Box 588E, B-T

29 and Single . . . But you can change
that . . . Help me to get married; by
making my future secure. 7 years radio,
all phases, presently employed in market
of 175,000. But main interest lies in TV
production. Want starts as Floor Manager
or Asst. Director; can double in brass;
young and ambitious. Apply as grad, from
TV workshop New York.

Creative with keen sense of timing and
willing to learn for exchange of living
and opportunity to advance. Will con-
consider all sincere offers . . . Station,
Network, Agency or Packager. Can stand
investigation as to character and ability.
Complete resume on request.

Box 582E, B-T

For The Record

(Continues from page 98)

trof from 118 N E R.R. Ave., Amite, and make
equipment changes. Filed Nov. 21.

WSKN Saugerties, N. Y.—Seeks mod.
of cp to change ant-trans-studio location ap-
proximately 2,000
ft. west of present site to Glensboro Turnpike, 0.1
miles east of Mt. Marion Cross Roads, Saugerties.
Filed Nov. 21.

WHVR Reshow, Pa.—Seeks increase in D
Power from 1 kw to 2 kw and change from
DA-N to DA-2. Filed Nov. 17.

WNED Welch, W. Va.—Seeks cp to increase
power from 100 w to 250 w. Filed Nov. 17.

APPLICATIONS AMENDED

KAMD Camden, Ark.—Application for cp to
change from 1450 kc to 990 kc, power from 5 kw
and 3 kw D. 1 kw N at site location from
Nov. 1 to DA-2 amended to specify changes in DA-
N. Amended Nov. 17.

KUOM Anoka, Minn.—Application for cp to
change from 1450 kc to 990 kc, power from 5 kw
and 3 kw D. 1 kw N at site location from
Nov. 1 to DA-2 amended to specify changes in DA-
N. Amended Nov. 21.

KUNM Albuquerque, N. Mex.—Application for cp
to change ant-trans-studio location and decrease
atm. height amended to make other ant. system
changes. Amended Nov. 17.

WIVI Christiansted, Virgin Islands.—Ap-
lication for cp to change from 700 kc to 200 kc.
Increase power from 250 w to 1 kw D. 500 w
amended to reduce N power to 250 w. Amended
Nov. 17.

CALL LETTERS ASSIGNED

WRRW Selma, Ala.—Central Alabama Bestg.
Co., 1270 kc, 1 kw D.

WAKE Atlanta, Ga.—Bartell Broadcasters Inc.
and WAKR, 1490 kc, 3 kw D., 1 kw N. June
22 instead of Dec. 1, previous effective date.
Details of filing, Ga.-News Corp., 1490 kc,
500 w D.

WNO Anoka, Minn.—Anoka Bestg. Co., 1470
kc, 1 kw D.

WBXY Albemarle, S. C.—Albemarle Bestg.
Co., 1500 kc, 1 kw D.

WOAM Otherlo, Wash.—Otherlo Radio, 1450
kc, 1 kw D.

WAPC Wausau, Wis.—Chain of Lakes Bestg.
Corp., 1320 kc, 1 kw D.

Existing FM Stations . . .

ACTION BY FCC

WBYS-FM Canton, Ill.—At request of licensee
FCC amended license and deleted call letters
Action of Nov. 21.

APPLICATION

WNIT (FM) Clingman’s Peak, N. C.—Seeks cp
to change ERP to 3 kw, D. 1 kw N. July 1,
change ant. system and make other equipment
changes. Filed Nov. 17.

CALL LETTERS ASSIGNED

KONI-FM Phoenix, Ariz.—James T. Ownby,
99.5 mc, 1.45 kw.

KGRM-FM Sacramento, Calif.—Capitol Radio
Enterprises, 94.5 mc, 36 kw.

WCHF (FM) Newton, Conn.—William G. H.
Finch, 94.5 mc, 26 kw.

WKEI-FM Kirkwood, Wash.—Bartell Broadcasters
Inc., 99.5 mc, 1.85 kw. Change from WBGK-FM
operative Dec. 22 instead of Dec. 1, previous
effective date.

WKBQ (FM) Central City, Ky.—Muilenberg
Bestg. Co., 101.9 mc, 12.5 kw.

WBFM (FM) New York, N. Y.—WGHR Inc.,
101.9 mc, 15 kw. Changed from WGBK (FM).

WBCY (FM) Nashville, Tenn.—Nashville Bestg.
Co., 103.9 mc, 41 kw. Changed from WBOK (FM).

Ownership Changes . . .

ACTION BY FCC

WABD (TV) New York-WTGT (TV) Wash-
ington.—Granted transfer of control of DuMont
Bestg. Corp., from Allen B. DuMont Labs, Inc. to
common stockholders. Largest single owner is
and will be Paramount Pictures Corp. with 26.9%
of outstanding stock. No consideration. Granted
Nov. 17.

APPLICATIONS

KXO El Centro, Calif.—Seeks transfer of con-
trol to Pres. Riley B. Gage, Brg. Pres. Marco
Hanan (16%), A. L. Gage (20%), Sec. John
E. Kearney (19%), Treas. Douglas E. Anderson
(19%) and George A. Hanan (10%). Mr. Gage
is former general manager of KXO. Mr.
Hanan is former manager. Mrs. Gage is housewife.
Messrs. Anderson and McConnell are advertising
agents. Mr. Kearney is hardware store owner. Filed
Nov. 21.

WBQ Gainesville, Fla.—David Dowd, M. H. Balch,
Gainesville, Fla.—Seek assignment of license to
WDVH to WDWW Inc. WDWW is to be assigned to
John A. Dowdy, partner in present station licensee,
for his interests in WDVH plus $15,000 and other consid-

Broadcasting  •  Telecasting

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November 21 Applications

AEC

FOR THE RECORD

November 22 Applications

License to Cover Cp

WAVG Augusta, Ga.—Seeks license to cover cp which authorized new fm station.

Renewal of License

WBBA Pittsfield, Ill.—Renewal of license.

Broadcast Bureau Decisions

Actions of Nov. 19

WPWT (FM) Philadelphia—Application for cp for station changes returned (not in proper form).

Actions of Nov. 18

WDBC-FM Chicago—Granted renewal of license.

Actions of Nov. 17

WMCB-AM Flint, Mich.—Granted renewal license.

Actions of Nov. 16

WDBQ-AM (TV) Seattle, Wash.—Granted extension of completion date to June 9, 1957.

Actions of Nov. 15

WMCD Welch, W. Va.—Granted license to cover cp which authorized new fm station.

Actions of Nov. 14

WDBQ-AM (TV) Las Vegas, Nev.—Granted extension of completion date to June 3, 1956.

Actions of Nov. 13

WMFD Williamsburg, Va.—Granted extension of completion date to Dec. 31, 1956.

Actions of Nov. 12

KHMU Eureka, Calif.—Seeks mod. of cp (which authorized change frequency, power, install DA-2 and change location, for extension of completion date).

KWTV (TV) Fort Pierce, Fla.—Seeks mod. of cp (which authorized new tv station) to extend completion date from Dec. 19, 1955 to Nov. 1, 1956.

KFB-TV Shreveport, La.—Seeks mod. of cp (as mod. which authorized new fm station) to extend completion date to May 26, 1956.

WMYA-FM Martinsville, Va.—Seeks license to cover cp (as mod. which replaced expired permit).

KCFP (FM) Tacoma, Wash.—Seeks license to cover cp (as mod. which authorized new fm station).

November 18 Decisions

Actions on Motions

By Comr. Robert T. Bartley


By Chief Hearing Examiner

James D. Cunningham

OK Bstg. OK.—Granted petition and supplemental petition to extend they seek dismissal of petition and opposition.

Action Nov. 15


New Castle-Salem, Ind.—Ordered hearing shall commence Jan. 16, 1956 re am applications of Courtich, W. Va., and West Virginia, W. Va., and WSLM, Salem, Ind. Action Nov. 17

November 17 Applications

Accepted for Filing

KROS Clinton, Iowa; KFJBJ Marshalltown, Iowa; KWVT Boonville, Mo.; KBEA Columbia, Mo.; WDBM Dubuque, Iowa; WEMD Dubuque, Iowa; KALM Kalamazoo, Mich.; WWOL Los Angeles, Calif.; WJCA West Palm Beach, Fla.; WGLR Milwaukee, Wis.; KORS Clinton, Iowa; KFJBJ Marshalltown, Iowa; KWVT Boonville, Mo.; KBEA Columbia, Mo.; WDBM Dubuque, Iowa; WEMD Dubuque, Iowa; KALM Kalamazoo, Mich.; WWOL Los Angeles, Calif.; WJCA West Palm Beach, Fla.; WGLR Milwaukee, Wis.

Approval of Renewal of License

KMSN Sioux City, Iowa.—Application for renewal of license returned (name incorrect).

Southeast Daytimer

$80,000.00

Kilowatt daytimer in most progressive section of southeast. Combination operation with good building and real estate. Above average gross volume. Owner wants to sell because of health. About $25,000.00 down will handle. Terms liberal.

Negotiations • Financing • Appraisals

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111 SULLY ST.

DELANCEY 1-2532

257-5511-2

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Listen in Texas (or Else)

If you want it bigger and broader and higher and wider and generally more of the most, then whatever it is you want you're apt to look for it first in Texas, where citizens do their damnedest to reproduce in whatever they do the outsized physical characteristics of their state.

Hence it comes as no surprise that the Texas Assn. of Broadcasters has designed a campaign to promote radio listening that to work at all has to have the support of most radio broadcasters in the state. In fact, when the plan was presented at the TAB meeting in Dallas week before last (BT, Nov. 21), individual broadcasters were expressly warned not to undertake it on their own.

So broad—encompassing all local or statewide advertising media; so high—with the goal of scores of impressions per day for every Texan, whose eyes and ears will tell him over and over to "Listen While You Drive," "Listen While You Work," "Listen While You Read" and "Listen While You . . . (are engaged in any other activity)." (Almost 400 of them)

Too big is the problem. TAB declared, and must be gone into on a cooperative basis by all (or most) of the stations in a market or not at all.

To make it easy for the station, TAB itself picked up the cost of planning the drive and of preparing the copy, the art work and the singing transcriptions, with the broadcasters to pay only for the cost of producing the materials they order. Jan. 1 is kick-off day and the enthusiasm expressed at the TAB meeting was that before the new year is many weeks old Texans will be spending more time listening to their radios than doing anything else, even talking about Texas.

Scarcity: Road to Ruin

Talk about common carrier control of broadcasting is being heard these days with the kind of repetitive regularity that should cause concern. It is a throwback to 1927 when Congress decided, after intense consideration, that radio should evolve in a climate of free competition, and not as a protected monopoly with microphones open to all comers and with rates and program content to be established by government.

In recent weeks, two members of the FCC (Comrs. Hyde and Doerfer) and the broadcast examiner (John M. Outler, WSB-AM-TV) and an FCC hearing examiner (H. Gifford Irion) have expressed on the common carrier concept. It may be happenstance, but the point is that important people are sounding off—after a lapse of nearly three decades. And it comes at a time when three members of the FCC (Chairman Connaunghay, Doerfer and Mack) happen to have common carrier regulatory backgrounds, having spent a decade plus in the state of the law.

While some observers vociferously vouchsafe his belief in free competitive broadcasting, it is manifestly difficult to erase a philosophy in which one has been reared.

Comrs. Hyde and Doerfer, in recent addresses to NARTB area meetings, questioned whether broadcasting can remain in the free competitive field, but they did so for different reasons. Comr. Hyde deprecated talk of abandonment of uhf and thus limiting tv to a 12-channel ceiling which he felt would bring "monopoly." Comr. Doerfer warned that regulation of networks is tantamount to regulation of station programs and "from there to terms and from terms to rate cards."

Examiner Irion, in a radio case, properly found in an initial decision that economic injury constitutes no ground for denying a second station in a small community. That's the way the law has been for years. But the Commissions Act does "not attempt to guarantee survival of any station nor does it postulate that adverse competition and economic loss are to be grounds for denying a license." This Act does not distinguish between radio and tv stations.

And veteran broadcaster Outler, in another NARTB address, admonished radio broadcasters not to be too complacent. He noted that while radio is not classed as a public utility, "our residence is on the same boulevard." "If governmental regulation of rates and program content and other elements ever comes about," he cautioned, "it will be because of our failure to live up to the obligations inherent in our franchise."

These warnings are timely. In radio the problem is not "scarcity" or of "monopoly." It is one of programs, quality and service. Mr. Outler aptly cites the stigma given all radio when some "rugged individualist—with two left feet and no inhibitions—shows up in possession of a radio license, a pile of phonograph records, a news machine, larceny in his heart and a desire to get into the upper income brackets in a hurry."

To tv the dilemma does spring from "scarcity" but of vhf channels. Where there's scarcity there's economic dislocation. The FCC's network study stems from it. When there's scarcity, the reflexes of the lawmakers respond quickly on the premise that "monopolies" must be regulated to protect the public.

There are many imponderables. Do nearly 500 television stations on the air (almost 400 of them in the last three years) constitute a trend toward monopoly? Can it be said that scarcity exists when assignments are available for perhaps another 1,000 stations on the uhf channels, plus the availabilities on the 12 vhf's? Can the scarcity label be applied now when there's prospect that additional vhf channels may be cleared through the efforts of the new high level ad hoc committee to be named by Defense Mobilizer Arthur Flemming?

These are questions not alone for the FCC and Congress but for every broadcaster interested in keeping radio and television free from government domination and common carrier regulation.

The $80,000 Questions

If the FCC's special network study staff comes up with full answers to the questions it was ordered last week to investigate, the government will be getting all its money's worth out of the $80,000 appropriated for the purpose.

As reported elsewhere in this issue, the Network Study Committee of four FCC commissioners ordered its staff to collect information, in depth, on just about every facet of network operations imaginable. Indeed the study goes beyond networking to such subjects as multiple station ownership, advertiser-agency influence, syndication and station representation.

There can be no doubt of the FCC's authority to look into these complex matters. It has the authority, by law, and has been told by Congress to exercise that authority. But the authority to investigate fully does not imply authority to regulate with equal vigor. When the staff report is in, the danger will be that commissions who are accustomed to dealing with public utility regulation will apply its principles to a field in which there are no monopolies similar to public utilities.

True, two networks pretty much dominate in television, but a third is steadily gaining ground. A decentralization of network power will occur in exact coincidence with the more equitable distribution of competitive facilities throughout the country. It is the latter which, presumably, is the objective of the FCC's present rule-making procedure in tv allocations.
CO-SPONSORSHIP of CBS-TV's Tales of the Texas Rangers has been negotiated by Curtis Candy Company with General Mills. Signing joint agreement (General Mills bought it initially) are, seated, Henry Cox (l), manager of radio and television programming, General Mills, and Philip B. Schmering, executive vice president of Curtis Candy Co.; standing (l to r), George Balas, media director and account executive, Tatham-Laird Inc., Chicago, which handles General Mills account; F. R. Reiter, Curtis advertising director, Chicago, and Irving M. Tuteur, account executive, C. L. Miller Co., Curtis agency. Program is aired Sat., 11:30 a.m. EST, on 64 CBS-TV outlets.

BURT WARNER, advertising director for Safeway (food chain), signs for continued sponsorship of the Saturday night Safeway Theatre on WRC-TV Washington, D. C. The one-year renewal continues the program which was started in September 1949. Present for the proceedings were Dick Williams (seated), account executive for Manchester Adv. on the Safeway account; James E. Kovach (standing l), WRC-TV director of programs, and Arthur Faircloth, WRC-TV sales executive.

HAROLD E. HERTZFELD, Oldsmobile dealer, signs for 2,000 spot announcements, spread over one year on WOHO Toledo, Ohio. Looking on are William C. Wester, seated r, sales manager of WOHO; Richard Haley, standing l, Hertzfeld Oldsmobile, and Daniel Markham, WOHO account executive.

COMPLETING arrangements for a 13-week contract calling for Shell Oil sponsorship of Shell News (Mon.-Fri., 6 p.m. PST) on KBET-TV Sacramento, Calif., are Fred W. Spooner (l), Shell division sales manager, and John H. Schacht, KBET-TV vice president-general manager. The 15-minute show features Hank Thorneley, KBET-TV West Coast news director.

HAROLD E. DAVILA, executive vice president of First Federal Savings & Loan Assn., San Juan, P. R., signs for sponsorship of Ziv's Yesterday's Newsreel over WKAQ-TV that city. Also present at the proceedings were Edward J. Stern (l), head of Ziv international activities, and Dave Brown, president of Brown Advertising Agency, San Juan.
May We Proudly Present

Some facts about St. Louis TV

Of course, we’re proud that the most recent “Pulse” and ARB shows KWK-TV is **FIRST** in overall audience: sign-on to sign-off.

October “Pulse” shows KWK-TV **FIRST** in ten of the first 15 nighttime shows.

October “Pulse” also shows KWK-TV **FIRST** in six of the first ten daytime shows.

We are also proud of the fact that we’re **FIRST** in Public Service programs.

KWK TV

4

representing nationally by THE KATZ AGENCY, INC.
Radio stations, like race horses, should be judged by the record. It's no wonder that smart time buyers are selecting the NoeMac stations. Look at the ratings and market coverage facts...and you'll discover that in each of the rich five NoeMac markets, your best buy is the NoeMac station. Although under separate management, each follows the same proven pattern of programming. And each of the five operates as an independent local station. Each gives wide, intensive and responsive market coverage. Buy one, buy all, they are five of a kind. Each is different. Each a thoroughbred.

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WRIT MILWAUKEE
The most talked about station in the midwest

KNOE MONROE, LA.
First by far in Hooeratings

For Availabilities, Ratings and Market Facts, call your H-R Man.