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IN THIS ISSUE

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AT&T, IBM accept patent curtailment

NBC-TV BASIC NETWORK
in the rich market of

RICHMOND
Petersburg and Central Virginia

WXEX-TV also has maximum tower height—1049 ft. above sea level and 943 ft. above average terrain... more than 100 ft. higher than any station in this market. WXEX-TV has maximum power—316 KW. There are 415,835 TV families in the WXEX-TV coverage area. See your Forjoe man for full details about this great buy.
Big news in the Wheeling-Steubenville market breaks daily on the continuing industrial expansion of the Upper Ohio Valley, justifiably called the "Rich Ruhr Valley of America." This booming, growing market of a million and a half people with a combined spendable income of TWO BILLION DOLLARS, is one of the most rapidly expanding industrial areas in the United States!

According to every accepted method of audience measurement, the dominant advertising medium in the Wheeling-Steubenville market, delivering a more potent selling impact than any other, is unquestionably WTRF-TV, Wheeling.

For audience ratings, consult your Telepulse, Hooper or ARB. For availabilities, consult Hollingbery, Bob Ferguson, VP and General Manager, or Needham Smith, Sales Manager, Wheeling 1177.

WTRF-TV
Channel 7
WHEELING 7, WEST VA.
You buy 14 of Texas with kgul-tv

kgul’s area coverage encompasses Galveston, Houston and the entire Gulf Coast market. The buying power of this area represents over 25% of the total buying power for the whole state of Texas. Here’s a real Texas-size buy for your advertising dollars: one-fourth of Texas with kgul-tv.

<table>
<thead>
<tr>
<th>Families</th>
<th>State of Texas</th>
<th>Gulf Coast TV Market</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Effective Buying Income</td>
<td>$12,622,592</td>
<td>$2,258,444</td>
<td>25.81</td>
</tr>
</tbody>
</table>

Source of Figures: Sales Management.

Represented Nationally
By CBS Television
Spot Sales

kgulTV
GULF TELEVISION COMPANY
Galveston, Texas
now beams its maximum power signal from the top of Texas' tallest tower to the Top O' Texas Market

42 COUNTIES

with more than

2 MILLION POPULATION

and over

1/2 MILLION TV RECEIVERS

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

Channel 4, Dallas

MAXIMUM POWER

Owners and operators of KRLD, 50,000 Watts
The Times Herald Station . . . The Branham Co.
Exclusive Representative,
JOHN W. RUNYON CLYDE W. REMBERT
Chairman of the Board President
ANTITRUST SETTLEMENT: Agreement might be reached any day on consent decree in government antitrust suit against American Assn. of Advertising Agencies, American Newspaper Publishers Assn. and other media organizations. It’s open secret in Washington that talks are being held among principals.

IN RECOGNITION of importance of radio-television as public relations tool, New York Stock Exchange is planning to add specialist to its public relations staff to service radio-television stations and networks, with announcement expected to be made this week. Move is attribute to mounting requests by radio-television broadcasters for investment information from exchange in recent years. Decision was made to employ specialist to relieve other public relations staffs, mostly experienced in print media, who have been handling radio-television assignments temporarily.

DEEP SPLIT • Schism in FCC on tv deintermixture was brought into open almost at outset of Senate Interstate & Foreign Commerce Committee hearings last Thursday (story page 23). Comr. Rosel H. Hyde criticized FCC majority (all Commissioners except Robert T. Bartley, with whom he concurred) on procedure in handling of rule-making and denial of five deintermixture petitions (Hartford, Evansville, Ind., Madison, Wis., Ppota and Albany). He agreed with Sen. Pastore (D-R.I.) that effect of denial and of overall rule-making procedure without prejudice to future consideration of deintermixture in effect threw deintermixture out the window.

CROWELL-COLLIER Pub. Co. (Collier’s, Woman’s Home Companion, American, P. F. Collier books and encyclopedias), New York, which last year dipped its toe in network broadcasting when it supplied story material to ABC Radio’s Companion daytime serial, will set up subsidiary radio-television-phonograph record division “within near future.” Operation, under supervision of William A. Birnie, vice president and assistant to president and editor-in-chief Paul C. Smith, also reported will investigate possibilities of acquiring station properties. Unofficial sources add that Mr. Smith, former editor of San Francisco Chronicle, has “expressed more than passing interest” in Chronicle owned and operated KRQ-TV in that city. Spokesman for Crowell-Collier “neither denied nor confirmed” reports of company’s diversification plans.

EVERYBODY IN ACT • With tv allocations in bosom of Senate Interstate Commerce Committee (as well as of FCC through its own study and network-in-quirity) several groups quietly are organizing to espouse their particular causes. In addition to Committee for Home Town Television and UHF Industry Coordinating Committee, three other groups are in process of formation: Unnamed group which has retained Washington attorney Lloyd Cutter to represent independently owned vhf stations who oppose option time and network program syndication; another loosely knit group headed by P. A. Sugg, WKY-TV Oklahoma City, which participated in original Potter subcommittee hearing in May 1954, through W. Theodore Pierson, Washington attorney, group which would have as its nucleus number of tv stations associated with audio members of Clear Channel Broadcasting Service, plus others seeking to protect vhf coverage. Reed Rollo, resident partner of Kirkland, Fleming, Green, Martin & Ellis, represents Clear Channel group and presumably would represent its tv counterpart.

THERE’s speculation that AT&T consent judgment may affect RCA patent license fees. Thinking goes like this: AT&T must offer royalty free all its inventions covered by B-2 Agreement with RCA, GE and Westinghouse. No question that many significant patents in radio-television are Bell Lab developments. So, if they’re free, cost of package as whole should go down.

PITCH IS PUT • Part of story of how J. Walter Thompson obtained Schlitz beer account last week is refreshing commentary on not always refreshing agency procedures. After Milton Biow resigned account for Biow-Beim-Gojo, Norman Strouse, JWT president, and George Reeves, vice-president-manager of Thompson Chicago office, called on Erwin Uihlein, Schlitz president. How did they turn trick? They simply asked for account and he consented, remembering favorable relations with JWT in handling of United States Brewers Foundation account. Mr. Strome combined visit with Chicago trip to address Newspaper Adv. Executives Assn. meeting.

RE SCHLITZ business: JWT Chicago will serve as headquarters office, administering and servicing account but calling on New York and other offices for attention. Thompson currently is drawing up plans for complete Schlitz account group. Brewery is expected to announce new ad director within fortnight, replacing Edwin Self, resigned.

WAIT AND SEE • After second thought on his original notion to introduce a Senate bill moving all television to uhf by 1964, Sen. John W. Bricker (R-Ohio) has decided not to drop blockbuster—at least for time being. His present disposition is to watch tv developments at FCC and in Senate Commerce Committee before making up his mind.

WORKING behind scenes as tv-radio consultant to Democratic National Committee is J. Leonard Reinsch, executive director of Cox radio and television stations (WSB-AM-TV Atlanta, WHIO-AM-TV Dayton, WIOD Miami). In 1944 Mr. Reinsch was radio director of DNC, served intermittently as broadcast advisor to President Truman during his seven-year White House tenure, and as tv director of 1932 Democratic National Convention in Chicago—all without compensation. He is now participating in arrangements for convention in Chicago in August and for ensuing Presidential campaign.

GIMBEL’S GAMBIT • Proposal of Bencdict Gimbel, president of WIP Philadelphia, that FCC carve out of educational fm band an additional vhf channel (ch. 6-A) personally was brought to attention of individual Commissioners last week by Philadelphia broadcaster. Mr. Gimbel contended this single channel could be adapted very simply on all existing receivers and could be used in some 50 cities in addition to Philadelphia.

IN AFTERMATH of announcement that Philco Corp. had purchased ABC radio-television political convention-election package for estimated $4 million, it’s learned that rival Admiral Corp. has definitely bowed out of prospective sponsor picture for similar coverage. With ABC and CBS radio-television signed and sealed, only remaining network (outside Mutual) is NBC, with reported asking price of $5-6 million (single or multiple sponsorship). Admiral high command is said to feel package is too expensive and that money can best be spent elsewhere.

BOOSTER BOOSTERS • Strange as it may seem there is good chance community tv operators may support FCC’s proposals to authorize uhf tv “translators” —short-range low power boosters [B/T, Jan. 16]. Wired tv signal distributors feel they can live with and compete successfully with translators because they furnish multiple program choices whereas booster would be single signal only. Community antenna people also feel translators will take care of submarginal markets where wire system would be uneconomical.

CBS Inc. may adopt plan for holding periodic top management conferences to coordinate activities at executive levels in all of its divisions. Success of first conference held Jan. 21 [B/T, Jan. 23] makes this course likely.
New quarterly Hooper* documents
WTIX’s increasing leadership in New Orleans

Out of 44 quarters in the average radio day . . . .

<table>
<thead>
<tr>
<th>WTIX has</th>
<th>23 firsts</th>
<th>19 seconds</th>
<th>2 thirds</th>
</tr>
</thead>
</table>

**WTIX widens the gap!**

<table>
<thead>
<tr>
<th>Station “A” has (50,000 watt net)</th>
<th>15 firsts</th>
<th>3 seconds</th>
<th>11 thirds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Station “B” has</td>
<td>6 firsts</td>
<td>3 seconds</td>
<td>7 thirds</td>
</tr>
</tbody>
</table>

In fact WTIX is the only station with nothing but win, place and show in all quarter hours.

Current first-place Hooper share of audience: 21.2%**. Second Station: 18.0%. Third station, 11.3%. My, how listening habits of a lifetime have been overturned in New Orleans. And how buying habits are keeping pace. Talk to Adam Young, or WTIX General Manager Fred Berthelson.

**Hooper average share of audience, 7 a.m.-6 p.m. Mon.-Fri, Dec.-Jan., 1955

New Orleans 16, La.

Mid-Continent Broadcasting Company
President: Todd Storz

WHT, Kansas City
Represented by John Blair & Co.

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

WTIX, New Orleans
Represented by Adam J. Young, Jr.
DEMOCRATS TAP NORMAN, CRAIG & KUMMEL AS 1956 AGENCY FOR NATIONAL COMMITTEE

DEMOCRATIC National Committee has hired Norman, Craig & Kummel as party's advertising agency in 1956 campaign. BwT learned Friday. Announcement is expected this week.

Walter Craig, vice president in charge of tv and radio and partner in agency, will be in charge of Democratic account. Agency staff reportedly will be boosted up for campaign and office opened in Washington.

Democratic account will be important piece of business. Under present laws, national parties may spend up to $3 million each in campaigns. There's that limit which may be lifted by Congress before election. Latest reports are that Democrats and Republicans have earmarked around $2 million each for radio-tv (BwT, Jan. 2). Republican National Committee reportedly will stick with BBDO, its agency in 1952 campaign.

Law permits like amounts to be spent by other groups within party—Senate and Congressional campaign committees, for example. Whether Norman, Craig & Kummel will act as agency for other Democratic groups was not known last Friday, although all campaign activities in radio-tv will be coordinated at national committee, it was said.

Selection of Norman, Craig & Kummel by Democrats came after long hunt along Madison Ave. Among agencies seriously considered by party was Biow-Beirn-Tolgo, but political background of Milton Biow and present uncertainties within B-B-T organization reportedly swung choice to NC&K.

At Norman, Craig & Kummel, Democratic National Committee will join such accounts as Speidel watchbands, Willsys Motors Corp., Ronson Co., Maiden Form Brasstiere Co., Bon Ami, Shenley Import Corp., Consolidated Cigar Co., Chanel perfumes and Cook's Imperial Champagne.

Norman, Craig & Kummel was agency that discovered $64,000 question for Revlon cosmetics. That account left shop for BBDO three weeks ago despite unparalleled boom in Revlon business (BwT, Jan. 16).

Political Season Is On: Stevenson Backers Buy Time

NATIONAL political broadcast season, expected to be hotter and heavier this presidential election year than ever before, appeared Friday to be all set to start—on paid basis. Stevenson for President Committee, Chicago, was reported to have completed negotiations for purchase of 9-9:30 p.m. EST period on NBC Radio next Saturday to present speech by Democratic presidential candidate Adlai Stevenson from Fresno, Calif. It would be first national network sale of time for political speech in 1956 campaign.

FCC Opposes Stanton Plan On Equal Time Provision

FCC DOESN'T LIKE CBS President Frank Stanton's suggestion that equal time provisions of Sec. 315 of Communications Act not apply when candidates are subjects of newcasts, panel or discussion programs. Sec. 315 requires broadcasters to give equal time to all candidates for office when it permits its facilities to be used by one candidate. Hearings on five bills amending Sec. 315 scheduled to begin tomorrow before House Commerce subcommittee (see story page 56).

In comments on bills, Commission said Stanton suggestion would make inequitable or unfair play of Sec. 315. Amendment could, it said, make it unnecessary for any station owner to offer equal time, permitting station to be arbitrary in picking candidates to appear on air. Commission also said it had no objection to bill barring subversives from air, but requested clarification on who would determine subversive groups.

FCC plumped wholeheartedly for measure to exempt stations from liability for libel when made by candidates for political office.

Benson Asks Equal Time To Answer Murrow Telecast

SECRETARY OF AGRICULTURE Ezra Taft Benson said Friday he will ask CBS-TV for equal time "to correct an overall erroneous impression" of farm problems created by Edward R. Murrow's "See It Now" program last Thursday. Secretary Benson appeared briefly at end of "See It Now" show, but said later he wasn't given sufficient time.

Secretary Benson said telecast gave idea thousands of farmers were being driven off their farms. He said any attempt to persuade public that small farmers "are dying in Iowa or anywhere else is a perversion of the truth . . . and demagoguery at its worst." CBS officials in New York said late Friday they had received no request for time from Secretary Benson.

Beware Free Plugs—NARTB

TV STATIONS urged to adopt stricter policy on "trade-out" telecasting (promotional copy about theatrical films) by NARTB TV Code Review Board at final session Friday (early story page 40). Board said promotion of stars often takes form of straight advertising and should be charged against commercial time allowed sponsor.

Board voted to increase tv monitoring activity and studied plans for publicity campaign. Next meeting scheduled in March.

Another Film Code Coming

PROGRESS claimed Friday in writing proposed tv film industry code by Martin Leeds, chairman of joint code committee of tv producers and National Audience Board. Mr. Leeds said document would combine best elements of NARTB TV Code and motion picture code (see NARTB code stories, above and page 40).

• BUSINESS BRIEFLY

TV AGAIN FOR BISSELL • With first full year cycle on television ending this month, Bissell Carpet Sweeper Co., Grand Rapids, Mich., reportedly has decided to place major portion of its advertising budget in tv again for 1956, renewing schedule of participating announcements on NBC's" Home and Today. Investment by Bissell on these programs is said to run to more than $300,000. Company also is placing additional money in undetermined number of local tv markets. Agency: N. W. Ayer & Son, N. Y.

THEY'RE AFTER CHESTERFIELD • Liggett & Myers account (Chesterfield, L. & M Filters, Fatima, Piedmont cigarettes, etc.), currently handled by Cunningham & Walsh, N. Y., reportedly being solicited by several other agencies, including Kenyon & Eckhardt, N. Y.

HITTING FARM MARKETS • Davison Chemical Co. (division of W. R. Grace & Co.), Baltimore, today (Mon.) is launching flexible series of 1 week radio-tv spot campaigns in U. S. farm markets for Davco and other fertilizers, to run "throughout fertilizer buying seasons" in 1956. Agency: St. Georger & Keyes, N. Y.

SNEAKERS ON TV • As part of its spring campaign for P. F. canvas shoes, Hood Rubber Co., division of B. F. Goodrich Co., Watertown, Mass., set to begin extensive spot tv campaign in about 100 markets early in April. Agency: McCann-Erickson, N. Y.

GLAMORENE IN 60 • Glamorene Inc. (rug cleaner preparation), N. Y., launching 13-week tv spot campaign in 60 major markets starting mid-February. Agency: Product Services Inc., N. Y.

ROTO-BRILL BUYING • Roto-Broll Corp. of America (infra-red rotisseries), N. Y., buying 13-week tv spot campaign in 45 national markets starting March 1 through Product Services Inc., N. Y.

GEM PLANNING TV • American Safety Razor Corp. (Gem razors), N. Y., preparing spot television campaign to break in 25-30 major markets in early April. Agency: McCann-Erickson, N. Y.

TV FOR SLENDERELLA • Slenderella International (figure proportioning salons), Stamford, Conn., announced Friday that starting in spring, it will spend approximately $700,000 in tv films spots on 25 stations in nine major markets. Spots will consist of interviews with wives of celebrities who have used Slenderella services. Agency: Management Assoc. of Connecticut Inc., Darien.

Between sign-on and sign-off each day, a station manager faces many problems. Some of these he can solve himself... others with the aid of his own staff... and some problems can best be solved with outside help.

This outside help is readily available to the Meredith managers in Kansas City, Omaha, Syracuse and Phoenix. Problems are solved by telephone, teletype and tell-a-secretary around a conference table of associates over 2,520 miles long. Key Meredith personnel regularly meet face-to-face for two or three day conferences to exchange ideas and settle common problems... the timing of color television... pricing for network cut-ins... acceptance of mail-order advertising... and so forth.

Bring your sales problems to the Meredith conference table.

---

**KANSAS CITY**
- KCMO 810 kc. CBS
- TV Channel 5 CBS

**SYRACUSE**
- WHE 620 kc. ABC
- TV Channel 8 CBS

**PHOENIX**
- KPHO 910 kc. ABC
- TV Channel 5 CBS

**OMAHA**
- WOW 590 kc. CBS
- TV Channel 6 CBS

**MEREDITH Radio and Television STATIONS**
affiliated with Better Homes and Gardens and Successful Farming magazines
SWEEPING AFFIRMATION of FCC's right to be final judge of which applicant should be chosen for a TV grant—provided decision is not arbitrary or capricious—was made Friday by U. S. Court of Appeals in Washington. In upholding three-judge ruling, court held that 1954 FCC grant of Sacramento ch. 10 to Sacramento Telecasters Inc. (now KBET-TV) was correct.

McClatchy had appealed grant to Sacramento Telecasters on ground Commission discriminated against McClatchy because of newspaper and radio-TV interests. Commission found diversification question determinative in final decision, which reversed examiner's ruling.

Court said FCC did not deny McClatchy solely because of newspaper and broadcast ownership. FCC gave decisive weight to this question, court said, "only after carefully considering all characteristics and proposals of the two competitors and finding them almost in balance.

"There is much to be said in support of the examiner's position concerning diversification of control," court said, "but we cannot say the Commission went beyond its province in disagreeing with him. . . . The responsibility for making the determination is committed to the Commission, subject to the limitations that it must proceed within constitutional and statutory bounds and that it must not act arbitrarily or capriciously. We hold the Commission is entitled to consider diversification of control in connection with all other relevant facts and to attach such significance to it as its judgment dictates . . . the Commission is free to let diversification of control of communications facilities turn the balance, if it reasonably concludes that it is proper to do so."

Decision concluded with following: "Although the examiner's choice of McClatchy as superior in all respects except diversification of control is strongly supported by the proof, we cannot find that the Commission's decision was arbitrary, capricious or unsupported by substantial evidence.

Ruling was written by Circuit Judge Wilbur K. Miller, with Judges Charles Fahy and Walter M. Bastian concurring.

KPAR-TV Sets Start Today

KPAR-TV Abilene-Sweetwater, Tex., slated to go on air with formal ceremony today (Monday), will begin test pattern Friday and will begin regular CBS-TV programming at 6:30 a.m. tomorrow.

Philco Asks Experimental TV

APPLICATION for experimental TV station to operate on all vhf and uhf channels on non-interference basis, "with basic operation for equipment development on ch. 23," has been filed with FCC by Philco Corp., company announced Friday. Station would be located at Philco's Government and Industrial Division in Philadelphia and operation would start early this year. The station would be used it is understood, for testing and developing uhf gear.
the week in brief

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Broadcasting Publications Inc.
S. T. Talhoff, President
H. H. Tash, Vice President
R. P. Tashoff, Secretary
NORFOLK MAY BE WORLD'S NUMBER 1 UHF MARKET

Surveys Are Based On Sales And Not Entertainment Factor

Norfolk, Va. (TV)—Tim Bright, President of WTOV-TV put forth a claim today that one television set in the tremendous multi-million dollar rich Norfolk area was worth two sets in any of the larger cities in the country, from a standpoint of advertising value.

The claim was based on the fact that the Norfolk area has absolutely no local entertainment attractions such as plays, fights, night clubs, etc. to distract the public from television viewing such as they have in the larger cities. Plus the fact that multi-million dollar contracts are put into operation almost weekly in the Norfolk market (more money than all the rest of Virginia combined).

To prove his claim, Mr. Bright quoted figures from PI advertisers who ran identical PI's in markets of a million people or more and out-sold them all, both UHF and VHF, by more than two to one in sales.

"In all justification," declared Mr. Bright, "if a market sells more products, it must be a larger market." "Further," he continued, "because it's admitted that Norfolk is loaded with full pocketbooks and tremendous buying power because of staggering weekly multi-million dollar contracts put into action here does not necessarily mean that there are less sets.

"What proof is there that Television Magazine is right when they say 145,000 UHF sets, the Greathouse survey shows 210,000 UHF sets and a survey of all the television distributors and repair shops ends up at 380,000 UHF sets. The big factor which makes this an exceedingly difficult market to analyze is the complete absence of local entertainment activities coupled together with tremendous buying power from educated, cultured, progressive people who have no choice, but owning and viewing television as an almost absolute necessity for entertainment and for these reasons, we honestly believe that the Norfolk market has been grossly underestimated."

WTOV-TV affords you an opportunity to "hit tremendous buying power right between the eyes."

WTOV-TV is in a market that is ten times larger in MULTI MILLION DOLLAR CONTRACTS than any other market in Virginia. See one of 'Smiling Joe McGillvra's boys' or the CBS Sales Department for good availabilities.

700,000 HAPPY PEOPLE live within six miles of the WTOV-TV Transmitter, Channel 27, CBS Affiliate

Virginia's largest & richest market
Champion of the people! Here's proof!

**Mr. District Attorney**

STARRING DAVID BRIAN

56.6

CHARLOTTE

beats What's My Line, Studio One, Ford Theatre, Godfrey and Friends and others.

37.6

OKLAHOMA CITY

25.6

BALTIMORE

RENEWED BY CARTER'S IN 77 MARKETS!

31.5

BOSTON

“T Led 3 Lives”

STARRING RICHARD CARLSON

35.5

ARX—October, November, December ‘55

An Award-Winning Performance by Academy Award Winning Star!

**Highway Patrol**

STARRING BRODERICK CRAWFORD

58.2

JOHNSTOWN

beats I Love Lucy, Disneyland, Kraft TV Theatre, Life of Riley and others.

51.9

BAKERSFIELD

40.2

PEORIA

SELLING FOR BALLANTINE'S IN 23 MARKETS!

41.3

ROANOKE

“Cisco Kid”

STARRING DUNCAN RENALDO

vs. “Cisco”

vs. “FAMICH”

59.5

ARX—November ‘55

NOTHING TURNS ON THE HEAT LIKE ZIV PRO
Now 3rd Year in Production!

47.2
PITTSBURGH
beats Kraft TV Theatre, This is Your Life, Lux Video Theatre, Wyatt Earp and others.

27.5  26.4
HOUSTON  DALLAS

26.6
BOSTON

RENEWED BY PHILLIPS INC IN 46 MARKETS!

46.5
BOISE
beats Groucho Marx, Jackie Gleason, Arthur Godfrey, Bob Hope and others.

44.8
BAKERSFIELD

39.8
PORTLAND

Now 6th Year in Production!

46.5
"SCIENCE FICTION THEATRE"
All-star cast: William Lundigan, Dan Dailey, Howard Duff, Pat O'Brien, Vincent Price...others.

44.8
"The Man Called X"
STARRING BARRY SULLIVAN

39.8
FT. WAYNE
beats $64,000 Question, Ed Sullivan, Dragnet, Disneyland and others.

21.0  26.6
BUFFALO  BOSTON

RENEWED BY INTERSTATE BAKERIES FOR 6TH YEAR IN 39 MARKETS!

29.0  21.0
CINCINNATI  BUFFALO

ZIV'S NEW RATING-GETTER!

ZIV TELEVISION PRODUCTIONS!
IN REVIEW

ELDER WISE MAN

IRISH PLAYWRIGHT Sean O'Casey is the an-
swer to an interviewer's dream—he's gay, com-
municative and companionable. Sympathetically

treated by NBC-TV film cameras, Jan. 22's

Elder Wise Man laughed and sang, philoso-
phized, versified, criticized and told tales about

himself and other drama immortals, all in an

unsustaining spirit. Dressed in a sweater and

beanie, Sean O'Casey showed himself to be a

theatrical personality, as indeed he has every

right to be.

Robert Emmett Ginna Jr., billed simply as

"a young American friend," was in tune with

his subject. He managed to ask all the big

questions in a leisurely way, to show the

O'Casey family, home and study in Devon,

England, and to keep all the show's values in

balance. It's a smart move on the network's

part to pick interviewers individually suited to

each subject in this series.

The viewer has the intended feeling of being

in the presence of greatness during these inter-

views—and it's a pleasant feeling when the

great one is so charming as Sean O'Casey.

NBC has developed the filmed, location inter-

view to a fine point. It comes over in a spirit

of sincerity that makes the everyday live inter-

view suffer by comparison.

Production costs: Approximately $41,000.

Broadcast sustaining on NBC-TV, Sunday, Jan.

22, at 2-2:30 p.m. EST.

Producer-director: Robert Graff; associate pro-

ducer: Beatrice Cunningham; film editor:

Sidney Meyers; cameraman: W. Susick; 
sound: Tom Druce.

SALUTE TO ASCAP

THE NOSTALGIA over in Ed Sullivan's corner

last week was, to use ASCAPer Oscar Ham-

merstein's words, "as high as an elephant's eye.

It was quite apparent from the outset of Mr.

Sullivan's fifth "Salute to ASCAP" that the

called-out rock 'n roll crowd could, if it wished,

switch to NBC, so crowded was Memory Lane

with oldtimers of the musical world.

Just about everybody who used to be a musi-
cal somebody back in the days before the first

Mercury, dropped in for a brief run through

of their most memorable contributions to the

ASCAP library, and we're sure that the screens

in many American homes were blurred that

night by rolling tears. (In case anybody got

the idea that ASCAP is in reality an old folks'

home of shopworn and displaced composers, the

Sullivan show played host also to such contem-

poraries as Mitch Miller and Julie Syne.)

Production costs: Approximately $65,000.

Sponsored by Lincoln-Mercury Dealers through

Kenyon & Eckhardt, Inc., New York, Sun., 5-6 p.m. EST on CBS-TV.

Starring Billy Daniels, John Raitt, Claromae

Turner, Pat Rooney, Will Oakland, Margaret

and Barbara Whiting, Frank Silvera, Helen

Kane, Rose Murphy, Cab and Loel Calloway,

Mitch Miller, Eddie Burnett, Maude Nagent

Jerome, Julie Syne, Jack Norworth, and

Frank Loesser.

Producers: Ed Sullivan and Mario Lewis; di-

rector-choreographer: John Wray; musical

director: Ray Bloch.

CAMERA THREE

WCBSTV New York's Peabody Award-win-
nning Camera Three, which premiered on CBS-

TV for the first time a week ago Sunday, is

already pioneered in the "off-beat"; in the year

it has been shown in New York, the program

dwells on the literary output of 19th cen-
tury metaphysicians—Walt Whitman, Herman

Melville and other writers. Last week, for its

initial network showing, it picked an enorme-
ously difficult writer: Fyodor Dostoyevsky.

In a brilliant one-man enactment of his

"Dream of a Ridiculous Man," this series again

proved that television is a wide-open, flexible

medium. Through the use of a bare stage,

sharp lighting contrasts and a very poetic actor

named John Drainis, "Dream" became very

much alive.

Certainly, "Dream of a Ridiculous Man" has

little mass-appeal, particularly with such

Dostoyevsky-isms as: "... when men became

greedy, they became humanitarians and began
to search for universal truth and wisdom. They

who disagreed became criminals, so justice was

established. To carry out justice, men devised

the guillotine. ..." Perhaps such morbid ex-

planations of modern society had better be

left unsaid after 12 noon on Sunday, but we

certainly hope that CBS-TV sees fit to expose

Camera Three to a larger audience in the

months to come.

Production costs: $3,500.

Broadcast sustaining on CBS-TV, Sunday,

11-30-12 noon EST Jan. 22, originating from

WCBSTV New York.

Producer-Adaptor: Robert Herridge; director:

Francis Morlarity; narrator: James MacAn-

drew; music: Tom Scott; production super-

visor: Clarence Worden; advisory consultant:

Dr. Edward C. Bowen, N. Y. Dept. of Educ.

FORT LARAMIE

LIKE TV's Rin-Tin-Tin series, CBS Radio's

Fort Laramie is set in an army outpost in

Indian country in the 1870's, but there the re-

semblance ceases. No dog-and-boy story, Fort

Laramie is rather a wild west version of What

Price Glory whose main characters, in this case

Capt. Lee Quince and Sgt. Goree of the U. S.

Cavalry, spend half their time grousing about

how tough life in the army is and the other

half proving that it's the only life for them.

Writer John Meston and producer-director

Norman Macdonnell, whose work on Gunsmoke

has won them critical acclaim, have in Fort

Laramie a good locale for an equally success-

ful series. Raymond Burr as the captain and 

Vic Perrin as the sergeant have handled their

parts with professional aplomb. To the spe-

cial fanfare due Bill James and Ray Kemper,

the program's sound effects men, for the sounds

of horses walking, trotting, galloping, the creek-

ing of harness, the clanking of metal gear, the

stirring notes of a cavalry bugle and all the oth-

er background noises that give the heroic adven-
tures an auditory cloak of authenticity.

Production cost: $15,000.

Broadcast sustaining on CBS Radio, Sun., 3-30-

6 p.m. EST.

Producer-director: Norman Macdonnell; writer:

John Meston; sound effects: Bill James and

Ray Kemper.

BOOKS

PERSONAL INFLUENCE, by Elitha Katz and

Paul F. Lazarsfeld. The Free Press, Glencoe,

Ill. 400 pp. $6.

Did you buy that brand of toothpaste, or go
to that movie, or vote for that candidate be-
cause of something you saw on tv, heard on

the radio or read in the newspaper? Or did you

make the choice you did because of the per-

sonal influence of a friend or acquaintance?

This book studies, to quote its subtitle, "the

part played by people in the flow of mass com-

munication." A sociological and biological treat

ise, Personal Influence is not easy reading but any-

one interested in knowing more about why peo-

ple do what they do will find it a valuable

source of ideas.

BROADCASTING • TELECASTING
The Pacific Northwest

EDITOR:
I must compliment you on the excellent summation of the Pacific Northwest market and its importance to the rest of the nation in your 9-B no. 2 article.

Frank Beatty was in Seattle collecting material, checking facts, and completing the basic research at the time I was in Washington state before the 84th Congress reconvened. Several times my path crossed those whom Frank had interviewed and their expectation for the subsequent article was tremendous. I know they were not disappointed—or was I.

We especially appreciated the attention because all too often the Pacific Northwest does not get the attention it deserves as a top market in the United States.

In that respect, Frank Beatty did an exceptionally good job on pointing out the potential inherent in our region.

May BT continue to look as analytically at regional market potential as you have done in regard to the Pacific Northwest.

Warren G. Magnussen (D-Wash.), Chairman Committee on Interstate & Foreign Commerce United States Senate

EDITOR:

Thanks so much for the swell job you did for our part of the country. . . . Our Secretary of State, Earl Coe, has read, enjoyed and praised the copy.


[EDITOR'S NOTE: Reprints of "The Pacific Northwest" are available at $15 per 100, plus mailing costs.]

Farmer and FCC

EDITOR:

Thank you for your editorial in the Jan. 16 issue of BT on the subject of the "Farmer and the FCC."

Radio and tv mean a lot to the farmer. In these parts, farmers are losing out on the price of hogs. They'll appreciate anything you can do to keep them from losing out on their radio and tv signals, weak as some of them may be.


EDITOR:

I was delighted to read the editorial entitled "Farmer and the FCC" [BT, Jan. 16]. Attached is a copy of a letter I have written to the public information people at the major farm organizations about it.

Hollis M. Seavey, Director Clear Channel Broadcasting Service Washington, D. C.

[EDITOR'S NOTE: Mr. Seavey's letter to farm organizations reads, in part: "... You will recall that at the recent annual meeting of your organization I pointed out the situation which was developing in television that could have serious ill effects for America's farm population."

"I was delighted to see, and know that you will be delighted to read, a similar statement in BT, the most authoritative newspaper in the broadcasting business. More than anything else, the editorial indicates the position the magazine takes with respect to television allocations."

What Happened in Detroit

EDITOR:

Although your coverage of the Detroit newspaper strike [BT, Jan. 16] won't attract national attention, it certainly does rate high for impartial reporting at a time when the easiest course would have been to "lay it on thickly."

Radio stations would do well to take a clue from your attitude and use the same approach to retailers in their own specific markets. In fact, I believe an old RAB promotion piece concerning readership of large space retail ads sounded the same note—the idea that an intelligent approach to all major media is important to most retailers.

We handle several large-size retailers who have revised their ads to include broadcast media when the facts are presented intelligently, and without bias.

Recently at a local sales managers' luncheon, it was brought out most forcefully that a prospect "stiffens" when he feels that pressure is being brought to bear, if he presents what he considers legitimate objections. It's amazing (and almost too basic to repeat) how much more receptive a client becomes, once you've recognized the importance of newspaper advertising.

All too often, the radio station salesman has a good story to tell, but he neglects to place his prospect in a receptive frame of mind.


EDITOR:

I think the story on the Detroit situation is a honey.

Are you going to make reprints of this available to stations? I would love to have about 500 to send out as a mailing piece to all our local list.

Robert T. Mason, Pres. & Gen. Mgr. WMJN Marion, Ohio

[EDITOR'S NOTE: Reprints of "City Without Newspapers" are available at $10 per 100, plus mailing costs.]

AP's Detroit Story

EDITOR:

I agree wholeheartedly with your editorial on the Detroit situation and I also appreciated the summary of the situation [both, BT, Jan. 16].

I am picking a crow with AP. I am a subscriber to this fine news service but I am strictly miffed at the Dec. 14 AP release from Detroit [dealing with the effects of the newspaper strike there and reading, in part: "Swamped by a windfall of local advertising, the stations have canceled some of their national programs for local shows punctuated with commercials. Retail stores, without newspaper advertising, report Christmas business falling short of anticipated record levels."]...

Many AP subscribers, including myself, are resentful towards a story that had a definite effect on local advertisers who read it. . . . I operate a radio station that is 50% owned by a newspaper man who agrees with me that the story was unjust to radio and tv, that it was rather premature. I am not one to condemn newspaper advertising. I appreciate its position in the American way of life. I do think it is essential for maximum results in many types of retail outlets. But, frankly, the newspaper fraternity in many cases does not take the same benevolent attitude towards radio and tv, and in this instance a top news service allowed itself to be used as a tool. . . . I feel AP owes each of its subscribers a healthy apology.

L. B. Tooley, President Arkansas Broadcasters Assn. General Manager. KXAR Hope, Ark.

OPEN MIKE

CASE HISTORY—SOFT GOODS

Retailer 100 Miles Away Finds KBIG Spots Pay Off

Kelly-Bilt Clothes, a single-store men's clothier in Oceanside, San Diego County, two years ago tested high-power regional radio with a few spots on KBIG Catolina —a station one hundred miles away.

Enthused by results, Kelly last year used 675 announcements to promote specific sales events on KBIG. This year he's on a 1000-spot master contract.

Watters Cal Lawrence, account executive of The Don Lawrence Company advertising agency of San Diego.

"We are most happy to report on the overwhelming success of the schedule. Response has been immediate and from all over California. Within 24 hours after the first spots, telegrams with orders for merchandise were received. Foot traffic and mail orders have come rushing in, most of the latter accompanied by checks and money orders.

"Count us a very happy agency with a very happy client."

In the Los Angeles metropolitan market and its environs, KBIG's "music you like and just enough news" delivers feminine customers, too, to such soft-goods advertisers as Sally Shops, House of Nine and Made O'Day.

Hard, soft or medium, KBIG will be happy to tollor a k-big garment to your measurements:


January 30, 1956 • Page 15
lest Tower
Now 316,000 watts
(1685 feet above average terrain)

Check These Fabulous Facts:

Population (39 Texas and 3
    Oklahoma Counties) 2,272,600
Urban ........... 1,603,900
Rural ........... 668,700

Effective Buying
Income ........... $3,477,072,000
Retail Sales ....... $2,582,192,000
(Source: Sales Management Survey of Buying
    Power, May 10, 1955)
SET COUNT ........ 552,740

A Television Service of
The Dallas Morning News
Ralph Nimmons, Station Manager
Edward Petry & Co., National Representatives

Your NBC-ABC Station

DALLAS

51 Ft. Taller
than the
EMPIRE
STATE BLDG.
talk about *Farm Radio!*

Pulse, Inc. recently took a survey in 23 counties in Western Iowa, Southeast Nebraska, Northwest Missouri. Pulse found —

KMA has more Farm Audience 12-12:30 p.m. than next 3 stations combined!

(next three includes 50,000 watt Omaha station, a 5,000 watt Omaha station, and a 50,000 watt Des Moines station)

At 7 a.m. each day KMA has more farmers listening than the next 6 stations combined!

* * *

No matter how you figure . . . You can't reach rural farmers in Western Iowa, Southwest Nebraska, Northwest Missouri effectively without the station they prefer—

**KMA 960 5000 Kc's Watts**

**SHENANDOAH, IOWA**

Represented by **Edward Petry & Co. Inc.**

"YOU KNOW," a veteran broadcaster once told his colleagues, "a man doesn't have much to do with ordering his life. Most of it just happens." Then, chiding himself for not "envisioning" the early potentials of military-naval and commercial radio, he added . . . "I'm no good as a prophet."

Whatever John Thomas Schilling may have lacked as a prophet, his colleagues agree, he seems to make up with a kind of administrative clairvoyance that has typified his 34 years in broadcasting.

Mr. Schilling, who managed a single radio station (WHB Kansas City) probably longer than any man in the industry, is vice president and general manager of KMBC Broadcasting Co. (KMBC-AM-TV Kansas City and KFRM Concordia, Kans.), supervising all operations.

In the "big swing" that has taken place at KMBC-AM-TV the past five months as a result of affiliation switches from CBS to ABC, Mr. Schilling is credited with helping to fashion a smooth transition, with emphasis largely on "independent, station-produced" programming operation (KMBC-TV switched to ABC-TV last Sept. 28 and KMBC to ABC Radio Dec. 1).

For a veteran broadcaster who has plied his trade in Shanghai, Mexico and on the high seas, Mr. Schilling seems to be taking the change-over in stride, much as he did when he pioneered radio while attending Manual Training High School in his native Kansas City.

Born Nov. 13, 1896, young John wanted to be an architect but also showed interest in electricity and the radio equipment of one Sam Adair across the tracks. Young Schilling learned code and "worked" ham operators around the country.

With the outbreak of World War I the youth enlisted in the U. S. Navy and was sent to Great Lakes Naval Training Station in Illinois. His experience with radio code brought him a seaman second class rank as a "radarman striker." He later transferred to the U. S. Naval Radio School at Harvard U. for a 13-week course but never finished. A request routed through the Bureau of Naval Personnel brought him to Western Electric Co. in New York as a student —under the same Mr. Adair. Later, young Schilling was sent with 12 other men to open a radio telephony school (anti-submarine detection work) at New London, Conn.

Having risen to chief radio electrician by November 1918, John Schilling was transferred to a Brooklyn receiving ship while awaiting his Navy discharge.

Receiving his discharge in June 1919, he joined DeForest Radio Labs, Highbridge, N. Y., as an engineer, designing vacuum tubes and taking part in voice communication experiments. Later he and an ex-navy colleague, Ed Sargent, headed for San Francisco, first working in a sugar refinery and later joining the Merchant Marine as radio operators. Young Schilling returned to Kansas City in the early 20's to work in an engineers' office, but soon rejoined Mr. Sargent, who was assigned to install five DeForest transmitters in Mexico for Continental Mexican Petroleum Co. They worked amidst Guerilla warfare in Tampico.

Back in Kansas City in 1921, Mr. Schilling again crossed paths with Sam Adair, who was building WOO (owned by Western Electric Co.). Mr. Schilling sold radio parts (for crystal sets) by day and announced by night until E. J. Sweeney, head of an automotive-electrical school, hired the pair in 1922 to build a 250 watt radio station—the genesis of WHB, with John Schilling as general manager and chief announcer, among other duties.

WHB lost its fulltime operating permit in 1926 but Mr. Schilling and a ex-military friend, Ed Partain & Varnish Co. bought the station in 1930 and Mr. Schilling concentrated active leadership reins on coordinating and supervising the staff. He was named a vice president in 1933.

WHB Broadcasting Co., a Cook subsidiary, became co-operator in 1953 with the then Arthur Church KMBC-KFRM properties of ch. 9 in Kansas City. (This share-channel operation was unique in broadcasting and together WHB-TV and KMBC-TV brought CBS-TV network programs to the city for the first time.) Cook later bought out KMBC and KFRM as well as KMBC-TV, then sold WHB to the Todd Storz interests in June 1954 (WHB-TV was deleted and WHB Broadcasting Co. was changed to KMBC Broadcasting Co.), assuming operation of KMBC-AM-TV and KFRM.

During 1954 he supervised erection of KMBC-TV's 1,079-ft. "tall tower" transmitter (316 kw) installation on Kansas City's east side.

With KMBC's twin radio-television program revamp Mr. Schilling works closely with Donald D. Davis, first vice president and commercial manager. (He is responsible for programming, advertising, sales and promotion.) They claim KMBC-TV's "big-time daytime" program realignment has been effected with notable success (ratingswise), with assists from ABC. Radiowise KMBC has launched a music-and-personalities format to complement old-established KMBC features and ABC programs.

Mr. Schilling, known fondly as "Uncle John" and "Callin John" because, of his keen sense of humor and friendliness, lives south of Kansas City (in a home he calls "Kilocycle Acres") with his wife, the former Yvonne Rodier. He likes bowling and building, and is active in the Chamber of Commerce, Advertising & Sales Executives Club of Kansas City, K. C. Social Club and Allied Food Club, among other groups.
The most luxurious way to Los Angeles!

United's DC-7 nonstops..."the Continentals"!

World's fastest airliners! Two non-stop flights daily: leave 10 a.m.—arrive 3:45 p.m., or leave 12 noon—arrive 5:45 p.m. Personalized luxury service with delicious meals, choice of cocktails and club-like lounge. On arrival, extra-fast luggage delivery—another United exclusive.
Seven metropolitan Denver radio stations arranged for Denver's most comprehensive radio survey—149,600 Quarter Hour reports—taken by Pulse, Inc. Here are the results—just released.

**KLZ Radio First Again**

MORE PEOPLE LISTEN TO KLZ RADIO THAN TO ANY OTHER DENVER RADIO STATION...

**Mornings**

**Afternoons**

**Nights... All Week Long!**

KLZ has the largest audience 291 quarter hours per week—63% more than all other radio stations combined.

**15 OF 16 DAILY KLZ NEWSCASTS RANK FIRST IN AUDIENCE**

KLZ's "Bill Jones Show" has largest audience during 10 of his daily quarter hours—two strong seconds.

**8 OF THE TOP 10 NIGHTTIME RADIO SHOWS ARE ON KLZ**

KLZ's own personality shows rate first 22 quarter hours per day—tie for first during 2 more.

**7 OF THE TOP 10 DAYTIME RADIO SHOWS ARE ON KLZ**

KLZ's "Denver at Night" tops all other stations during 7 of its 10 nightly quarter hours—ties for first in another.

KLZ is the most listened-to station in the booming Denver market—where more people listen to radio today than before TV.

**BUY THIS AUDIENCE • SELL THIS AUDIENCE**

Your Katz man and I are especially anxious to give you details of Denver’s most comprehensive radio survey. Call one of us today for the complete story.

LEE FONDREN
General Sales Manager

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**on all accounts**

"THERE is no such thing as a bad medium," Samuel Dalsimer, 47-year-old vice president of Grey Adv. and member of the agency's ad-ministrative team, said last week in explaining why his accounts are so active in radio.

"All media are only as good and effective as the men who know how to use them, and that's with dominance and frequency!"

In Sam Dalsimer's lexicon, abstractions such as "dominance," "colder spot buying" and "the negative approach" not only sound impressive, but have had impressive results. Witness the spectacular sales growth, via radio-tv, of Federal Nut Co.'s Chock Full O' Nuts coffee and the steady business gain for Block Drug Co.'s Poli-dent denture cleanser, two of the four accounts presently under his supervision. (On March 1, when Mr. Dalsimer takes charge of Hoffman Beverages, he will work with three of the agency's heaviest radio-tv spenders, with over 60% of Block's, Federal's and Hoffman's budg-ets allocated to broadcast media.)

In planning air campaigns, Mr. Dalsimer looks for "soft spots" in the competition's advertis-ing efforts. For Chock Full O' Nuts, for example, Mr. Dalsimer applied a switch to the ultra-positive attitude towards brand-name advertis-ing held by the bulk of Chock Full O' Nuts competitors in the New York area. Early last year, the "Heavenly Coffee," then (as now) the most expensive brand on the market, startled New Yorkers with the warning: "Don't spend the extra money for this coffee—unless you're just plain crazy about good coffee."

"Negative approach? It all depends on how you look at it, said Mr. Dalsimer as he pro-ceeded to tick off sales statistics. The secret? "People don't like to be told they lack taste."

January not only marks native New Yorker Sam Dalsimer's 21st wedding anniversary (to the former Shirley Wasch) but also rounds out his first full year with Grey, which he joined following the demise in November 1954 of Cecil & Pressbrey. As a former copywriter with Husband & Thomas Inc., now defunct, he joined C&P in 1940 as an account executive, rising to executive vice president before he moved to Grey 14 years later. "You might say my eleva-tion to the board last week [BT, Jan. 23] was a sort of year-in bonus," Sam Dalsimer said.

Other bonuses in the life of Mr. Dalsimer: A vast book and stamp collection on the Re-public of Haiti; activity as board member of the Anti-Defamation League; B'nai B'rith; a house in Neponsit, L.I., and two boys, one of whom recently entered his first year at Harvard.

Mr. Dalsimer is a Cornell man, class of '30.

**Broadcasting • Teletcasting**
Yes, advertisers now enjoy dominant coverage of the $2 billion Memphis and Mid-South market on Channel 3, WREC-TV. Full basic CBS Network affiliation plus top local shows... the highest antenna in the Mid-South, and full licensed power mean Channel 3 delivers the maximum audience. And, WREC-TV standards of excellence in programming and in engineering provide the ideal climate to help produce outstanding results from your advertising message. See your Katz man today!
As the key to the lock 🛠
as the tree to the fruit 🍎
as the egg to the chick 🍳
as the ear to music 🎵
as the eye to sight 🔍

so is WRC-TV to any successful selling campaign in Washington:

es·sen'tial

(because it delivers the market)

WRC-TV

A SERVICE OF

in Washington

represented by NBC SPOT SALES
SENATE BEGINS SECRET PLAN
TO REALLOCATE NATION'S TV

- Commerce Committee puts engineers to work on master plan
- Meanwhile committee hears FCC explain uhf-vhf conundrums
- Comr. Lee proposes toll tv might be solution to uhf survival

THE Senate Interstate & Foreign Commerce Committee has secretly begun a plan of action that may put it directly in the business of real-locating the nation's television system, but learned last week.

The *ad hoc* committee of engineers organized in June 1955 by the Senate Commerce Committee was asked last week to devise and submit to the committee a national television allocation which would cure the disorders in the existing Sixth Report and Order under which the FCC has been operating since July, 1952.

The 12-member engineering committee will be expanded for the big assignment it was given last week. Among the new members will be at least one economist.

On Thursday, it was learned, the *ad hoc* committee chairman, Dr. Edward Bowles, consulting professor for industrial management of Massachusetts Institute of Technology and general consultant to the president of Raytheon Mfg. Co., sent present members of the committee a "confidential" wire announcing that he had agreed to a request by Sen. Warren G. Magnuson (D-Wash.) "to work out an exploratory competitive nationwide allocations plan."

There was no comment from official sources, but on good authority it was learned that Sen. Magnuson and Dr. Bowles conferred in Washington last Wednesday. The senator was understood to have made no effort to conceal impatience with the FCC's response in the past two years to Congressional demands for reappraisal of the existing television allocation and to have emphasized that the Senate Commerce Committee had decided to undertake the job on its own.

Sen. Magnuson was understood to have told Dr. Bowles that what he wanted from the *ad hoc* committee was a national tv plan that would be technically sound.

Dr. Bowles reportedly suggested that in the formulation of such a plan, economic factors could not be entirely ignored, and it was he who suggested inclusion of an economist in the expanded membership of the *ad hoc* committee.

The senator agreed to that, it was learned, but emphasized that the Commerce Committee itself wanted to determine the economics of any plan the *ad hoc* committee submitted.

The procedure which was regarded as likely to ensue from the actions of last week was this:

First the *ad hoc* committee, after reorganizing itself into a larger and broader body, will work out a national television facility distribution plan. That, obviously, will take some time—although some members of the *ad hoc* committee have privately done work on the problem already.

Second, after receiving the plan from its *ad hoc* advisory group, the Commerce Committee will adopt, reject or modify it—again a project of more than overnight duration.

Third, if it can agree to a final plan, the Committee will then present it to the FCC with a suggestion for execution. A "suggestion" from the powerful Commerce Committee carries considerable weight. Assuming the plan reaches that stage, it would be virtually tantamount to adoption as national policy, although conceivably the FCC would have to go through rulemaking procedure before putting it into effect.

That the Senate considers itself the primary authority in distributing broadcast facilities has been made clear repeatedly. Only last week, at the opening of Commerce Committee hearings into the broad area of radio-tv allocations and operations (see below), Sen. Magnuson re-asserted that the FCC is an arm of the Congress and that the FCC's authority to allocate and grant stations is delegated to it by the Congress.

At week's end, there had not been time for the ambitious new proposal of Sen. Magnuson to go beyond the most preliminary stage. In his wire to present members of the *ad hoc* committee, Dr. Bowles said only that he had agreed to Sen. Magnuson's proposal to work out a plan which would "serve as a tool for testing various proposals and as a practical basis for arriving at recommendations to be made to the Senate committee" and that the senator had approved the expansion of scope and size of the *ad hoc* committee. He said that a more detailed memorandum would follow.

Present members of the *ad hoc* committee, in addition to Dr. Bowles are William S. Dotterer, NBC staff allocations engineer; Haraden Pratt, secretary of the Institute of Radio Engineers; C. M. Jansky, Jansky & Bailey, Washington; Dr. Allen B. DuMont, president, Allen B. DuMont Labs; Frank Marx, ABC engineering and general services vice president; Curtis Plummer, chief, FCC Broadcast Bureau; Ralph N. Harmon, engineering vice president, Westinghouse Broadcasting Co.; T. A. M. Craven, of Craven, Lohnes & Culver, Washington; Donald G. Pink, research director, Philco Corp., secretary; William S. Lodge, CBS engineering vice president, and John Teeter, executive director of the Damon Runyon Memorial Fund and parttime consultant to the Senate Commerce Committee. Stuart L. Bailey was appointed alternate to Mr. Jansky, and Robert Wakeman, DuMont, alternate to Dr. DuMont.

Sen. Magnuson had hoped, for the time being, to keep the new development quiet. On Thursday he held a two-hour Commerce Committee hearing with the FCC without mentioning a word about his proposal to make an allocation plan within the Commerce Committee although he referred briefly to an expansion of the *ad hoc* committee.

In a two-hour set-to in a packed hearing
(Continued on page 44)

WHILE FCC TESTIFIES, SENATE STARTS OWN TV REDISTRIBUTION STUDY

ON THE STAND The FCC before the Senate Interstate & Foreign Commerce Committee: Comrs. Bartley, Hyde, Mack, staff members Louis Stephens, Broadcast Bureau, and Warren Baker, general counsel; Chairman McConnaughey; Comrs. Webster, Lee, Doerfer.
NEW AGENCY CONCEPT: VIDEO BECOMES 'THIRD ARM' IN MCCANN-ERICKSON SETUP

M-E's $75 million television functions realigned with George Haight working directly under Terrence Clyne. Under Haight: Associate TV-Radio Directors Ted Bergmann, Lansing Lindquist and a third executive to be named, each to handle approximately $25 million in tv.

A NEW CONCEPT in advertising agency organization—and one that comes as a direct result of the revolution in advertising brought about by television—was exemplified by recent personnel appointments at McCann-Erickson, New York.

Over the past year, McCann-Erickson, whose television-radio billings of some $75 million-a-year now account for more than a third of the agency's total anticipated 1956 expenditures of some $200 million for its clients, has been strengthening its tv-radio department until today it is a "third arm" of the agency, of equal stature with the marketing (research, media, etc.) and creative (copy, art, etc.) divisions.

This trend has been accelerated and accentuated in recent weeks by McCann-Erickson's acquisition of a number of blue chip accounts, headed by Coca-Cola, whose $15 million-a-year advertising budget comes under the agency's care on March 1, when it severs a 49-year relationship with D'Arcy Agency [BT, Oct. 17, 1955].

Among the accounts, in addition to Coca-Cola, that McCann-Erickson has added since the middle of December are the following: Swift & Co., from J. Walter Thompson with an estimated $10 million dollars—about $6 million of which will go into broadcast media—and Mennen Co., from Kenyon & Eckhardt, with an approximate $4 million advertising budget, half of which goes into television. In addition, National Biscuit has allocated a major portion of its budget into television, and Chrysler's tv budget.

McCann-Erickson's estimated billings for 1956 will be $75 million in television and radio, $60 million in television and $15 million in radio. Of this increase, the agency estimates that rising costs in talent and station rates will account for at least 10% of the 1955 radio-tv figure, or about $6 million.

New tv programs for McCann-Erickson this year will include: Fisherman's Friend Show on ABC-TV for Coca-Cola; Sky King placed on a regional basis throughout the country for National Biscuit; and Piglet's Playhouse on ABC-TV for Mennen Co. Bulova jukeboxes will again sponsor, a syndicated show in the fall and spring. Last fall the jewelers underwrote the Ford Theatre return.

Of the $15 million to be spent in radio this year by McCann-Erickson, at least two million will go into spot radio. Among the heavy spot buyers will be Bulova, National Biscuit, Esso, Chrysler, Lever Bros., Swift & Co. and California Dairies.

During 1955 McCann-Erickson's combined tv and radio billings rose $14 million in a spurt unmatched by any other agency, putting the agency into a tie with BBDO at $60 million expended for broadcast media, second only to Young & Rubicam, which billed $72 million for tv and radio, according to BT's annual survey of agency broadcast expenditures [BT, Dec. 17, 1955].

At that time BT summarized McCann-Erickson's 1955 gains as including Bulova, Lehn & Fink, Mennen and the consumer products division of Westinghouse Electric Corp. The latter, which has spent a total of $30 million, made which became an M-E division, the agency gained the heavy radio-tv budgets of Esso Standard Oil Co. and the Standard Oil Co. (New Jersey).

To add a new dramatic impact to Chrysler's intensive broadcast promotion for the Forward Look, M-E added glamorous colorcasts to its CBS-TV schedule, which continued to include It's a Great Life and Climax! Parts of the Nesco Co., Swift and International Harvester accounts moved to M-E during 1955, joining Columbia Records, Derby Foods, Nabisco and other clients with participations and tv spot campaigns. Business lost by M-E in 1955 included Junket Brand foods, (to S&C&B) and American Gas Assn. (to Lennen & Newell).

Heading the expanded television-radio department is Terrence Clyne, vice president and managing director of the tv-radio operations. George Haight, a former vice president of the television-radio, reports to Mr. Clyne. Under Mr. Haight will be three associate tv-radio directors. Two have already joined the agency: Ted Bergmann and Lansing Lindquist [BT, Jan. 9, 1956].

A third will be named within 30 days. Reporting to the three associate tv-radio directors will be six television-radio account executives. Five have joined the agency within the past year. They are King Horton, Hal Grahall, Cliff Lucibert, Bill Wyley and Jerry Harrisson.

A sixth—man or woman who will be appointed in February. Under this group, no one man at the operating level will be responsible for the entire billing. The three associate directors will divide the accounts and billing so that each one will be responsible for a specific number of accounts and about $25 million in billing apiece. In turn the tv-radio account executive under the associate director will be in a sense accounting for $125 million in billing and in accounts.

"Too many large agencies have gotten away from show business," Mr. Clyne told BT, "and that's the reason we have George Haight, who is a top showman, to help contribute to the agency's television buys for its clients.

"The three staff associates will be doing the network contracts, cost-per-thousand," and similar work. "And to give the department additional strength, the staff of tv account executives are a part of the account group, who sit in a client's plans right from the beginning." Mr. Clyne joined McCann-Erickson in December of 1954 as a vice president and general manager. At that time he was senior vice president of The Biow Co., as well as director of the tv and radio department, and had been with that agency since 1946. In March 1955 Mr. Clyne was named chairman of McCann-Erickson's plans review board, continuing as a management service director in charge of a number of accounts, including Bulova Watch Co., Lehn & Fink Products Corp. and Dorothy Gray. In July of the same year, Mr. Clyne was assigned management supervision of the radio-tv department and is responsible for the radio-tv decisions at management level.

Mr. Haight, director of programming for McCann-Erickson, was appointed as vice president in charge of the television and radio department in November 1955. He was responsible for the agency's Climax! and Shower of Stars shows, the Chrysler Corp. television productions originating live from Hollywood. Earlier he was producer of Four Star Playhouse and was associated in the production of Robert Montgomery Presents in New York. Before entering television, Mr. Haight was a motion picture producer at MGM and RKO as well as a Broadway producer and co-author of several plays.

Mr. Bergmann, former director of Allen R. DuMont Labs Electronicam services, joined McCann-Erickson on Jan. 16 of this year as vice president and associate tv-radio director. Mr. Bergmann entered the DuMont TV Network in the programming department, rising to the post of managing director and continuing in that capacity until the network ceased opera-

THEY'LL DIRECT M-E'S 'THIRD ARM'

MR. CLYNE  MR. HAIGHT  MR. BERGMANN  MR. LINDQUIST

I

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Broadcasting • Teletcasting
J. WALTER THOMPSON'S RADIO-TV TOPS $60 MILLION WITH SCHLITZ ACQUISITION

Displaced by Biow-Beirn-Toigo, Milwaukee brewer appoints Thompson Chicago office to handle its $9 million advertising account.

The $9 million Jos. Schlitz Brewing Co. account, after being "displaced" at Biow-Beirn-Toigo, New York [B&T, Jan. 23], has been scooped up by the J. Walter Thompson Co., Chicago—practically a stone's throw from its Milwaukee headquarters and across the river from neighboring Leo Burnett Co., which got the rival Pabst account Jan. 1.

Schlitz is a substantial timebuyer, having spent about $3.4 million on network tv and about 40-45% of its overall budget on the twin broadcast media, in 1955, was estimated.

Announcement of the shift from Biow-Beirn-Toigo—or more properly, from Lennen & Newell, whose contract is to expire March 1—to Thompson was made by Erwin C. Uhlein, Schlitz president, after conferences with brewery officials.

The switchover followed B-B-T's resignation of the account by Milton Biow after a misunderstanding involving John Toigo, the agency's executive vice president, who was personally credited with luring Schlitz into the B-B-T fold and at the height of a pending reorganization of that agency (see separate story on this page).

What personnel additions would be made by JWT's Chicago office to handle the Schlitz business could not be immediately learned in the wake of the appointment. But George Reeves, vice president and general manager of Thompson's Chicago office, stated that personnel from all offices of the agency would be brought to Chicago to work on the Schlitz account. This was interpreted to mean that a complete pool of account, media, research, timebuying and other specialists will be transferred from JWT offices in New York, Detroit, San Francisco and Los Angeles, to work with executives assigned to the Chicago office.

At the same time the agency and brewery sources spied speculation that Mr. Toigo would join JWT in connection with Schlitz or any other account, or would take, or had taken, the account with him to Thompson. An agency official said he was authorized to say "there is not the remotest possibility" Mr. Toigo's services would be engaged. That was the understanding, too, of a Schlitz spokesman in Milwaukee. There had been published reports earlier that Mr. Toigo would "take" the account to Ogilvy, Benson & Mathner, New York.

The Schlitz business brings J. Walter Thompson Co. back into the big-time beer advertising field for the first time since its New York office resigned the $6 million P. Ballantine & Sons (Ballantine's beer) account to William Esty Co. early last year. Ballantine ranked among third national brewery sales (by barrels) last year.

Thompson also reported it will resign the Eastside (Pabst subsidiary) Los Angeles beer account because of the Schlitz appointment. It had picked up Eastside from Warwick & Legler last fall in the wake of Pabst's switch from that agency to Leo Burnett Co.

JWT Chicago reportedly took over the regional Eastside account with the understanding that if a national brewery should eventually choose JWT to handle its advertising, Eastside could be resigned immediately.

With the acquisition of Schlitz on or about March 1 (the campaign has been mapped to that date)—and of Johnson Motors Div. of Outboard Marine & Mfg. Co. ($1 million plus overall ad account the past fortnight), J. Walter Thompson Co.'s Chicago office has added at least $10 million in all advertising billings since Jan. 1. It also puts the agency well over the $60 million in radio-television billings reported for 1955 [B&T, Dec. 12, 1955].

Chicago Liaison

The big switch means that a new liaison team will be set up between JWT in Chicago and Schlitz in Milwaukee, where no re-placement has been announced as yet for Edwin Selin, who recently resigned as advertising director. (Francis Smawley, assistant advertising director, has been filling the position on a temporary basis.)

Schlitz laid out over $3.4 million on its CBS-TV Schlitz Playhouse of Stars (based on a figure of $65,000 for each of 52 weekly telecasts) in 1955, and also sponsored the Kansas City Athletics baseball broadcasts. It also utilized spot tv in a score of markets during one period, some spot radio, and television programs in Chicago and Milwaukee. (There were published reports last July that Schlitz was interested in buying Milwaukee Braves baseball from Miller Brewing Co., but they were later learned to be unfounded.)

Schlitz emerged first among national brewers in barrel sales last year, regaining the lead from Anheuser-Busch (Budweiser) and edging out Ballantine, Pabst and others, on the basis of preliminary estimates.

The Schlitz account has had a curious agency career, always seeming to change when its sales were highest. It was handled from 1947-52 by Young & Rubicam, then shifted radio-television to Lennen & Newell and print to Leo Burnett Co., which resigned it last August. The shift from I.A.N. to Biow-Beirn-Toigo was announced earlier this year [B&T, Jan. 2]. Burnett wound up with the Pabst account last October [At Deadline, Oct. 10].

OFFICIALS of Don B. Miner Co. get in the swing of things at ground breaking ceremonies officially starting extensive remodeling and expansion of the advertising agency's headquarters in Los Angeles. In the group are (l to r) Los Angeles Councilman Harold A. Henry; Isabel M. Greer, Miner Co. vice president; John C. Morse, president, and Don B. Miner, chairman of the board.

BIOW SAYS AGENCY WILL NOT DISBAND

RESPONDING to growing reports that he would resign or liquidate his agency following the recent switches of the Schlitz and Pepsi-Cola accounts, Milton Biow, chairman of Biow-Beirn-Toigo, New York, last Wednesday told B&T: "When Satan comes and gets me, that's when I'll leave."

It was understood though that with the departure of John Toigo, executive vice president of B-B-T, the agency would be reconstituted so that greater responsibility would be distributed to younger men. Although no announcement of the reorganization has yet been made, a memo was issued throughout the agency early in the week announcing that John Hamm, special assistant to Mr. Biow, would be executive administrative head.

Mr. Toigo reportedly has not yet determined his next move. Mr. Biow currently is in the process of buying back Mr. Toigo's stock.

Reports that Mr. Toigo would go with the agency that gets the Schlitz Brewing account, resigned 10 days ago by Mr. Biow [B&T, Jan. 23], were settled last week when Schlitz announced it would appoint J. Walter Thompson Co. as its agency [see adjacent story]. Executives at the latter agency denied that Mr. Toigo would join the firm.

Meanwhile, another Biow client made reslive noises last week, denying at the same time that it had firm plans to depart the agency. The Hudson Pulp & Paper Corp. invited bids from six agencies but described the move as "a rution caution ... in view of uncertainties created by changes in the agency."

In a letter to Mr. Biow, Irwin A. Zucker

man, vice president, consumer products division of Hudson Corp., said in part: "... We are inviting a select group of advertising agencies to make a formal solicitation of the account with the understanding that we have not re-signed and that we are hopeful it will not be necessary. ..."

Firestone for First

FIRESTONE Tire & Rubber Co. will sponsor ABC-1TV's first special, hour-long show of the spectacular type on March 19 (8:30-9:30 p.m. EST) which also will be simulcast on ABC Radio. The show will be in place of the rubber company's regular, half-hour "Voice of Firestone" (Mon., 8:30-9 p.m. EST). It was understood that the fact the network had the sponsorship worked out hastened a decision to premiere its first "special" well in advance of the next fall season. It was selected for a big name show [CLOSED CIRCUIT, Nov. 14, 1953]. The special Firestone program, to be called Springtime, U. S. A., will feature Helen Hayes as narrator, a company of concert artists and Howard Bar-

low's orchestra and chorus. Foote, Cone & Belding, New York, is the agency.
THE LATIN TOUCH IN TV COMMERCIALS

HOW BEST to put it there was detailed for the International Advertising Assn. in New York last Thursday by Joseph Novas, president of Latin America Radio & TV Corp. Mr. Novas' firm headquarters in Caracas, Venezuela, and has branch offices in San Juan, P. R., Mexico City, Havana and New York. It is the parent sales organization of Teleflora, C. A., Caracas, which claims to produce 90% of Venezuelan TV commercials.

Mr. Novas formerly was foreign ad manager of Gillette Co. and before that was with the Colgate-Palmolive foreign sales department.

IT SEEMS that the most important phase of radio and television advertising is the least glamorous. The nearest thing to our field always seems to be more excited about the program his client or employer is going to sponsor than about the commercials that are going to be used in the program.

In all tv markets with which I am familiar, there has been far more preoccupation with the makeup of the show than with the selling value of the commercials, and also far more willingness to spend money on the former than on the latter. There's no denying that both the show and the commercial are important, but the client spends his advertising money to sell his product by the intelligent presentation of his commercial and not, except as an aid in doing this, to entertain the audience.

If this is true, then the first thing we should plan is our commercial production, to make sure that we will get our money's worth from the very first day of our sponsorship. This situation is improving, as television itself makes progress in each market, but in Latin America we still see too many clients not getting their money's worth in tv advertising for lack of good commercials. For instance, a lot of tv advertising money is being wasted on telops and slides. Television is a terrific advertising medium because it units radio's audio with newspaper advertising's visual impact and it gives the combination movement.

There are two ways of giving your television commercial message this all important movement: You may do it with a "live" commercial, or with a filmed commercial. Whether you should use one or the other type might depend on the product, on what you wish to say about it, or even on the show in which you are going to use it.

I can't think of a more effective commercial than the play-by-play announcer at a ball game, on a hot summer day, giving the pitch for his beer sponsor and glumping a cool glass of the product after every inning. Of course, this could bring problems, and it sometimes does: I've seen one of these fellows carried home after an extra inning ball game. Toward the end of the game, baseball was of secondary interest to the viewers. Their interest was really in the commercial, because they were making bets on whether the game would (out-) last the announcer or the announcer would outlast the game. Live commercials require on-the-spot, efficient supervision, and this one didn't have it.

In Venezuela there is a kitchen show with the star using the actual products advertised and showing the final results. They may well be the most effective commercials on Vene- zuelan tv. They are particularly suitable for "one-shot" affairs (where the commercial will be used only once, or where the product requires changing the pitch every time it is tele- viewed).

Aside from these special situations you are better off using filmed commercials, and here are some reasons why:

1. It is possible that, through some error on the part of the cook, the final pie won't look so good, or that the oven advertised will jam just as the hostess tries to open the door in a from the beautiful "five close-up. In the case of film, you would just reshoot or re-record until you have exactly what you want.

2. Filmed commercials cost you less because you can repeat them in the same program, in other programs, on other stations or even in other countries at no additional cost (and you know how much this means in the international field with low budgets and widely spread media).

3. Filmed commercials solve your supervisory problem (and this too is important in international advertising, where distance is always a problem). Once you film the commercial

Holbrook Named President Of Copy Research Council

RICHARD G. HOLBROOK, copy research chief, Young & Rubicam, New York, last week was elected president of the Copy Research Council, New York. Also elected: Edward Battey Jr., vice president and research director, Compton Adv., as secretary-treasurer; Wallace H. Wulfek, executive vice president, William Esty Co., and Mills Shepard, head of the research company bearing his name, as members of the executive committee.

The council added the following to its membership: Roger Barton, Alfred Politz Research; William Schneider, art and copy director, Donahue & Co.; Dr. Albert Blankenship, vice president in charge of research, Ted Bates; Paul Gerhold, vice president in charge of media and research, Foose, Cone & Belting; Lawrence J. Hubbard, vice president in charge of research, Doherty, Clifford, Siers & Shenfield, and Alfred A. Whitaker, vice president in charge of research, Benton & Bowles.

Elected honorary members: Dr. Lyndon O. Brown, Dancer-Fitzgerald-Sample; Ben Duffy, BBDO; Sherwood Dodge, Foose, Cone & Belting; Mansfield House, Morse International; Victor Schwab, Schwab & Beatty; Mark H. Wisemen, private advertising consultant; Henry F. Godfrey, retired and formerly with J. Walter Thompson, and Marion Harper, William Breh- tol and Roy C. Keilothorn, all of McCann- Erickson.

Regional Network to Carry Milwaukee Braves' Baseball

MILWAUKEE BRAVES 1956 baseball broad- casts will be carried on a regional network of nearly 50 stations under co-sponsorship of Mil- ler Brewing Co. and Clark Oil & Refining Co. It was reported last week. Agency for both ac- counts is Mathison & Assoc., Milwaukee.

WTMJ and WEMP Milwaukee again will be key network outlets for road and home broad- casts of games starting March 10 (exhibition contests), furnishing facilities and sportscasters. Until this year, Miller sponsored all Braves broadcasts, but last fall served as co-sponsor with Clark of Green Bay Packers pro football and Marquette Warrior basketball games. Sponsors will alternate commercials on Braves games, with Blaine Walsh of WTMJ and Earl Gillespie of WEMP handling commentary.

Travel by Air Pushed In 52-Week ATA Drive

THE Air Transport Assn. last week launched a 52-week radio campaign through Lewis Ed- win Ryan Adv., Washington, designed to capture a larger slice of the G. I. and service travel dollar. Fourteen markets from coast to coast were selected as having the greatest po- tential.

Advantages of flying scheduled airlines are told in five-minute early evening segments, Mon- day through Friday. Each segment includes a 30-second jingle, one of the top tunes of the week, a sports or news flash and a one minute commercial.

Webcor Plans Radio-Tv Use In $2 Million Ad Budget

WEBSTER-CHICAGO Corp. (Webcor tape re- corders, phonographs, and disc changers) will spend over $2 million on advertising in 1956 and may re-enter net, this prediction fall, it was reported last week. Account is handled by John W. Shaw Adv. Inc., Chicago.

The Chicago firm is relinquishing co-spon-
properly, exactly as you want it, you don't have to worry about how it will go over the air.

By today's new, amazing film techniques, especially as they commercialize effects, animations, etc., you can dramatize your message on film much more effectively than in a "live" production.

Now we come to the question that I'm sure is in everyone's mind. How and where can you make good filmed commercials for your Latin American market, at prices in line with export advertising budgets? The answer is simple: in Latin America.

U. S. production facilities are geared to domestic needs, so production costs here are usually too high for the export markets. In Latin America, we have adjusted ourselves to the realities of the market.

[Editor's Note: Although the average cost of producing TV film commercials, to date, for domestic commercials is about $5,000, U. S. advertisers and their agencies interested in invading that market would have to be willing to "suspend some of their close supervision." The reason, Mr. Novas told B-T following the luncheon meeting, is that South American TV film producers often "habitually sacrifice sales impact for program creativity," but that given time, the young TV profession in Latin America would learn from the U. S. firms.]

Mr. Novas screened about 15 Cuban and Venezuelan TV commercials for such U. S. advertisers as Pepsi-Cola, Sterling Salt, Gillette Co. All of these, Mr. Novas later told B-T, cost anywhere from $600 to $1,000, while the U. S. produced counterparts would run anywhere up to $5,000.

QUALITY: I think you'll agree that we are able to produce good quality film and good sound. There are also some difficult visual effects, as our technicians like to call this film trickery, every bit as good as you can get in the U. S.

PRICES: There's no doubt that, on a cost basis, you'll want to do something with your production.

TALENT: Well, you have a few darn good Latin American announcers in New York, although they are too few to give you a wide selection of voices, in accordance with the need of the product. In Latin America we have plenty of talent and you have a wider choice. You may even consider an exclusive artist for your product.

RESTRICTIONS: Unfortunately, there are two countries with restrictions on foreign voices in television commercials—Venezuela and Colombia. So far, Colombian commercial television is in its infancy, so the problem hasn't been felt by most of you, but in the case of Venezuela it is something else again. It is one of your most important markets and you almost certainly will want to use your commercials there.

There are three possible solutions to this problem: First: Make your commercials in Venezuela. Second: Make them anywhere with Venezuelan licensed commercial announcers.

Third: Make them anywhere and re-dub with Venezuelan announcers to use in this market.

No doubt someone is going to ask about the old problem of the acceptance of foreign accents in these markets. While in a regular feature, accent doesn't mean much, I'm inclined to think that, in commercials, it is an important consideration. After all, with your commercial, you are seeking more penetration, you are asking for more confidence in your words, than with a feature or a program. So, if your client can afford it, by all means, dub separately for each market.

But, if we are to face the realities of this market—or should we say, the realities of our budgets—we must compromise somewhere. We think a good effective compromise is a Mexican voice for Mexico and Central America, and a Venezuelan, Cuban, Puerto Rican or Colombian voice for all countries between Peru and Costa Rica. For Peru and the South, you'll be better off using voices from that area.

CREATIVE TALENT: Good/creative talent is scarce in Latin America, but there is in the United States, too. I'm not talking about esthetic creativeness; I mean practical, down-to-earth, hard-selling creativeness. The distinction should be made because there is plenty of creative talent in Latin America, but not enough of the type of creative talent we need in advertising. Good advertising copy comes out of a combination of good ideas, art and understanding of the product.

I believe you'll agree that, even here, you often have to pull your creative people down to earth, but, in Latin America, they really like to "fly." Generally speaking, they attach far more importance to "showmanship" value of the commercials than to their selling value. They go for the "cute" entertaining or attention-getting type of commercial than for a hard-sell.

So this is the phase in which we can use your help. When you are planning a commercial, even if a local outfit is preparing the story board, insist on seeing it before it goes into production. I'm not saying that some of your local associates can't produce a good story board, but you can be sure that, on the average, better commercials will result if you help out.

And now, one final recommendation: If your client has good commercials made in the United States, adaptable and adequate for the Latin American market, by all means have them dubbed. We admit that you can't match your fancy $5,000 advertising (but then we don't charge your fancy $5,000 prices), so why not take advantage of your considerable domestic investment and come up with a topsmash in commercial in Spanish.

Erwin, Wasey Named

The lower budget for radio-tv is in prospect this year from Van Camp Sea Food Co., Terminal Island, Los Angeles, with the firm's announce last month that it has switched its advertising account to Erwin, Wasey & Co., Los Angeles, after listening to presentations from seven major agencies. Account had been with Brisacher, Wheeler & Staff for 32 years.

The company plans to spend $1.8 million this year to promote its two top brands, Chicken of the Sea and White Star, but radio and television will be used only in selected markets.

Radio-tv's share of the budget this year will total only about 10%, compared to about 25% formerly.

Keystone Takes Nielsen Survey

SIGNING of Keystone Broadcasting System with A. C. Nielsen Co., Chicago, for the latter's Coverage Service Survey No. 2, was announced jointly last week by Sidney Wolfe, Keystone president, and George M. Baillie, Nielsen account executive.

ARF Inagurates New Survey

When the TV's "Paris in the Springtime," telecast Jan. 21, was the first television show to be studied as a full scale consumer study, ARF Research Bureau's "Overnight National" survey.

As in the case of a pilot study made last December, ARF selected 100 "completely representative" sampling points across the country by the "probability method," and telephone calls were made to homes in these areas while the program was in progress. Tabulation of the next day showed that 68.8% of the sets across the country were turned on ... and that 21% of the nation's sets were tuned to "Paris in the Springtime."

Ford Names Copeland

ROBERT F. G. COPELAND, associated with Ford Motor Co. since 1948, has been appointed assistant general sales manager in advertising and sales promotion training for the company's new special products division, it was announced Monday. The products division currently is working on a new medium-priced automobile. To be introduced next spring. Selection of an advertising agency is expected shortly [B&T. Jan. 16].
PHILCO BUYS ABC’S ELECTION PACKAGE

Appliance manufacturer will pay reported $4 million for coverage of nominating conventions and elections. Westinghouse has contracted CBS, but NBC and Mutual plans aren’t out yet.

PHILCO CORP., Philadelphia, will underwrite ABC’s radio-tv coverage of this year’s presidential nominating conventions and national elections, paying a reported $4 million for the package. With Westinghouse Electric Corp. signing a similar pact for CBS coverage in an estimated $5 million package [BWT, Aug. 1, 1955], sales now are a little more than halfway toward the estimated $15-16 million that is said to represent the sum worth of the radio network packages [BWT, Jan. 21].

Neither NBC (about $5 million to $6 million) nor MBS ($1 million to $1.5 million) has disclosed sponsorship for their individual network packages, although NBC reportedly is negotiating with Ford Motor Co. for sponsorship of its whole package. Philco, which sponsored convention and election coverage on NBC radio and television in 1952, initially was reported to have been considering a participating sponsorship of the NBC package this year. ABC, it was understood, had marked its calendar, which its sponsored radio and tv coverage four years ago, unwilling to repeat this year. Mutual’s arrangements in 1952 involved a tie-in with Farm Journal and Pathfinder, with coverage available to affiliates for a local co-op sale. Philco’s sponsorship was announced Wednesday by Raymond B. George, vice president of advertising and merchandising at Philco, and Robert E. Kintner, ABC president.

The contract for Philco was handled through Hutchins Adv., Philadelphia.

In ABC’s coverage plans, two programs, Chicago: Convention City on Aug. 11, and These Are the Men on Aug. 12, will present the Democratic Convention in Chicago. The network will use five hours a day (scheduled at about 12:30 p.m. EDT and 9:30 p.m. to midnight EDT) during the Chicago countdown (starts Aug. 15) and 1 1/2 hours daily of the Republican convention in San Francisco (about 5:10 p.m. EDT), which starts Aug. 20.

Two similar pre-GOP programs are slated—San Francisco: last summer’s Convention City BS Aug. 18 and These Are the Men on Aug. 19. Election night (Nov. 6) coverage on ABC will start at 8:30 p.m. EST in New York, at party campaign headquarters and other locations across the country. ABC also expects to have available for its use the tv facilities of WBKB (TV) Chicago and KGO-TV San Francisco, both network-owned and operated.

The ABC coverage team will be headed by John Daly, vice president in charge of news, special events and public affairs, and will include a newsmen-commentator battery made up of Quincy Howe, Paul Harvey, Martin Agronsky, Erwin D. Canham (Christian Science Monitor), George Sokolsky (columnist), John W. Vandercook, Edward P. Morgan, John MacVane, Byron Rash, Ted Malone, Don Goddard and John Edwards. Production will be handled by Thomas Velotta, administrative vice president for news, special events and public affairs, Francis Littlejohn Jr., director of news and public affairs, and Donald Coo, director of special events and operations.

COLORCASTING

Advance Schedule
Of Network Color Shows
(All times EST)

CBS-TV
Jan. 31 (9:30-10 p.m.) Red Skelton Show, S. C. Johnson & Son through Needham, Louis & Brown & Pet Milk Co. through Gardner Adv. on alternate weeks (also Feb. 7).
Feb. 4 (7:30-9 p.m.) Gene Autry Show, William Wrigley Jr. Co. through Ruthrauff & Ryan (also Feb. 11, 18, 25).
Feb. 6 (10-11 p.m.) Studio One, Westinghouse Electric Co. through McCann-Erickson.
Feb. 16 (8:30-9:30 p.m.) Shower of John, Chilton Corp. through McCann-Erickson.

NBC-TV
Jan. 30-Feb. 3 (5:15-6 p.m.) Howdy Doody participating sponsors (also Feb. 6-10, 13-17, 20-24, 27-31).
Jan. 30 (3-4 p.m.) Matinee, participating sponsors (also Feb. 23-3, 6-10, 13-17, 23-24, 27-31).
Jan. 31 (7:45-8 p.m.) News Caravan, in-
serts, R. J. Reynolds Tobacco Co. through William Esty.
Jan. 30 (7:30-9 p.m.) Producers’ Showcase, “Festival of Music.” Ford Motor Co., through Kenyon & Eckhardt & RCA through Kenyon & Eckhardt, Al Paul Leflon and Grey.
Jan. 31 (8-9 p.m.) Milton Berle Show, Sunbeam Corp. through Perrin-Paul, and RCA and Whirlpool Corp. through Kenyon & Eckhardt (also Feb. 21).
Feb. 3 (8-9:30 p.m.) Truth or Consequences, P. Lorillard through Leonard & Newell.
Feb. 4 (9:30-10 p.m.) Jimmy Durante Show, Texas Co. through Kudner.
Feb. 5 (4-5:30 p.m.) Hallmark Hall of Fame, “The Good Fairy,” Hallmark Cards through Foote, Cone & Belding.
Feb. 6 (9-10:30 p.m.) Robert Montgomery Presents, Schick through Kenyon & Eckhardt & S. C. Johnson & Son through Needham, Louis & Brown over alternate weeks.
Feb. 12 (3:30-4 p.m.) Zoo Parade, Mutual of Omaha through Boffiz & Jacobs.
Feb. 12 (4-5:30 p.m.) Wide World, insert, participating sponsors.
Feb. 14 (9:30-10:30 p.m.) Playwrights ’56, Pontiac Div. of General Motors through MacManus, John & Adams.
Feb. 19 (3-4 p.m.) Zoo Parade, American Chicle Co. through Ted Bates.
Feb. 26 (7:30-9 p.m.) Sunday Spectacular, participating sponsors.

NOTE: This schedule will be corrected to press time of each issue of B-T.

REVOLON’S ’55 SALES ZOOM 54% OVER 1954

Cosmetic company attributes increase in large part to $64,000 Question TV show. Ad budget for ’56 set over $10 million.

REVOLON INC., sponsor of the bonanza $64,000 Question on CBS-TV, had a 54% increase in net sales during 1955, compared with the previous year, bringing its 1955 total to $51.6 million.

The whopping increase in sales was reported last week by Charles Revson, the cosmetic firm’s president, who also revealed that for 1956 “a budget in excess of $10 million has been set aside for newspaper and magazine, television and radio, and other media.”

Mr. Revson said 1955 saw the greatest dollar-volume growth for any single year in the company’s 24 years existence. The sales gain, 1955 compared to 1954, totaled 18 million, with net earnings for the year expected to be “at least” $3.5 million, or $2.62 per share of common stock, as against $1,207,824 in net earnings, or $1.22 per common share last year.

‘Question’ Response Unprecedented

Reasons for Revlon’s successful record during the year, Mr. Revson said, were “the unprecedented public acceptance of Revlon’s television program, The $64,000 Question, which, he said, has remained the leading spot since its fourth week on the air last June,” and an expansion of markets with the “addition of thousands of new direct accounts and introduction of a few highly-successful new products to the Revlon lines.”

Mr. Revson also revealed that Revlon has extended its sales force in the U. S. and abroad, doubled its retail outlets, acquired a new plant in Edison Township, N. J., has over-subscribed a portion of its common stock offered to the public in December, has “streamlined” its “organization structure,” and plans several additional new products for this year including Clean and Clear, a deep skin cleanser, an aquamarine deodorant stick and others still in the testing stage.

K&E Makes Staff Changes
To Service Pepsi-Cola

EIGHT major staff additions to Kenyon & Eckhardt, New York, announced were: Roger Varin, senior account executive; Roslyn Relin, account executive for broadcast media, Nicholas Lalich, account executive for national advertising; Daniel Sullivan, copywriter; Doris Shapiro, assistant to senior account executive; Ruth Lang, Louis, Haut and Jack Temares, special assistants to account supervisor, all from Bow-Bell-Toigo, New York, on the Pepsi-Cola account. They will handle the account at K&E.

SPOT NEW BUSINESS

Crescendo Gloves, N. Y., through Leber & Katz, N. Y., plans radio-tv test campaign to break in Buffalo, N. Y., first week in March and later in Pittsburgh, Pa.

General Motors Corp, Detroit, launching radio-tv spot campaign in greater Miami area starting Feb. 3 in conjunction with GM’s “Motorma”
New surveys again prove preference for WHO!

Study by Des Moines Chamber of Commerce Parallels Findings of Iowa Radio Audience Survey!

Now another new survey reaffirms what the Iowa Radio Audience Surveys have shown for years!

The new 46-county study has just been released by the Greater Des Moines Chamber of Commerce. It was made for the benefit of Des Moines merchants — to discover why people shop in Des Moines — to show what Des Moines merchants can do to improve their own businesses.

Significantly, this Survey shows that WHO Radio is listened-to most by 61.4% of the Des Moines Trading Area's families. (The new 1955 Iowa Radio Audience Survey reports 59.2% for the State as a whole!)

Copies of the Iowa Radio Audience Survey are now available. They tell you just about everything you need to know about radio in Iowa. Mail the coupon today for your free copy!

Radio Station WHO
Des Moines, Iowa

Gentlemen: Please rush me a complimentary copy of the Iowa Radio Audience Survey.

Name: __________________________

Firm: __________________________

Street: __________________________

City: __________________________  State: ____________
An instructive treatise on advt.-writing, wittily annotated.

Howdy Roberts winds a musical clock on your favorite radio station in Eastern Iowa. Part of his morning chore involves a quarter-hour arabesque for a drug chain. (Ed.: Why not name it? Ted: Okay. Ford Hopkins.) During seven fateful days recently . . .

. . . Howdy mumbled some off-hand nothings about a coffee special for three days running (one to a customer to make it harder—handicaps like this don’t faze our Mister Roberts). Coffee sales perked, dripped, and boiled over at 634. (Par was 633.)

Next three days Howdy got around to napkins. Paper napkins. Ford Hopkins sold all they had—526 packages. Why don’t people learn they gotta back up radio commercials with mdse.? Anyway, radio commercials on this station have to be backed up with mdse. period.

But the real coup de maitre (F.) came on the seventh day. F. H. sold 300 dishclouts by 1:30 p.m. after Howdy let go with 60 seconds worth of clean diction in the a.m. Voila!

It seems hardly necessary to state that all this mdse.-moving took place on WMT, the CBS station for Eastern Iowa, mail address Cedar Rapids, 600 kc (good!), national sales representatives, The Katz Agency.
road show. TV to be used in Miami only, while radio is planned to cover outlying areas. Agency for GM institutional advertising is Kudner, N.Y.

NETWORK NEW BUSINESS

Cameo Curtains, N. Y., plans to allocate 35-50% of its advertising budget to network radio in the spring. Company has signed for three participations weekly on Breakfast Club (ABC Radio, 9-10 a.m. EST) on 340 stations. Campaign will use the slogan, "the best dressed windows in the land wear Cameo curtains." TV spots will be used to supplement radio campaign. Agency: Freiend-Reis, N. Y.

Swift & Co., Chicago, has purchased once-weekly quarter-hour segment of NBC-TV's Tennessee Ernie Ford show. Meat packer, through McCann-Erickson Inc., Chicago, has bought 12:15-15 p.m. segment of half-hour show on Mondays for Table Ready meats. Swift also is expanding tv spot schedule from six at present to 30-50 markets on behalf of frozen meats. Schedule will be staggered through forthcoming weeks.


General Mills Inc. Sperry Operations, S. F., has bought 13-week schedule of twice weekly participations on eight-station CBS Television Pacific Network hookup of Panorama Pacific, early morning show.

AGENCY APPOINTMENTS

Revlon Inc. (cosmetics), N. Y., names Emil Mogul Co., N. Y., to handle its entire Aquamarine line (lotion, spray mist and deodorant), in addition to Aquamarine shampoo. C. La Roche, N. Y., previously had serviced account. Mogul also will continue servicing Revlon's Silken-Net hair spray.

Silver Skillet Brands Inc. (frozen, canned meats), Skokie, I11., appoints Rutledge & Lilienfeld Inc., Chicago, to handle its advertising.


Pepsi-Cola Co. of Canada Ltd., in line with parent company's move from Blow-Beim-Toigo Inc. to Kenyon & Eckhardt March 31, announces appointment of K& E Ltd., Montreal, as its agency, effective April 30. Cockfield, Brown & Co. Ltd., Montreal, currently handling Canadian Pepsi operations, will continue to service Schweppes Div. of Pepsi-Cola of Canada.

A & A PEOPLE

Arthur E. Taylor, vice president, J. R. Pershall Co., Chicago, appointed chairman of agency's plans group.

A. J. Gould, mail order specialist, elected vice president, Albert Frank-Gutheir Law Inc., N. Y. He has been associated with agency five years.

Charles E. Jones, account executive, Potts-Woodbury Inc., Kansas City, Mo., named vice president in charge of sales and elected to board of directors. Paul N. Horstman, agency art director, appointed vice president in charge of layout and creative art.


Mr. JONES

Mr. HORSTMANN


Bernard Kramer, owner, Colby Advertising Agency, N. Y., to Emil Mogul Co., N. Y., as supervisor of Rayco (auto seat covers) account.


William Kane appointed media director, S. E. Zubrow Co., Philadelphia.

Sanford D. Buchsbaum appointed director of television, E. T. Howard Co., N. Y.

Allan Black, formerly producer-writer, BBDO, N. Y., to C. J. LaRoche Co., N. Y., as producer-writer in tv and radio department.

Robert H. Wynn, formerly director-producer, WKRC-TV Cincinnati, to McCann-Erickson Inc., Cleveland, as radio-tv producer, succeeding George B. Bammann, transferred to agency's N. Y. office.

Don C. Silversheid, group copy head, Hicks & Greist, N. Y., appointed copy director for agency.

Russell M. LaDue to James Thomas Chirurg Co., N. Y., as copy director.

Rae Elbroch, radio-tv buyer, Maxwell Sackheim, N. Y., to Rockmore Co., N. Y., as business manager, radio-tv dept.


Elliot F. Alexander, producer, Official Films, N. Y., to BBDO, N. Y., as publicity account executive in public relations department. Dorothy Friedman, food editor, Seventeen mag., N. Y., and Joyce Gayly Volk, Young & Rubicam Inc., N. Y., to public relations department, BBDO.

Samuel Melcher Jr., former product manager, men's products division, Colgate-Palmolive Co., to Mennen Co. (toiletries), Morristown, N. J., in similar capacity. Also added to Mennen's advertising, N. Y., and Joyce Gayly Volk, Young & Rubicam Inc., N. Y., to public relations department, BBDO.

Samuel Melcher Jr., former product manager, men's products division, Colgate-Palmolive Co., to Mennen Co. (toiletries), Morristown, N. J., in similar capacity. Also added to Mennen's advertising, N. Y., and Joyce Gayly Volk, Young & Rubicam Inc., N. Y., to public relations department, BBDO.

Howard Menelsohn, former copy chief, Hirshorn-Garfied, N. Y., to Grey Adv., N. Y., as copywriter.

LATEST RATINGS

Top Radio Programs

Two Weeks Ending Dec. 24, 1955

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Christmas Sing With Bing (CBS)</td>
<td>2,315</td>
</tr>
<tr>
<td>2</td>
<td>Miss Brooks (CBS)</td>
<td>2,033</td>
</tr>
<tr>
<td>3</td>
<td>Gene Autry Show (CBS)</td>
<td>1,850</td>
</tr>
<tr>
<td>4</td>
<td>Your Boy Life (CBS)</td>
<td>1,804</td>
</tr>
<tr>
<td>5</td>
<td>Two For The Money (CBS)</td>
<td>1,711</td>
</tr>
<tr>
<td>6</td>
<td>Edgar Bergen (CBS)</td>
<td>1,665</td>
</tr>
<tr>
<td>7</td>
<td>Daggy (NBC)</td>
<td>1,665</td>
</tr>
<tr>
<td>8</td>
<td>Godfrey's Scouts (Lipton) (CBS)</td>
<td>1,672</td>
</tr>
<tr>
<td>9</td>
<td>Gunsmoke (CBS)</td>
<td>1,341</td>
</tr>
</tbody>
</table>

Evening, multi-weekly (Averages-for-all programs) (925)

1. One Man's Family (NBC) | 1,904 |
2. Lowell Thomas (CBS) | 1,655 |
3. News of the World (NBC) | 1,619 |

Weekday (Average for all programs) (1,434)

1. Guiding Light (CBS) | 2,312 |
2. Young Dr. Malone (CBS) | 2,066 |
3. Wendy Warren (Nobel Bishop) (CBS) | 2,220 |
4. Helen Trent (M & W) (CBS) | 2,127 |
5. Arthur Godfrey (Lever) (CBS) | 2,081 |
6. This Is Nora Drake (Toot) (CBS) | 2,035 |
7. Mr. Perkins (CBS) | 2,033 |
8. Good Life (CBS) | 2,025 |
9. This Is Nora Drake (B. Myers) (CBS) | 1,988 |
10. Wendy Warren (Gen. Foods) (CBS) | 1,988 |

Day, Sunday (Average for all programs) (591)

1. Heedworth Hour (CBS) | 1,988 |
2. Adventures of Rin Tin Tin (AM5) | 1,061 |
3. Symphony (CBS) | 1,071 |
4. Day, Saturday (Averages for all programs) (532)
   1. Gunsmoke (CBS) | 1,804 |
   2. Gunol Drake (Set. 10-35) (CBS) | 1,526 |
   3. Robert G. Lewis (Alliner) (CBS) | 1,480 |

Copyright 1956 by A. C. Nielsen Co.
ABC-TV NEGOTIATES FOR WARNER FILMS

Network President Kintner has discussed purchase of production firm's pre-1950 library. No commitment made yet.

NEGOTIATIONS were in progress last week between ABC-TV and Warner Bros. concerning acquisition of the studio's vast library of motion pictures made before 1930.

Whether the negotiations would result in an agreement appeared to be a moot question.

ABC President Robert E. Kintner confirmed that "we've been talking with them"—Warner Bros. officials—for the past "couple of weeks." But he said it would be impossible to hazard a guess as to whether the two companies would come to terms.

If Warner Bros. makes its product available for television—and the company has conceded before that it has been negotiating with various TV organizations—the move will mark another major break in the once-united motion picture front against television.

Among other developments of recent weeks, the RKO Radio Pictures library of 740 feature films and 1,000 short subjects was sold to C&C Super Corp. for $15.2 million [BET, Jan. 2]; Paramount Pictures' 1,600 short subject library was sold to UM&M TV. Corp. for around $3 million; Terrytoons Inc. (cartoons) was bought by CBS for about $3 million, and Columbia Pictures announced it would release 104 feature films for TV distribution by Screen Gems Inc., its subsidiary [BET, Jan. 9].

GUILD SETS AD BUDGET BASE

GUILD FILMS Co., New York, has allocated $250,000 for advertising during 1956, and raised this figure as new programs become available, it was announced last week by Monroe Mendelsohn, sales promotion director. In conjunction with this advertising effort, Mr. Mendelsohn said, Guild Films will offer new sales and merchandising aids to stations and sponsors.

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TEXT OF NARTB FILM COMMITTEE'S RECOMMENDED STANDARD FILM CONTRACT

NARTB's Film Committee has published the new uniform contract for film purchases [BET, Jan. 16] following two years of study and drafting. Headed by Harold P. See, KRON-TV San Francisco, the committee drew up a recommended contract form for voluntary use by distributors and stations. It may be used by all TV stations whether or not they are NARTB members.

Text of the form follows:

NARTB TELEVISION FILM COMMITTEE

MOTION PICTURE EXHIBITION CONTRACT FOR TELEVISION

(Title of Picture or Series)

This Agreement made this day of , 195 , by and between

(Hereinafter referred to as "Lessor")

(Hereinafter referred to as "Lessee")

(Contents of Clearance Provisions and Broadcast Area)

Schedule

Title of Picture or Series

No. of Original Pictures

No. of Runs

Scheduled Time

Running Time

Date(s)

License Fee

Sustaining Stations

Other Sponsored Stations

First: Grant

The Lessee hereby grants to the Station and the Station hereby accepts a limited license under the copyright of the motion picture(s) designated in the following schedule (hereinafter called the "Pictures") and under any copyright covering any matter included in the sound recorded for reproduction in connection with the showing of the Pictures, to exhibit the Pictures and to reproduce such included sound over the facilities of the designated television station (and over the facilities of such additional stations as are enumerated in the schedule), for the number of broadcasts as set forth in said schedule and for no other use or purpose. The license herein granted shall apply to the (16mm) (35mm) (_________) reproductions of the Pictures only.

Second: Term

The term of this license shall start at _______ and end at _______.

Third: Delivery

The Lessee shall deliver to the Station, (prepaid) (collect), a visual and aural reproduction of each Picture, as an individual unit, on reels in suitable containers for exhibition as scheduled. Delivery shall be made at least _______ (hours) (days) (exclusive of Sundays and holidays) before the scheduled broadcast, and shall be deemed full performance upon delivery.

Fourth: Return

The Station shall return to the Lessor, or forward to the Lessor's designee, (if additional space required, attach sheet)

Fifth: Payment of License Fees

In consideration of the license herein granted, the Station shall pay the (sum(s) specified in the schedule as the license fee for each Picture) _______ days of the scheduled broadcast date, Station will notify Lessor of such non-delivery. Shipment shall be via _______.

Sixth: Other Provisions

Other provisions of Agreement (if any):

Seventh: General Provisions

This Agreement may not be assigned by the Station without the written consent of the Lessor. This Agreement may not be altered or modified, except in writing. This Agreement, including the reverse side hereof, is completed and embrace the entire understanding between the parties, all prior understandings, either oral or written, having been merged herein.

This Agreement shall be construed under the laws of the State of _______.

The waiver by either party of any breach or default by the other party may not be construed as a waiver of any other breach or default by such other party.

IN WITNESS WHEREOF, the parties hereto have hereunto set their hands and seals this _______.

(Lessor)

(Station)

Address: (Street and Number)

Address: (Street and Number)

City and State

City and State

By: (Name and Title)

By: (Name and Title)

ADDITIONAL PROVISIONS

A. Warranties

The Lessor warrants and represents that it owns, or prior to the delivery of each of the Pictures included in the schedule, or any Picture substituted
now the GPL Vari-Focal Lens gives you eight advantages

1. The GPL Vari-Focal Lens is equally useful in studio and field; fits all monochrome and color image orthicon cameras.

2. The GPL Vari-Focal Lens can handle an entire show with one camera; can perform most work ordinarily requiring two chains.

3. The GPL Vari-Focal Lens has a focal range nearly twice that of any other lens in the industry; can make a 10:1 change in focal length in two 5:1 steps—from 3" to 15" and 6" to 30". Once focused, object remains sharply focused, including corners, as focal length is varied.

4. The GPL Vari-Focal Lens has the same standard of resolution as high quality camera lenses of fixed focal length.

5. The GPL Vari-Focal Lens can zoom from a long shot to an extreme close-up, continuously, without disturbing pick-up continuity or camera orientation. Speed of full zoom is variable from 2 to 30 seconds.

6. The GPL Vari-Focal Lens eliminates the need and expense of additional lenses.

7. The GPL Vari-Focal Lens is silently motor-driven; can be operated from camera or control room.

8. The GPL Vari-Focal Lens is fully color-corrected; has flat field over entire range.

9. AND NOW—A NEW FEATURE. The GPL Vari-Focal Lens now is available with manual focal control, located at the cameraman's fingertips. Changes of the focal plane can now be accomplished by simple turns of the knob.

For full information or demonstration—phone, write or wire:

General Precision Laboratory INCORPORATED
PLEASANTVILLE, NEW YORK

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

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therefor as hereafter provided, will have acquired and will own, the complete and exclusive television exhibition rights in each such Picture in the respective programs containing such Pictures, including the synchronization rights with respect to all musical compositions contained in such Pictures, without any further assignment, waiver, or restrictions whatsoever, to grant the license herein contained. The Lessor further warrants and represents that it has full, valid, and enforceable authority to enter into and perform this Agreement and that there is no contract with any other person, firm or corporation which will in any way interfere with the rights granted herein or with any other assignee of the Lessor, the pictures, and the stations or networks to which they are licensed.

E: Alteration and Rejection

The Station may make minor cuts or alteration in order to insertannoncements or to conform to time segment requirements, or to municipal, educational or other legal laws, or local or national policies. The Station shall notify the Lessor in writing of any such cuts or alteration and shall be responsible for any violation of any local or national laws caused by such runs. If, in the event that any such minor cuts or alterations shall be made, the Station shall, upon the receipt of notice from the Lessor, restore to the same condition the said pictures as they were delivered to the Station, and if such notice is not removed from any of the Pictures. In addition, it is agreed that the Lessor may reject any portion of any Station telecasts, programs, teletext material, or any program or film series to the Station, or any portion of any program or film series, which the Lessor shall notify the Station, of any reason, including but not limited to, the licensed materials not physically suitable for exhibition, or for any cause, or reason whatsoever.

F: Force Majeure

If the Lessor is prevented from making timely delivery of the Pictures, as herein provided, or if the Station is prevented from exhibiting and broadcasting the Pictures, as herein provided, by reason of any Act of God, strike, labor dispute, fire, flood, delay in transportation, public disaster or any other cause of delay properly attributable to the Lessor or the Station, as the case may be, such condition shall be deemed a valid reason for delay in the performance of any obligations, and the term of the license hereunder shall be extended for a period commensurate with the delay caused by such condition.

G: Substitution of Programs of Public Significance

In recognition of the public responsibility of the Station as a licensee of the Federal Communications Commission, it is therefore agreed that the absolute discretion to cancel the scheduled broadcast of any Pictures herein in order to broadcast a special event of either national or local interest or importance, and to reasonably extend the time during which the facts necessitating the same to the Lessor and set by mutual agreement, in writing of such cancellation notice, shall be required, and such notice shall be mutually agreeable to the Station and the Lessor, and that the time of such cancellation shall be fixed by the Federal Communications Commission, in order to enable the Station to cancel such broadcast or any part thereof, without the consent of the Lessor. The Station shall be entitled to substitute the Pictures, of equal value, or of a similar nature, for the Pictures to be broadcast hereunder, and such substitution shall not constitute a breach of this Agreement.

Marquis, Manson Take Screen Gems Sales Posts

APPOINTMENTS of Pierre Marquis as director of sales development for Screen Gems Inc., New York, and John A. Manson as manager of Latin American sales were announced last week by John H. Mitchell, vice president in charge of sales.

Mr. Marquis most recently served with MCA, from 1951 to 1954 as an advertising sales manager, and previously had been with NBC as a supervisor of television network sales presentations and a sales promotion writer. Mr. Manson, who will make his headquarters in Mexico City, has been with Noble Adv., Mexico City, since 1951, and previously had been with BBDO and the advertising and promotion department of NBC.

Melzac Promoted at TPA

PROMOTION of Vincent Melzac from spot sales supervisor of Television Programs of America, New York, to assistant to the president was announced last week by Milton A. Grossman, TPA's president.

Mr. Melzac joined TPA in June 1954 as an account executive and previously had been a management consultant to the Atomic Energy Commission and director of merchandising planning and control for Wolf & Day Department Store, New York. Mr. Melzac now will work with both Mr. Gordon and Michael M. Sillerman, TPA executive vice president, on sales and market analysis, training of new account executives and coordinating sales activities.

"New Yorker" Approach

SCREEN GEMS Inc., New York, last week turned to use of The New Yorker magazine to advertise the availability of film series to national or regional sponsors. The issue has a four-page center spread insert advertising Screen Gems, its programs, and sponsors. Lawrence Kane, head of Screen Gems' advertising agency, Lawrence Kane Inc., New York, prepared the advertisements for the campaign, which will continue in trade publications and newspapers.

AAP Eyes Latin America

PLANS for the establishment of a Latin American division of Associated Artists Productions, New York, were announced last week by Norman Katz, vice president in charge of distribution, will set up the division shortly, after a visit to the West Coast where he is expected to complete negotiations for the acquisition of several properties for AAP.

Tv News Cartoon Series Set

THE "lighter side of the news" will be the subject of a cartoon film series for television planned by Animated Cartoon Spots Productions, Berwyn, Pa. The series will be available shortly for daily syndication throughout the country, according to Fred H. Phillips, company spokesman.
NOW "LOONEY TUNES" PRECEDE "THE EARLY SHOW"

Re: The Early Show and the latest Nielsen Report.

The Early Show, with Gene Autry needs no introduction to viewers in the Baltimore area.

Now WMAR-TV is presenting from 5:30 to 6 P.M., Monday through Friday, a brand new package of Looney Tunes with Porky Pig, Daffy Duck, Bosco and Buddy. All are first run cartoons in the Baltimore area, preceding The Early Show.

According to A. C. Nielsen, the full strength and usefulness of television as an advertising medium is revealed by the entire audience available—not merely the audience in its central city and environs — and through a four-week cumulative audience report to reveal the true market coverage achieved.

The number of different homes, viewers per set and total viewers watching "six minutes or more" of one or more telecasts of The Early Show, during an interval of four weeks, at 6 P.M. Monday through Friday, shown in the latest Nielsen Report (December, 1955) are as follows:

<table>
<thead>
<tr>
<th>Day</th>
<th>Number of homes</th>
<th>Average Viewers per set</th>
<th>Total Viewers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>217,800</td>
<td>3</td>
<td>653,400</td>
</tr>
<tr>
<td>Tuesday</td>
<td>199,100</td>
<td>3.1</td>
<td>617,210</td>
</tr>
<tr>
<td>Wednesday</td>
<td>127,600</td>
<td>3.2</td>
<td>408,320</td>
</tr>
<tr>
<td>Thursday</td>
<td>173,800</td>
<td>2.9</td>
<td>504,020</td>
</tr>
<tr>
<td>Friday</td>
<td>141,500</td>
<td>2.9</td>
<td>410,350</td>
</tr>
</tbody>
</table>

January 23, 1956
Ziv Reports Seven Sales In Latin American Cities

COMPLETION of a series of tv film program sales in Latin American markets was announced last week by Ed Stern, head of Ziv's International Division, who observed that contracts signed in the first three weeks of January exceeded the total volume of overseas business during the firm's first year of international operations, started in mid-1953.

Among the Spanish-dubbed Ziv programs sold, Mr. Stern reported, were Favorite Story to Max Factor Cosmetics in Buenos Aires and Caracas, Venezuela; Highway Patrol to H. Steele & Cia. (Longines-Wittnauer distributors) in Mexico City, the CMQ-TV network in Cuba, and tv stations in Guatemala and Puerto Rico. Renewal contracts were signed by Cerveza Carta Blanca for Mr. District Attorney in Mexico City and by the tv outlet in Bogota, Colombia.

Ziv to Rent Studio Facilities

ZIV Television Programs, New York, last week announced details of a series of "tenancy plans" whereby independent tv films and motion picture producers may rent the facilities of the company's seven-stage Hollywood lot. Maurice Unger, Ziv Tv's studio head, said that producers may rent under four basic plans, depending on the facilities and services required. He said that tv producers currently using the company's facilities include Mark Stevens Productions, Chester Erskine Productions and the Tony Miner-Jim Moser organization.

As part of its "tenancy plans," Ziv Tv will offer producers the facilities of the company's seven-stage distribution system on a percentage basis. This is said to be the first time that Ziv Tv has proposed to distribute products of independent producers, though it still will not handle film produced at other studios.

Carlton Joins Minot Tv

APPOINTMENT of Richard Carlton, formerly vice president in charge of operations for Sterling Television Co., New York, as sales manager of Minot Tv Inc., New York, was announced last week by Charles Amory, president of Minot Tv. Mr. Carlton's duties will be concerned primarily with the sale of the library of 1,500 short subjects which UM&M Corp. (of which Minot Tv is a part) acquired recently from Paramount Pictures for about $3 million (B&T, Jan. 9).

FILM SALES

Wait Framer Productions Inc., N. Y., radio-tv packager, announces sale of new tv home audience participation program Ringshake to WCCO-TV, Minneapolis; KDKA-TV, Pittsburgh, and WBKB-TV Detroit. Framer Syndications expects 20 more markets to buy feature within next few weeks.

Interstate Television Corp., N. Y., announces following sales: Public Defender to KPIX (TV) San Francisco for Thom McAn Shoes and to WTSF-TV, San Francisco; TV 17, St. Paul; I Married Joan to WFAA-TV Dallas, Tex., WTIC-TV and KTXL-TV San Angelo, Tex.; Little Rascals to WSEE (TV) Erie, Pa., WAFF-TV Baton Rouge, La., KFEI-TV St. Joseph, Mo., WMFD-TV Wilmington, N. C., and KTVI-TV Sioux City, Ia., Jubilee Feature Package to Gray Schwartz Adv. Agency, Chicago, WSAY-TV Savannah, Ga., and KYVD-TV Corpus Christi, Tex.: Action Adventure Series to KFEQ-TV, WSAV-TV and WWBT-TV South Bend, Ind., and Adventures of Blinkley to WAFB-TV.


FILM DISTRIBUTION

Association Films, N. Y., is offering without charge to tv stations 15-minute film titled "Helping the Taxpayer," for showing during income tax period. It was produced as public service by the American Institute of Accountants, in cooperation with Internal Revenue Service.

Bernard L. Schubert Inc., N. Y., has acquired 57 half-hour programs of the Mr. and Mrs. IKE series, including Mr. and Mrs. Ike in New York, Mr. and Mrs. Ike in Chicago, and Mr. and Mrs. Ike in Los Angeles.

BRAY STUDIOS INC., N. Y., announced availability to stations of three films: "Operation Survival," 17 minutes, dealing with parachutes and survival equipment; "Packing & Maintenance of Parachutes," 17 minutes, showing a man preparing a parachute after he has left the Woods," 21 minutes, produced for Timmer Engineering Co., research affiliate of National Lumber Mfrs. Assn., Washington, about developments in use of wood for building. Latter film is in color as well as black-and-white; all are 16 mm.

FILM PRODUCTION


FILM PEOPLE

Bert Herbert, formerly senior media analyst, Benton & Bowles, New York, appointed assistant to sales promotion manager, CBS Television Film Sales, N. Y.

George Gill, formerly in charge of tv and photographic lighting services of Klieg Bros., N. Y., has opened headquarters of Gill Southern Assoc. in Florida at 1805 Alameda Drive, N. Miami. Gill specializes in film, tv, theatre and exhibit lighting and equipment. Mr. Gill, technical facilities consultant for network studios and local stations, has N. Y. office, George Gill Assoc., at Glen Head.


By Bucher, theatrical attorney, Connor, Chopnick & Harrell, N. Y., to National Telefilm Associates, Inc., N. Y., as liaison attorney between tv film series General Electric, McMahon & Williams, and Golenbock, Boorrel & NTA, their respective producers.

Harvey Chertok, formerly with Interstate Department Stores, to NTA's market research department.

Ray Evers, staff sales representative, General Screen Adv., Chicago, named special sales representative for Alexander Film Co., Colorado Springs, Colo. He continues to represent General Screen.

PROGRAM SERVICES

Civil Defense Radio Spots

A SERIES of radio spots has been recorded by 10 prominent clergymen of three faiths for Civil Defense use on over 3,000 stations in this country and its territories, the Federal Civil Defense Administration has announced. Each of the 10 Protestant, Jewish and Roman Catholic leaders voiced 30-second announcements explaining "spiritual implications" of Civil Defense and suggesting that all church members cooperate in the national program.

PROGRAM SERVICE SHORTS

American Institute of Accountants, N. Y., has produced 20-second and minute public service announcements giving tax information for use by radio and tv stations. Radio spots featuring Tex and Jinx McCrory and tv cartoons were prepared by institute in cooperation with Internal Revenue Service. Stations may contact public relations director, AIA, 270 Madison Ave., New York 16, to obtain films and recordings.

C. P. MacGregor Co., Hollywood, is producing series of half-hour radio programs for Salvation Army. Programs feature Hollywood stars with George R. Jones as narrator-director and are to be broadcast on 500 stations. Other stations interested may write MacGregor.

SESAC Transcribed Library, script service division, N. Y., is offering special, 15-minute public service script, "Give Your Heart a Lift," prepared in cooperation with the Heart Fund, which starts 1956 campaign Feb. 1. Copies of script may be obtained, free of charge, upon written request to Alice Heinecke, woman's radio-tv director, SESAC Inc., 475 Fifth Ave., N. Y. 17.

Magne-Tronics Inc., N. Y., is supplying background music service for WFLY (FM) Troy, N. Y., franchise holder, which claims to be first fm station to multiplex its broadcast (B&T, Jan. 16). Magne-Tronics said that station's programming for its multiplex channel is automatic because of eight-hour tape and Ampex tape reproducing equipment.

Radio Recorders, Hollywood, has issued "Recording Guide and Rate Booklet" for 1956, detailing studio practices, costs and definitions of technical terms. Booklet is free on letterhead request.

RCA Recorded Program Services, N. Y., announces sale of its Town & Country Time tv film series by following stations: WLVA-TV Lynchburg, Va., to Gunther Brewing Co., Baltimore; WNCT (TV) Greenville, N. C., to Smith-Douglass Co. (fertilizers), Norfolk, and WTCO-TV Savannah, Ga., to Beerman Realty Corp. there.

RCA Thassaurus, N. Y., radio station transcription library, has signed 14 additional stations for its service.

PROGRAM SERVICE PEOPLE

Hillard Ellims, former head of William Morris Agency's talent division, N. Y., has opened his own talent and production agency for tv and legitimate stage at 17 W. 67th St., N. Y. Telephone is Trafalgar 7-7450.

Barry Faris, editor-in-chief of International News Service, appointed associate general manager. Before he joined INS in 1915, Mr. Faris, who covered both World War I and II as a news director, was associated with various major U. S. dailies.
HE CAN CHECK VIDEO ANYWHERE
HE HAS A NEW VIDEO TRANSMISSION TEST SET

The Original Full Rack and the Portable Unit Produce the same Precise Test Signals.

MULTI-FREQUENCY BURST
AMPLITUDE vs FREQUENCY Characteristics. Determine ringing, overshoot, undershoot, phase shift, mismatched terminations, etc. in TV signal or system.

WHITE WINDOW
LOW & HIGH FREQUENCY CHARACTERISTICS. Determine ringing, overshoot, undershoot, phase shift, mismatched terminations, etc. in TV signal or system.

STAIRSTEP SIGNAL MODULATED by crystal controlled 3.579 MHz for differential amplitude and differential phase measurement. Checks amplitude linearity, differential amplitude linearity and differential phase of any unit or system.

Model 1003-A HI-LO CROSS FILTER for signal analysis.

WHITE WINDOW
WHITE WINDOW HIGH FREQUENCY CHARACTERISTICS. Determines ringing, overshoot, undershoot, phase shift, mismatched terminations, etc. in TV signal or system.

Model 1003-A HI-LO CROSS FILTER for signal analysis.

Model 1003-A Video Transmission Test Signal Generator

Now, Telechrome Video Transmission Test Equipment is available as a completely portable 12½" standard rack mounting unit.

Everyday these Test Signals generated by Telechrome equipment, are transmitted Coast-to-Coast by NBC, CBS, ABC, the Bell System, Canadian Bell and leading independent TV stations throughout the U.S. and Canada. Hundreds of network affiliated TV stations and telephone TV centers thus check incoming video signals.

The compact, inexpensive, portable Model 1003-A is all that is required to generate signals for local and remote performance checking of your entire video, cable, or micro-wave facilities.

DELIVERY 30 DAYS
Literature on these and more than 150 additional instruments for color TV by TELECHROME are available on request.

The Nation's Leading Supplier of Color TV Equipment
88 Merrick Road Amityville, N. Y.
Amityville 4.4446

January 30, 1956
PUBLISHERS PUT A LIGHT IN THE WINDOW FOR THE DOLLARS THAT STRAYED TO TV

NAEA convention hears report of ANPA plans for a campaign aimed at major tv sponsors, research planned to turn up unfavorable evidence against television. Projected teen-age newspaper readership survey listed as part of Bureau of Advertising campaign in ‘Year of the Needle,’ to ‘make your eyes pop.’

THE American Newspaper Publishers Assn.'s Bureau of Advertising is preparing a "double-barreled frontal attack" in the 1956 national media battle, much of it to be concentrated on its most potent competitor, television.

Over 700 members of the Newspaper Advertising Executives Assn. were promised by the ANPA bureau it will fight with a program to gain new advertising dollars and regain old ones—viz., those in the beer, coffee and tea, cereal, dentifrice, cosmetic and toilet category. Newspapers took "quite a beating" in those classifications on general advertising (all national save automotive), it was acknowledged last week.

ANPA's Bureau of Advertising will launch a "positive" campaign for newspapers generally and a "competitive" one against tv on the premise of claims that network tv competition for audience has intensified and sponsor expenditures have risen concomitant with "smaller ratings."

Harold S. Barnes, bureau director, sounded the keynote when he held up a card titled, "The Year of the Needle."

The bureau intends to "needle" tv with . . .

- An intensified drive aimed at major tv sponsors, comparing tv dollars with what they would buy in newspaper lineage and consisting of tv credits to sponsors in a bid to convince them "they have less and less control" over what those tv dollars will buy.

- Two new research projects, one calculated to "turn up further unfavorable evidence on television" and the other a game designed for use by newspaper salesmen and retail accounts. It's called "Sponsor. Who Is the Sponsor?" and is intended to show low percentage of ad-space-to-sponsor identification, as contended by the Chicago Tribune.

A national survey of teen-age newspaper readership promising "powerful ammunition both for newspapers and against tv" also is planned. Executives said comparisons of teen-age readers and newspaper dollars will "make your eyes pop," while field-testing of the sponsor quiz assures results will "knock your hat off—and your retails too."

On the former project, the bureau would present material in showing what the sponsor pays for, say, the Lux Video Theatre and the pro-rated cost of three stations carrying the program in, for example, Ames, Sioux City and Waterloo, all Iowa—or about $72,000. This sum would then be used to illustrate what could be purchased in the way of lineage in every one of 40 Iowa daily papers (16,500 lines for $72,000).

The bureau stresses that "we're not comparing the respective merits of tv and newspapers" and that "we're merely showing what those tv dollars would buy in newspapers in the same market."

The bureau's presentation highlighted last week's three-day annual convention of NAEA at the Edgewater Beach Hotel, Chicago. Karl T. Bliss, former newspaperman, succeeded Wilson Condit, St. Louis Globe-Democrat, as NAEA president.

Delegates were told—by Vincent Bliss, president of Earle Ludgin & Co., Chicago—that newspapers have withstood tv "better than other media" and have grown circulatively in size and in performance. Both have prospered as the "supreme mass medium," he said because of the "tidal surge of mass-class buying," Mr. Bliss made these other points:

1. Tvs are still the fastest growing industry but its "blinding rise" (in terms of strong emotional effect) has ended.

2. Tvs "cannibalized" radio, which is "still alive but all warped out of shape."

3. Color tv is "scarcely a trend yet" but newspaper color is here.

4. Television has become "fearsomely high," he added. . . . "It is so costly that major programs are becoming impossible to consider for any but an ever-narrowing group of giants. Nothing suggests any change and it is the big operator who can pay for the big programs who also gets the most for his advertising dollar."

Mr. Bliss described 1955 as "our biggest" (at $250 million) year for newspapers. His agency derived about $6 million in tv billings out of an overall $10 million-plus last year.

High cost factor of tv also was discussed by Walter Kura, advertising director of the Chicago Tribune, in a talk Wednesday. Discussing "Facts, Fable and Fantasy in Tv Land" (theme of the recent Tribune surveys which purport to show low sponsor identification among viewers), Mr. Kura urged "not just another 'cannibalization expert,' but that the newspaper bureau "will have to do much more homework before it qualifies as a television expert." For example, he called attention to Mr. Barnes' statement that "tv sponsors are ... getting smaller ratings," and answered: "If he studies recent Nielsen pocket pieces for October through December 1955 and compares them with year-ago findings, he would find the reverse to be true. For Mr. Barnes' information, the rating of the average network tv program is up. Meantime, the number of homes equipped with tv—in the same year-agocomparison—has increased by 12%.

"The number of stations carrying the average network tv program and the percentage of homes it can reach has also increased. As a result, the circulation delivered the average evening network television program has increased by 24%. The rating delivered the average adult daytime shows (accordance to the same year-ago Nielsen comparison) has also gone up. The homes delivered by these daytime network programs have increased 47%.

"Clearly, no television expert could generalize that 'sponsors are ... getting smaller ratings.'" Mr. Treyz continued:

TELEVISION BUREAU OF ADVERTISING last week was quick to answer the plans disclosed of the recent American Newspaper Publishers Assn.'s Bureau of Advertising, for a newspaper-waged "frontal attack" on tv as an advertising medium.

TvB President Oliver Treyz said "we respect Mr. Barnes and the Bureau of Advertising as a television expert," but that the newspaper bureau "will have to do much more homework before it qualifies as a television expert." For example, he called attention to Mr. Barnes' statement that "tv sponsors are ... getting smaller ratings," and answered: "If he studies recent Nielsen pocket pieces for October through December 1955 and compares them with year-ago findings, he would find the reverse to be true. For Mr. Barnes' information, the rating of the average network tv program is up. Meantime, the number of homes equipped with tv—in the same year-agocomparison—has increased by 12%.

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"Clearly, no television expert could generalize that 'sponsors are ... getting smaller ratings.'" Mr. Treyz continued:

... AND TVB'S Treyz FIRES BACK AT BARNES

"Mr. Barnes reports that the newspapers 'took quite a licking' in such classifications as beer, coffee and tea, cereals, dentifrices, perfumes and cosmetics and toilet soaps. The essential point, however, is that the advertisers—in these classifications—which shifted large investments from newspapers to television scored planned tv as a more direct sales response." But, he said, "if the newspaper bureau is converting itself into an anti-tv bureau, TvB will not become an "anti-newspaper bureau."

"We are in business to sell to advertisers the productive use of tv as an advertising medium, not to tear down the newspapers," he asserted. "Copy research, testing the impact of advertisements, shows that a campaign designed deliberately to launch a 'frontal assault' on a specific competitor does not work to the advantage of the advertiser and, usually, is a waste of money. If this be true of advertising—and we believe it is—it is also true of media planning and selling."

He cited a section of the American Assn. of Advertising Agencies' Standard of Practice which holds that "unfair competitive practices" undermine public confidence, and said: "We would urge the newspapers, through the Bureau of Advertising, devote their manpower and budgets to building and promoting newspapers, as opposed to negative and unwarranted attacks on competing media, all advertising would be better served."

BROADCASTING • TELECASTING
CHAMP WINS AGAIN by 5 to 1 margin

WHEN IT COMES TO SALES PUNCH in the important Baton Rouge area, WAFB-TV has proved its supremacy by a country mile!

In the latest Telepulse (Nov. 1955), WAFB-TV was first in 347 quarter hours per week, compared to 78 quarter hours on station B ... giving WAFB-TV a leadership of nearly five to one.

ALL THIS AND MERCHANDISING TOO! Take overwhelming viewer preference, as demonstrated by this survey, and add a merchandising record that's second to none; (1) First place winner in recent "Lucy Show" competition with a double first prize for special merchandising job, (2) First place in Screen Gems, Inc. contest on program promotion, (3) Among top four in "Frank Leahy and His Football Forecasts" The result is a sales potential that can't be beat. Wouldn't you like to put "The Champ" to work for you?

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**Special Alternate-Week Seasonal Broadcast a Does Not Broadcast Complete Period. Share Unadjusted.

Call, write or wire:
National Representative—Young Television Corp.
South & Southwest—Clarke Brown Co.

WAFB-TV
CBS—ABC 200,000 WATTS
affiliated with WAFB-AM-FM

Broadcasting • Telecasting
January 30, 1956 • Page 39
Spring Clinics Slated by Radio Adv. Bureau

Session Feb. 20 in Roanoke, Va., to kick off series of clinics that will cover 50 major cities.

Sweeney cites record attendance at 1955's spring and fall clinics.

A SERIES of sales clinics covering 50 major cities in 12 weeks will be conducted by Radio Advertising Bureau this spring, with the first meeting slated for Feb. 20 in Roanoke, Va., at the WSLS studios, RAB President Kevin Sweeney announced last week.

The spring schedule will be the seventh such series of sales training and management sessions held by RAB in its six-year history, Mr. Sweeney noted that last year, the organization's spring and fall sales clinics drew a record breaking 5,100 attendance, more than triple the number that attended the previous year.

The clinics, which end May 11, will be conducted by Mr. Sweeney and the following RAB team: John F. Hardesty, vice president; R. David Kimble, director of local sales and service; Arch L. Madsen, director of station relations, and James F. Baker Jr., Mr. Kimble's assistant.

Schedule for the spring series:

Feb. 20, Studios of WSLS, Roanoke, Va.; Feb. 21, Jefferson Hotel, Richmond, Va.; Feb. 22, Studios of WSB, Atlanta; Feb. 24, Studios of WAPI, Birmingham, Ala.; March 2, Studios of WAPI, Birmingham, Ala.; March 5, Studios of WAPI, Birmingham, Ala.; March 7, Studios of WSDK, New Orleans; March 8, Studios of KATZ, Houston; March 9, Studios of WSB, Columbus, Ohio; March 10, Studios of WSLS, Roanoke, Va.; March 11, Studios of WAPI, Lansing, Mich.; March 13, Boston; March 14, Studios of KDKA, Pittsburgh; March 15, Rochester, N. Y.; March 16, Schenectady, N. Y.; March 19, Northern Hotel, Buffalo; March 20, Minneapolis; March 21, Milwaukee; March 22, Pittsburgh, Pa.; March 25, Studios of WJZ, Detroit; March 26, Tulsa, Okla.; March 27, Ampfire, Philadelphia; March 28, Los Angeles.

April 1, Los Angeles; April 2, Fresno, Calif.; April 3, San Francisco; April 4, Portland, Ore.; April 5, Seattle; April 6, Boise, Idaho; April 7, Spokane, Wash.; April 8, St. Louis; April 11, Peoria, Ill.; April 12, Chicago; April 13, Milwaukee; April 14, Salt Lake City, Utah; April 24, Denver; April 25, Omaha; April 26, Carlsbad, Calif.; April 27, Cedar Rapids, Iowa; April 29, Raleigh, N. C.

May 1, Charlotte, N. C.; May 2, Evansville, Ind.; May 3, Chicago; May 4, Columbus, Ohio; May 8, Philadelphia; May 10, New York.

NCAA Tv Unit Meets Today To Further Plans For 1956

QUICK action on the 1956 football tv control plan announced by the National Collegiate Athletic Assn. will be sought by its new television committee when it convenes in New York starting today (Monday).

The group's objective will be to fashion a program within the framework of the national control plan already approved by the NCAA membership at its Los Angeles convention [BT, Jan. 16] and hear suggestions from member institutions and "interested parties.

It hopes to develop a specific national-regional program by March 1, according to Walter Byers, NCAA executive director. The 1955 plan was prepared and mailed to NCAA members on March 11. Two-thirds approval of voting members is required in the mail referendum to put it on the books for 1956.

The new 12-man tv committee will hold a three-day session at the Biltmore Hotel, setting up administrative organization and procedure and discussing details of the 1956 program, as well as conducting the hearings. A proposal for different sets of regulations covering cv and vhf stations because of coverage factors is expected to be aired.

Mr. Byers also announced that Reaves E. Peters, executive secretary, Missouri Valley (Big Seven) Conference, will replace Earl S. Fulbrook, U. of Nebraska (who is seriously ill), as NCAA Dist. 5 representative. New committee was announced at the convention.

Film Firms Admission To Tv Code Proposed

ADMISSION of tv film producers and distributors to NARTB's television code will be proposed to the association's tv Board when it meets this week at Chandler, Ariz. Board meetings start Wednesday and wind up Friday [BT, Jan. 23].

At the opening day's session of the NARTB tv Code committee, held Thursday in Carmel, Calif., the code board recommended that tv producers and distributors be allowed to take part in the code operation on an associate basis.

In the spring, is designed to bring about code unity within the industry, since a number of efforts have been made by separate film and broadcast groups to create separate code operations. The NARTB tv Code has been functioning now for more than half a year, is carried by 5,100 tv stations and all tv networks subscribing to minimum tenets of good programming.

The code board explained that its action doesn't affect the ultimate responsibility of the licensees. Instead, it marks a significant and realistic step on the part of the board in behalf of sub-

scribers to advance the cause of better film as well as live product for the American viewing audience. The step is taken, too, in conformance with the Code Board's instructions to re-

view continually the code's language and procedure in order to maintain its established position as the single responsible industry effort in this vital field.

G. Richard Shafts, WJS-TV Columbia, S. C., chairman of the code board, said he would present the plan to the tv Board Wednesday. He cautions that the plan is an action by the tv Board still wouldn't permit an immediate operation because staff and procedural problems are involved.

Attending the Carmel meeting were Mr. Shafts, William B. Quanton, WMT-TV Cedar Rapids, Iowa, vice chairman; Mrs. Hugh McClung, KSHL-TV Chico, Calif.; Roger W. Clipp, WFL-TV Philadelphia, and Richard A. Borel, WBNS-TV Columbus, Ohio. Representing the NARTB headquarters and code staff were President Harold E. Fellows; Edward H. Bronson, tv code director; Charles S. Cady, assistant to the director; Thad H. Brown Jr., tv vice president; Robert L. Heald, chief attorney, and Robert K. Richards, consultant.

Calif. Broadcasters to Meet

Calif. broadcasters are invited to ANNUAL business meeting and election of officers of the California State Radio and Tele-

vision Broadcasters Assn. will be held Feb. 6, in the Hollywood Roosevelt Hotel, Hollywood.

Luncheon speaker is to be Harold E. Fellows, NARTB president, who will review trends and current problems in the radio-television field.

George Greaves, general manager of KNBC San Francisco, is president of the state association.

VIDEO RATING SERVICES EXPLAINED AT SEMINAR

Statistical help for the time-

buyer stressed by executives of Nielsen, ARB, and TelePulse at session in New York sponsored by Radio & Television Executives Society.

Statistical help for the time-

buyer was stressed by speakers for three rating services at a timebuying and selling seminar held Tuesday in New York under auspices of the Radio & Television Executives Society.

Speakers were George Blechta, vice president of A. C. Nielsen Co.; James Seiler, president of American Research Bureau, and Dr. Sydney Roslow, director of TelePulse.

Mr. Blechta saw audience measurement data as "guideposts" to the buyer of tv time, who, he said, is in a business "that is not only becoming more and more complicated, but also in many instances ... the most important part of the radio advertising budget.

He said his company was able to sell to the advertising budget itself.

The speakers emphasized that the rating is but one factor of timebuying. Mr. Blechta, in pointing out various dimensions of data supplied to Nielsen subscribers, explained their application in an "education program" steps up "danger in misuse" as well as best use of ARB's figures.

Roslow Disagrees With Knipe

Dr. Roslow took time out in his talk to comment on a proposal by a segment of the radio industry to re-

form a similar luncheon group discussion of radio services [BT, Jan. 23]. James L. Knipe, president of C. E. Hooper Inc., had suggested that the best approach is a "practical and immediate reform as possible, " the latter was for critics to tour and inspect each of the service's physical facilities and, if possible, accompany interviewers on their rounds.

The TelePulse head said that his service had clients inspecting physical facilities "all the time" but labeled any practice of accompanying interviews as "superficial." Such accomplishment, he said, would prove "embarrassing" to the interviewee, not to speak of the interviewer.

He proposed, instead, that skeptics contact Pulse and said the rating service would obliges in sending an interviewer to homes where the person lived and thus the interviewee could see or learn at first hand of "Pulse in action."

Rostral cannot indiscriminately "speed up" its reports, Dr. Roslow reminded that one out of every ten of the sampled must be subjected to a new method, that geographic distribution must be maintained and that work on program logs and listings must be kept up to date and accurate. He cited the service's cumulative audience reports and "ad not-

ing" newspapers in homes, the latter would provide comparable measurement to tv commercial viewing in the home.
"We now switch you to..."

In the split second after one of these famous commentators completes this sentence, you and millions of other viewers are whisked to Washington or Los Angeles or anywhere else news is popping. The electronic miracle of television has given you a center aisle seat on the passing scene.

But behind this miracle are the skills of Bell System and network technicians. These highly trained craftsmen blend the technical ability of an engineer with an actor's unerring ear for cues.

Precisely on cue, push buttons are operated to make the connections that switch the television scene from one city to another. And Bell System technicians are receiving cues from several networks at once.

To help them, the Bell System receives operating instructions from the networks which give all the necessary information on switches. This information is sped to 130 Bell System television operating centers throughout the nation by private line telephone and teletypewriter systems.

This co-operation between network and telephone company... and the teamwork along the Bell System lines... assure the American viewing public the smoothest programming and the best television transmission it is possible to provide.

BELL TELEPHONE SYSTEM
Providing transmission channels for intercity television today and tomorrow
Garrigus Outlines Role Of Public Service Groups

RESPONSIBILITIES of public service organizations to radio and TV in seeking free time on these media were outlined Wednesday to the 10th annual conference of CARE Inc., meeting in Washington, D. C., by Frederick H. Garrigus, manager of NARTB's Organizational Services Dept.

Complimenting CARE officials for inviting him to speak on the public service organization's responsibilities to radio and TV in seeking free time, Mr. Garrigus said members of the overseas relief group have been particularly cooperative with radio-TV and "have, in fact, much less need to hear these remarks than the representatives of many other groups."

Mr. Garrigus set forth these responsibilities: (1) awareness that responsibility is mutual; (2) understanding of the station's real and implied responsibilities under the Communications Act of 1934 and of the term "free broadcasting"; (3) understanding of the broadcaster's commercial responsibilities; (4) understanding of the media's nature—its advantages and disadvantages; (5) development of continuing liaison with the broadcaster; (6) providing of adequate and suitable material for program ideas; (7) ability to accept a refusal of time with good grace.

Film Council Hears Lewine Laud Benefits of Tv Film

BENEFITS that filmed programming have brought to television were enumerated by Robert F. Lewine, vice president and program director of ABC-TV, at the monthly luncheon meeting of the National Television Film Council in New York last Thursday.

Mr. Lewine claimed that films have proved advantageous to the viewing public, the advertisers and the networks. He said the motion picture industry has "a record unmatched" by any other medium of mass entertainment, and "a tremendous reservoir of talent" available to TV.

In early days of television, Mr. Lewine said, the audience could view only live television and "some free film." With the availability of commercially-produced films to TV, he continued, the entertainment base for the viewing public was broadened to include adventure series, outdoor programs and "big-name" talent.

As an example of film popularity, Mr. Lewine offered statistics showing that in network commercial evening time periods, film programming constitutes more than 40% of the total time. He listed ABC-TV's total as 42%; CBS-TV's as 50% and NBC-TV as 32%.

TvB Names Halsey Barrett As National Sales Director

IMPLEMENTING Television Bureau of Advertising's policy of integrating its "internal" and "external" operations [B&T, Jan. 23], TvB today (Monday) is announcing the promotion of Halsey V. Barrett, senior account executive, to director of national sales. Norman E. Cash, Tvb vice president and station relations director, said that Mr. Barrett will supervise a primary effort to sell the TV story to "national advertisers who are not now using the medium—or who are using it in token form only."

Prior to joining TVB last year, Mr. Barrett was with the DuMont Television Network as manager of spot sales. He also has been CBS-TV sales promotion manager and promotion director of WNEW New York.

Soviet Censorship Described By Levine in New York Talk

EVERY ONE of his scripts written for broadcast from Moscow is censored by the "Central Telegraph Office" there, Irving R. Levine, NBC News correspondent in Russia, told a monthly meeting of the Radio & Television Executives Society Friday in New York. Most of his talk centered on censorship difficulties and procedures in the U.S.S.R.

Noting that "in Russia you never have the chance to argue with the censor," and that "some of my broadcast scripts have never been returned at all," Mr. Levine said that most of his scripts were cleared, though many had portions deleted. Scripts must be delivered in triplicate, he said. In addition to regular censoring, he said, scripts often have been held for "several hours and even days and then returned without deletions... besides every other objection, this is downright annoying."

Mr. Levine was in New York for conferences with network officials.

Massachusetts Assn. Elects Harvey Struthers President

HARVEY J. STRUTHERS, general manager of WEEL Boston, is the new president of the Massachusetts Broadcasters Assn.

Mr. Struthers was elected at the annual meeting of the group a fortnight ago in Boston. Other new officers are Herbert J. Krueger, WTAG Worcester, vice president; George H. Jasper, WCCM Lawrence, treasurer, and Sherlock J. Talcott, WHIL Medford, secretary.

Cy Young, retiring from Westinghouse stations WBZ-AM-TV Boston, was presented a citation for his past service to the broadcasting industry.
MORE LOCAL ADVERTISERS THAN ANY STATION IN PHILADELPHIA*  

FIRST IN OUT OF HOME LISTENING**  

HIGHEST RATED FOOD MERCHANDISING PROGRAM IN PHILADELPHIA**  

GREATEST RATING INCREASES OF ANY STATION IN PHILADELPHIA**

Represented Nationally by GILL-PERNA INC.  
New York, Chicago  
Los Angeles, San Francisco

*Broadcast Advertisers Report  
**Pulse 1954-55
SENATE STUDYING OWN ALLOCATION PLAN

(Continued from page 23)

room Thursday morning the Commerce Committee began the 1956 radio-tv hearings with testimony and senatorial comment that was certainly lively and somewhat enlightening.

The first witness, FCC Chairman George C. McConnaughey, didn’t even get to finish reading his prepared statement before being drawn by fiery Sen. John O. Pastore (D-R.I.) into the Hartford selective deintermixture case—one in which the Rhode Islander is fiercely partisan.

Chairman Magnuson recessed the hearing to allow senators to get back to the floor where debate was in progress on the Natural Gas Bill. He postponed a planned second day of hearings (Friday) after several principals said they would have to be absent. On Friday Sen. Magnuson set Feb. 7 for resumption of the session with the FCC.

But during the two hours these things took place:

- FCC Chairman McConnaughey read part of and entered in the record a statement answering questions propounded by the Senate committee earlier this month.
- Comr. Rosel H. Hyde, who with Comr. Robert T. Bartley, disented to recent vhf grants in areas where deintermixture has been requested and denied, gave his own reasons why he thought the FCC majority was wrong in making the vhf grants.
- Comr. Robert E. Lee went on record as favoring continuation of subscription tv for uhf stations under certain limitations. These limitations, he said, would be the possible regulation of subscription tv rates by the FCC and restriction of pay-tv time to a percentage, perhaps 10%, of a station’s time schedule.
- Sen. Andrew F. Schoeppe1 (R-Kan.) asked FCC views on: status of FCC negotiations with the military for new vhf frequencies, adequacy of the present allocations plan, selective deintermixture, a shift of all tv to uhf, status of the FCC’s rule-making proceedings on subscription tv, specific suggestions on present problems.

UHF GROUP APPEALS TO CONGRESS, FCC

A SPECIAL APPEAL to congressmen, emphasizing that more than a hundred of them “can’t get on tv in their own district,” was made to the nation’s legislators last week by the Committee for Home Town Television Inc., an organization representing a group of “home town” tv stations in Massachusetts, Connecticut and New Jersey.

Timing its appeal to coincide with the opening of hearings by the Senate Commerce Committee in its current investigation of tv networks and uhf-vhf troubles (see story above). CHTT simultaneously sent copies of its statement to the FCC on the latter’s allocations-deintermixture rule-making, to all congressmen and ran a full-page ad in Roll Call, a weekly tabloid circulated to congressional offices.

CHTT, in commenting on the FCC’s rule-making procedure last December, asked for deintermixture, vhf drop-ins, restriction of a station’s coverage to its trading area, simultaneous operation of a station on vhf and uhf until uhf conversion is 85% complete and changes in FCC policies and philosophy.

The Roll Call ad, titled “Pity the Invisible Congressman,” noted that many congressmen cannot appear before their own constituents in this election year because the latter do not receive a tv service and warned that “for the second time in a row the issue is scuttled.” It was signed by Philip Merriman, WICC-TV Bridgeport, CHTT president. The ad noted the beginning of the Senate committee’s hearings.

At least one congressman reacted. Rep. Philip J. Philbin (D-Mass.) sent a statement to the Senate group urging “uniformity of reception in tv sets so . . . everyone . . . owning a tv set can enjoy all the programs” and asking that each community have its own tv outlet.

Rep. Philbin commended CHTT and criticized failure of some stations to remain on the air in the evening (presumably because they have no network affiliation). He said only four of 22 uhf channels assigned in Massachusetts are operating and that these four are probably in the red. He said WWOR-TV in the evening was forced to go off the air because of competition from Boston, Providence and Manchester vhf stations. He said the only way the four uhf stations can remain on the air is to obtain vhf assignments from the FCC.
"No doubt about it... Nathan Bedford Forrest is the most. Even better, he's the Mostest!"

"He sure stated the case for KATV when he said, 'Get thar fustest with the mostest!'"

"KATV is sure fustest! They were the fust 'V' TV in Arkansas and all those 142,900 TV homes are tuned smack to Channel 7!"

"Mostest too, Man! No other Arkansas station covers 1,104,100 people and 513,800 families who have a Consumer Spendable Income of $1,137,850,000!"

"I'm sure ol' Nate won't mind if KATV borrows his quotation, 'cause they can prove that they're 'Fustest with the Mostest' in the Billion Dollar Arkansas Market!"

Studios in Little Rock & Pine Bluff

KATV

Channel 7

John H. Fugate, General Manager
Avery-Knodel, Inc., Nat'l Representatives
620 Beech Street, Little Rock, Arkansas
 majorly decided to issue grants of vhf stations in the five areas where deintermixature had been requested (Hartford, Evansville, Peoria, Madison and Albany) because "we felt that the public deserved to have the service."

"We felt that we had to get service on the air," he said. "If there is anything in the world I dislike, it is a freeze. It scares me to death when I hear the word."

Sen. Pastore introduced the question of deintermixing Hartford and Providence. "Now why can't you give three uhf stations to Hartford and three vhf stations to Providence without putting them all out of business?" the senator asked.

Mr. McConnaughey said that when the FCC finishes its new allocation plan, Hartford and Providence might wind up that way, "and I don't think we are going to put anybody out of business in the meantime.

Sen. Pastore said that what he couldn't understand was how the FCC could continue deintermixing and then later "deintermix your intermixture."

"I think, to be fair with ourselves, we ought to say that if we are not going to deintermix, we ought to tell these people that," said Sen. Pastore. "... I am sorry and regret to say this: I do not see any hope of the solution of this problem. I really don't see any hope of solution with the attitude of the FCC."

The senator added later: "I don't think we are ever going to have the day of deintermixing because it is so badly scrambled that you will never unscramble it. And you are in the process now of scrambling it up even more, because the minute you throw out selective deintermixture, you throw nationwide deintermix right out the window."

Comr. Robert F. Bartley, who with Comr. Rosel H. Hyde has dissented to the vhf grants in deintermixture cases, made a brief statement agreeing with Sen. Pastore's belief.

"It is my own view," said Mr. Bartley, "that failure to deintermix in parts of the country will foreclose deintermixture in other areas."

Comr. Hyde spoke at length on his attitudes toward the subject.

"The basic issue," he said, "is whether the United States, with its growing economy and its expanding need for communication service, and particularly for television service, is going to have a system with low ceilings built in or whether it is going to have a system with sufficient number of channels to give opportunity for development of a comprehensive, competitive free enterprise system."

Mr. Hyde said that no matter how the spectrum was juggled, the practical fact was that to give the U. S. a tv system capable of growth, the ultra high frequencies would have to be used.

"What we should be doing," said Mr. Hyde, "is turning our attention to a policy that would provide incentives or inducements to improvement of sets in the use of all of these channels."

The "most disturbing thing about a policy which seems to be looking for that solution to this problem in vhf only," said Mr. Hyde, "is the depressing effect it has, and the discouraging effect it has, on efforts to develop the ultra high channels."

Emphasis on vhf, he said, "gives a very unfortunate psychology which affects the judgments made by timebuyers, by networks, by set buyers, by manufacturers. While the uncertainty about this policy has been prevalent, the percentage of sets being manufactured for all-channel reception has constantly been going down."

Comr. Robert E. Lee was the last FCC witness to testify. In a short presentation he popped his toll tv for uhf proposal.

"I feel there is some merit," he said, "to considering subscription television on the uhf only under certain circumstances, since their problem is a matter of revenue."

"If this thing is good, I feel that maybe it should be given a trial on uhf only, and under controls such as a percentage of the broadcast time."

"If you can broadcast on subscription television 10% of the time you are on the air; if you want more time for subscription, you have to give more free, and that sort of thing. Perhaps even a consideration on some kind of a limit on the rates, and certainly not permit it where there is only one service."

Sen. Pastore asked Mr. Lee if he did not see a danger in his proposal. If subscription tv proved profitable on uhf, wouldn't vhf stations want to participate?

Mr. Lee said that "if this thing is in the public interest, you would presumably extend it, so that everyone can see it."

In closing Mr. Lee said that if commercial television were able to obtain more vhf space from government or other users, he would favor legislation permitting operators of existing uhf stations to occupy the newly found vs without comparative hearings.

Senate Committee Favors Funds for Magnuson Probes

THE SENATE Rules & Administration Committee last week reported favorably on the Senate Interstate & Foreign Commerce Committee's request for $250,000 for investigations, including the current tv network probe.

The measure (S Res 163) was expected to come up for Senate action last Friday or today (Wednesday). Since current funds for the committee will not be available after Jan. 31, the $250,000 appropriation would be effective from Feb. 1, 1956, to Jan. 31, 1957. It is $50,000 more than the last year's.

Commerce Committee Chairman Warren G. Magnuson (D-Wash.), in asking the $250,000, noted that $30,000 of that received for last year is being returned unspent, largely because the committee's probe of tv networks and uhf-vhf troubles was slow getting started due to a short first session and resignation of key staff people during the period.

House Unit Sets Hearings On Anti-Alcohol Ads Bill

HEARINGS will be held Feb. 16-17 by the House Interstate & Foreign Commerce Committee on a bill (HR 4627) to ban alcoholic beverage advertising on radio and tv and in other media.

Chairman Percy Priest (D-Tenn.) said proponents of HR 4627, introduced during the first session of the 84th Congress by Rep. Eugene Siler (R-Ky.), will testify Feb. 16 and opponents Feb. 17.

The Senate Interstate & Foreign Commerce Committee will hold hearings on a companion bill (S 923) Feb. 15-16 (BWT, Jan. 23).
How adequate house monitoring can help you sales-wise

When a client visits your office, are you able to punch up any on-air signal... color or monochrome... on the channel selector of your nearest TV receiver? Or, are you limited when it comes to station monitoring? Wouldn't it give you a "selling aid" to be able to go to your channel selector and receive:

a. Any rehearsal... live program... preview of sponsor's film
b. Any on-air show... from studio... from transmitter
c. Other local stations' off-air signals...

A sales plus in the Sales Manager's office

With a modern RCA signal distribution system you can flip the switch and bring in whatever your customer requests. Handles all studios in rehearsal, on-air signal, or any local station. Up to seven channels are available... tailored to your own special requirements... for monochrome and color.

How the house monitoring system works

Local and remote signals (audio and video) are fed to a closed circuit transmitter of the monitran type. An RCA monitran handles local signals—one monitran is used for each signal.

The output of the monitran is then fed to an RF amplifier. Off-air signals go directly to the input of the amplifier. All signals are fed via a single coax cable to any standard TV receiver. In the RCA system, the receiver need not be "jeeped." No expensive video monitors are required since standard receivers are used.

Fully rated for color

Whether for color or monochrome you'll find the RCA house distribution system—low in cost, easy to install and operate, and fully satisfactory for picture quality.

Your RCA Broadcast Sales representative will be glad to advise you on the equipment best suited to your needs.

SEVEN PICTURE SOURCES TO ANY LOCATION VIA A SINGLE CABLE

FROM YOUR STUDIO

Studio 'A' Program
Studio 'B' Rehearsal
Network Show
Film Preview
Your "Off-Air" Signal
Local Station 'B'
Local Station 'C'

"OFF-AIR"

Snack Bar or Your Choice
Reception Room
Sales Mgr's. Office
Sponsor's Booth
Station Mgr's. Office

Ask the Engineer
—he knows
Hearing Aboard Aircraft

Ask in Selma Tower Case

UNIQUE suggestion which would get a tall-
tower tv hearing “off the ground” has been filed
with the FCC by the Air Transport Assn. which
asked reversal of a hearing examiner’s earlier
ruling. The ATA petitioned to have the hearing
into the proposed 1,993-ft. tower of WSLA (TV)
Selma, Ala., reconvened aboard an airplane for
the purpose of flying over the tower site.

Previously Hearing Examiner H. Gifford
Irion in effect had denied a request for such a
flight by saying such a ruling would be outside
his jurisdiction, ATA said. The association
asked the FCC to reverse Mr. Irion, paving way
for the airborne proceeding. The WSLA tower
proposal is among those objected to by Dept.
of Defense officials and other groups because
of alleged hazards to air navigation.

Historically, ATA pointed out, juries have
been taken to the “scene of the crime” to view
evidence which cannot be brought into the
courtroom; numerous court statements recom-
mending such procedure were cited by the as-
 sociation. In the WSLA case, ATA said, con-
ventional means of presenting evidence are in-
adquate and only by a flight over the tower site
can the examiner best evaluate and un-
tand the true situation.

The proposed flight would be via Eastern Air-
lines, out of Atlanta. Each counsel and the
examiner would be allowed to bring with him
an expert to explain technical matters involved,
and a reporter would transcribe the full hearing.

ATA said. ATA stated that it would bear all
expenses involved in the trip, including trans-
portation to and from Atlanta.

WBAP Pioneer Praised

HAROLD HOUCH, director of WBAP-
AM-FM-TV Fort Worth, was praised for
pioneering radio and tv in Texas, in
marks entered in the Congressional
Record by Rep. James C. Wright Jr. (D-
Tex.). Citing a hundred years of progress in
that city, he said: “Just bring out
something new and it will find a home in
Fort Worth. In 1921, Harold Houch
held the torch of vision which had lighted
the wilderness for Cowtown’s early plan-
ners when he pioneered radio with
WBAP. Twenty-seven years later, Fort
Worth had the first television station in
Texas.”

WFNW Withdraws Protest

WFNW De Funilak Springs, Fla., named party
to a hearing following its protest against the
grant of a construction permit for another
De Funilak am station [BT, Jan. 9], last week
asked the FCC to dismiss its protest and vacate
the hearing order. WFNW had protested a
grant of 1280 kc, 5 kw to W. D. Douglass,
alleging probable economic injury as well as
questioning Mr. Douglass’ character and finan-
cial qualifications. In asking for permission to
withdraw, WFNW said it lacked sufficient fi-
nancial resources to carry its assigned burden
of proof.

THREE TV STATIONS AUTHORIZED BY FCC

New video cutouts—all uncontested cases before
the Commission—to be located in
Yuma, Ariz., Ensign, Kan., and
Santa Fe, N. M.

NEW TV STATIONS in Yuma, Ariz., Ensign,
Kan., and Santa Fe, N. M., were authorized last week by the FCC. All were uncontested
cases.

Wether-Alvarez Broadcasting Inc. is the
permittee of Yuma’s ch. 13. The station is to
operate with 24 kw visual effective radiant
power and 12 kw aural ERP, and the antenna is
to be 620 ft. above average terrain. Estimated
cost and first year operating costs were set
at $620,000 and the first year’s income was
estimated at $400,000.

The permits are in licensee of KFMB-AM-
TV San Diego, Calif. President J. D. Wather-
Jr. (38.8%) has a construction permit for Bos-
ton’s ch. 44 (WIDW), has 25% interest in
Superior Television Inc. (one of the applicants
pending for Corpus Christi, Tex., ch. 10), and is
a non-stockholding director of KOTV (TV)
Tulsa, Okla. Vice President-Treasurer Maria H.
Alvarez (38.8%) is 25% Superior owner and is
also a non-stockholding director of KOTV
station representative Edward Petry &
Co. holds the remaining stock.

Southwest Kansas Television Co. was granted
use of ch. 6 in Ensign, Kan. Southwest’s per-
cell calls for ERP of 26.9 kw visual, 16.2 kw
aural and an antenna 720 ft. above average ter-
rain. The station will operate primarily as a
satellite of KTVH (TV) Hutchison, Kan., and
expects first year income of nearly $120,000.
Stock is held by about 30 persons, among
whom are Vice President Wendell Elliott, gen-
eral manager of KGNO Dodge City, Kan.,
and Jess C. Denious Jr., KGNO owner.

Santa Fe’s ch. 2 was awarded to Video In-
dependent Theaters Inc., owner of 12.5% of
KWTW (TV) Oklahoma City and an applicant
for a new vhf to operate in Hot Springs, Ark.
C. B. Akers, a Video principal, is assistant
secretary, director, general manager and ap-
proximately two percent owner of KWOI-TV
Tulsa and 5.267% owner of KGLC Miami, Okla.
The station is to operate with 490 w visual
ERP and 246 w aural ERP with an antenna
208 ft. above average terrain. Building and
first year costs were estimated at $140,000 and
first year income at $100,000.

WJIM-TV Survives Protest
To Its 980-Ft. Tower Boost

WJIM-TV Lansing, Mich., which a fortnight
ago protested to the FCC about a 1,000-ft.
tower proposed by WNEM-TV Bay City, Mich. [BT, Jan. 23], last week survived an
objection to its own planned tower height in-
crease when the Commission denied a protest
filed by WNEM-TV.

Turning down WNEM-TV’s request for
reconsideration of FCC action which granted
WJIM-TV a change of transmitter location and
increase in tower height from 440 to 980 ft., the Commission found that WNEM-TV’s
allegations of expected interference from the
proposed Lansing operation were not based on
supportable engineering evidence. The FCC
said that WNEM-TV failed to establish status
under both its economic injury and interference
claims.
WHAT'S AN ALLIGATOR DOING AT THE 21?

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the 'Gator declared, “I’m doing a right good job.
That’s the reason I’m here. The listeners like me; the
advertisers think I’m the greatest, so the boss says I’ve earned
me a trip.

“Besides, turn about is fair play. Every year more than 5
million tourists come to Florida’s WCTO Land and spend
close to a billion dollars. The least I can do is buy you a drink.”
great films, film greats are in tune with every budget on abc-tv’s "afternoon film festival"

your host, Allyn Edwards

Big advertisers, small advertisers... note this Every weekday ABC-TV's exciting, new "Afternoon Film Festival" (3-5 EST) gives you more big-name entertainment for your money than any other show on television. Here are some of the stars you get at the new, low, day time rate: James Mason, Stewart Granger, Jean Simmons, David Niven, Robert Morley, Deborah Kerr, Mai Zetterling, Alec Guinness, Michael Redgrave, Paul Lukas. Here are some of the modern, top motion pictures: Broken Journey, Always a Bride, The Cruel Sea, Hungry Hill, The Adventurers, The Inheritance. When you get all the facts - buying plan, rating potential, frequency discounts - you'll agree this is TV's most exciting participation buy.

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IBM, AT&T AGREE TO RELEASE PATENTS; RCA LICENSING SETUP MAY BE NEXT

American Telephone & Telegraph will divest itself of non-common carrier interests and release patent rights royalty-free under reciprocal licensing agreement. International Business Machines will sell office machines it has used until now on rental-only basis, RCA-Justice Dept. talks take place.

The government won two electronics patent suit consent decrees last week—against giant AT&T and International Business Machines Corp.—and speculation was strong that a consent judgment was in the process of being worked out with the Radio Corp. of America. The sweeping judgment, filed in Newark, N. J., federal court last Tuesday, the nation's telephone communications titan agreed to:

- Engage only in telephone communications under federal and state common carrier regulations.
- Divest itself of non-common carrier activities, including private communications systems.
- Throw open the market, royalty-free, all its patents involved in the so-called B-2 agreement with RCA, GE and Westinghouse.
- Sell off Westrex Corp., a wholly owned subsidiary of AT&T subsidiary Western Electric Co. Westrex specializes in sound recording equipment for motion pictures. Westrex Corp. had $16 million sales in 1955.

The government's suit against the $14 billion AT&T was brought in 1949. Its prime purpose was to divorce Western Electric Co., the Bell System's manufacturer arm, from the parent AT&T. By the consent decree last week Western Electric remains as AT&T's manufacturing affiliate, but is limited to making equipment for the Bell System.

One Exception

AT&T will be permitted to perform non-common carrier communications work for the federal government as explained. This is the only exception, it was pointed out.

There are about 8,600 patents owned by AT&T involved in the B-2 group, it was understood. The government is said to have such developments as the transistor, solar battery and color tv. These patents are the result of 70 years of research, AT&T pointed out.

The B-2 agreement divided the electronics market among the four electronic giants, the Justice Dept. charged, with AT&T embracing telephone and communications inventions, RCA radio and tv patents, and GE and Westinghouse sharing power developments.

All Bell patents must be offered for licensing without discrimination, the consent judgment stated, at a reasonable rate.

Those who desire to use AT&T's royalty-free patents must grant AT&T reciprocal licensing agreements at a reasonable fee for patents they hold, it was explained.

IBM agreed to make tabulating machines available for sale and to license its patents without discrimination among others of its consent decree. Up to now IBM only rented its machines to customers. In its complaint against IBM, the Justice Dept. charged that it controlled 90% of the tabulating machine business in the U. S.

Attorney General Herbert Brownell Jr. said the AT&T judgment will lead to "a further expansion of the electronics art."

Cleo F. Craig, AT&T president, said in a statement, that the terms of the judgment are "severe." He added: "We believe the long-standing relationships among the manufacturing, research and operating functions of the Bell system are in the public interest and under the decree they remain intact."

A statement by Irving G. Rosenberg, technical products vice president of DuMont Labs., said that DuMont was looking into plans for handling private communications systems which AT&T will be forced to discontinue.

It is said that DuMont has been in Washington recently conferring with Justice Dept. lawyers on the suit. There are been talks on the subject between RCA and Justice attorneys, but this is understood not to be unusual in cases of this type.

Lending currency in some quarters to the reports of an imminent settlement was the presence in New York Thursday of Ass't Attorney General Stanley N. Barnes, head of the department's antitrust division. Judge Barnes addressed the New York State Bar Assn. on Olin and the antitrust laws.

The government forced AT&T, RCA, GE and Westinghouse to dissolve cross ownership holdings through a consent decree in the 30s.

The recently approved NBC-Westinghouse swap of radio and tv stations gave rise to further speculation when Mr. Barnes referred to a "television matter" under investigation when he appeared Monday before a House Judiciary subcommittee holding hearings on a bill to require firms to notify the Justice Dept. at least 90 days before a proposed merger was to take place—if the merger involved combined assets of $10 million or more. Asked whether this provision should apply to companies under federal regulation, Mr. Barnes answered in the affirmative and made his reference to tv.

In an amplification of this statement, some reports hinted that the Justice Dept. was considering the question of whether networks should be permitted to own tv stations and also whether radio-tv set manufacturers should be allowed to own stations.

In the NBC-Westinghouse swap [B&T, Jan. 2], the network acquired Westinghouse's KYW and WPTZ (TV) Philadelphia in exchange for its own WTAM-AM-FM Cleveland. NBC, in addition, paid Westinghouse $3 million.

The transaction gave rise to reports that the network had threatened Westinghouse with cancellation of NBC affiliations unless it agreed to the exchange. This was explained as a purely business judgment on the part of both companies, and the FCC approved the exchanges in the closing days of 1955.

The threat of network cancellation in the NBC-Westinghouse deal was used as one of the charges made by WGR-TV Buffalo in opposing the network's $312,500 purchase of ch. 17 WBUF-TV Buffalo. A protest hearing on this and other charges was begun early this month, but was postponed a fortnight ago. It was understood then that WGR-TV was considering dropping its protest [B&T, Jan. 23].
WSAY Contempt Charge Answered by FCC

THE FCC has told the U. S. Court of Appeals in Washington that even though the court's "mandate" in the Rochester ch. 10 case was "mislaid" the Commission has not delayed unduly its consideration of the case—and even to the pending revision of Sec. 309(c) made it proper to hold up action until it was seen what Congress would do.

This was the FCC's point of view in an opposition filed with the appellate court to the request of WSAY Rochester, N. Y., that the FCC be cited for contempt [BT, Jan. 23]. The Rochester radio station claimed that the FCC purposely delayed ordering the share-time ch. 10 telecasters, WHEC-TV and WVET-TV Rochester, off the air until Congress acted on the Sec. 309(c) protest revision.

Under the old protest rules, where a protest was accepted and a hearing scheduled, the grant under attack must be stayed. The revised protest rule was passed by the Senate (it had been passed by the House last summer) and signed by the President two weeks ago [BT, Jan. 23]. It permits the FCC to use its discretion in staying the effectiveness of grants attacked by protests.

WSAY (Gordon P. Brown) last July won an appeals court ruling that the FCC should have given him a hearing in his protest against the 1952 grant to the two Rochester tv operators. This was appealed to the U. S. Supreme Court but last month the high court refused to review the case. On Dec. 21 the clerk of the appeals court sent the "mandate" to the FCC. It was stamped as received Dec. 22, the FCC declared, but was mislaid and not discovered until Jan. 12. The case was presented to the FCC on Jan. 19, the Commission's pleading stated. No action has yet been taken.

Thus, the Commission said, the "oversight has not resulted in delaying the presentation of the case to the Commission for more than one week at the most, if in fact any delay at all has resulted."

"The Commission," the document went on, "believes that it would not be appropriate for it to rush to expedite its action so that it comes before the effective date of the new law, in the light of the clear Congressional concern that established television service not be disrupted pending a new hearing required as a result of the decision of [the] court."

There is no requirement that the Commission act immediately upon a court order, the FCC stated. It pointed out that less than a month had elapsed since the court's order was sent to the Commission and WSAY asked for a contempt citation. This is not an "excessive length of time," the Commission said.

Rounsaville, Macri Propose Swap of Southern Stations

SWAP of radio stations in Jacksonville, Fla., and Charlotte, N. C., was proposed for FCC approval last week in applications filed by Carmen Macri and Robert W. Rounsaville. According to the applications, Mr. Rounsaville, multiple station owner, will trade WWOK Charlotte for Mr. Macri's WOBS Jacksonville with Mr. Rounsaville chipping in $50,000 consideration. WWOK is 1480 kc, 1 kw day; WBJS is 1360 kc, 1 kw day.

Southern Radio & Equipment Co., of which Mr. Macri is 90.1% owner, also is permittee of WOBS-TV, prospective ch. 30 Jacksonville outlet. Although WOBS-TV is not involved in the sale, its call letters will be released so Mr. Rounsaville can use WOBS if the FCC approves the exchange, the application said. Mr. Macri, applicant for a new am at Palatka, Fla., awaits FCC approval of his bid to purchase WQJK Jacksonville. He also is officer of WBLS Birmingham, Ala., WABR Winter Park, Fla., and WEAL-TV Orlando, Fla.

Mr. Rounsaville owns WWOK Atlanta, Ga.: WBAC Cleveland, Tenn., WMBM Cleveland, Ohio; WMBM Miami Beach, Fla.; WLOU Louisville, Ky., and 51% of WBEJ Elizabethton, N. J. (sale pending FCC approval). He also is permittee of WQJWI-FM Atlanta, Ga., WWXJ-AM-FM, Louisville, Ky., and WQONX Cincinnati. Mr. Rounsaville's application for a new Jacksonville am was dismissed last week by the FCC, at his request.

Newhouse Buy of Stations Among New FCC Approvals

AMONG ownership changes approved by the FCC last week was the purchase by broadcaster-publisher Samuel J. Newhouse of WAPI-WAFM-WQXH-WQXN (AM-FM-TV) Portland, Ore., and WHBS-AM-FM Huntsville, Ala. [BT, Dec. 5, 1955]. The other major approvals involved WHLJ-AM-FM-TV Johnson City, Tenn., and WPAY-AM-FM Portsmouth, Ohio.

The Newhouse buy, the biggest single newspaper sale ever recorded, was through the Remoc Publishing Co., which bought the stations and the parent companies, the Birmingham News and Huntsville Times, for $1.5 million and assumption of $425,000 in mortgages. The $1.87 million figure was not broken down to indicate the selling price of the stations alone.

Mr. Newhouse owns a dozen daily newspapers and WSYR-FM-AM-TV Syracuse, N. Y.; WTPA (TV) Harrisburg, Pa.; 50% of KQIN-AM-FM-PTV Portland, Ore., 22% of KWMK-AM-TV St. Louis, and part of WGQF Haines City, Fla.

In Johnson City WHLJ Inc., the licensee of WHLJ-AM-FM-TV, was granted transfer of control through purchase of 45.4% of the outstanding stock which was being held in trust. The sale price was $200,000. Control reverted to the Lancaster family which herebefore controlled 45.4% of the stock.

WPAY-AM-FM was sold to Paul F. Braden for $95,000. The seller was the Scioto Broadcasting Co. Mr. Braden is the owner of WPFB Middletown, Ohio.

For other ownership changes approved see FOR THE RECORD beginning on page 126.

Court Denies WRLD Appeal

U. S. CIRCUIT Court of Appeals in Washington last week denied, by a 3 to 0 vote, a request by WRLD Lanett, Ala.-West Point, Ga., to stay the FCC grant of a new am station at West Point to Confederate Radio Co.

WRLD had asked the court to stay the grant pending review of the FCC decision and reconsideration of subsequent Commission action which ruled WRLD's protest to the grant was a late filing because it was received by the FCC after 5 p.m. closing time on the last day for exceptions [BT, Nov. 26].

Turning down the stay request were Judges E. Barrett Prettyman, Charles Fahy and Walter M. Bastian.

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the Hub of a Major Market
WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.

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rich, agricultural and industrial area . . . a market
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Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives
N. Y. Insurance Dept. May Ban TV Licensees

A STUDY which might affect the outcome of the race for ch. 3 in Hartford, Conn., has been launched by the New York State Insurance Dept., it was reported last week.

Insurance department officials said a study is being made to determine whether, under New York law, an insurance company outside the state may acquire a television station and still do business in New York.

Travelers Insurance Co.'s WTIC Hartford is associated with WDRC Hartford in applying for ch. 3 and the WTIC-WDRC group has won an FCC examiner's decision over the other ch. 3 applicant there, Hartford Telecasting Co. The decision is currently awaiting oral argument before the FCC.

Spokesmen for Traveler's Broadcasting interests pointed out that the insurance company's ownership of WTIC pre-dated the New York law by many years, and that the "grandfather clause" concept not only permits Traveler's to own and operate the radio station but also encompasses television, which they describe as merely an extension of radio.

Insurance department authorities said the current study would take several weeks to complete. It is part of an overall study announced in general terms on Jan. 20 in connection with a ruling which blocked the proposed merger of two other insurance companies.

The general study will encompass the various investments of out-of-state insurers currently licensed to do business in New York State. The New York State law provides that no insurance company may purchase more than 2% of the stock of any one company, according to State Attorney General Jacob K. Javits, whose ruling blocked Connecticut General Life Insurance Co.'s proposed acquisition of some 80% of the stock of the National Fire Insurance Co. of Hartford.

It is understood there are about 20 broadcast stations owned in whole or in part by insurance companies which might be affected by a New York ruling forbidding ownership of radio or tv stations. Among them are Jefferson Standard Life Insurance Co., owning WBT and WBTV (TV) Charlotte, N. C., WBIG Greensboro, N. C., WBTW (TV) Florence, S. C., and 16-2-3% of WMFY-TV Greensboro, N. C., and People's Broadcasting Co. (Nationwide Insurance Co.), owning WGAR-AM-FM Cleveland, Ohio, WTTM Trenton, N. J., WFDF Worthington, Ohio, and WMMN Fairmont, W. Va.

Another Breather for WWBZ

HOPES FOR LONGEVITY of WWBZ Vine-
land, N. J., received reinforcement last week when the FCC granted the station's request for a 60-day grace period under a Commission order that the station get off the air. Last November the FCC revoked WWBZ's license on grounds that the station's horse racing broadcasts were being used by illegal gambling interests [B&T, Dec. 5]. Under that order, WWBZ had 60 days to cease operation. [The 60-day period expired last Friday.] Meanwhile, WWBZ petitioned the FCC for reconsideration of the revocation order and asked that its license-life be extended 60 days beyond FCC disposition of the reconsideration request. Last week's FCC order granted the extension.

Meet WFDF's Country Gentleman . . .

"Smilin' Max" Henderson. He delivers the only live country music on Flint radio on the Monday through Friday "Smilin' Max Show" from 5 to 6 PM. Max knows how to sell the Flint area. Eight years of local radio, an impressive list of Serenade records, plus numerous personal appearances and over two years of TV make Max the best known country star in and around our town. His warm, personal approach with a song and a commercial deliver sure-fire results in a way that keeps his sponsors coming back for more. "Smilin' Max" has a number of published songs to his credit . . . and many more that he has tailored for his individual sponsors. He does a well-rounded selling job in all departments, for all kinds of products.

Why not include yours?

our country music is live

Call the KATZ AGENCY today for the full results story on WFDF and the "Smilin' Max Show."

wfdf

flint, michigan • nbc affiliate

Associated with WFBM AM & TV Indianapolis—
WOOD AM & TV Grand Rapids—
WTCN AM & TV Minneapolis-St. Paul
Broadcasters Request Uhf Band Continuance

A GROUP of established uhf broadcasters pleaded with the FCC last week to maintain the uhf band and give some public statement to counteract the FCC's action. The five broadcasters, all operating successful uhf outlets, met with six FCC commissioners (Comr. Webster was absent) last Tuesday in Washington. The five: Thomas P. Chisman, WVEC-TV, Hamlet, Va.; Roger L. Putman, WLP (TV) Springfield-Holyoke, Mass.; R. Morris Pierce, WNT (TV) Waterloo-Fort Wayne, Ind.; David M. Baltimore, WBRE-TV, Wilkes-Barres, Pa.; Allen M. Woodall, WDK-TX, Columbus, Ga.

Uhf can work, Mr. Chisman, acting as spokesman for the group, told the commissioners, but comments by individual commissioners and others that uhf is an inferior service should be stopped. Uhf technically is a good service, Mr. Chisman declared, and can perform a service for the public. Mr. Chisman also urged that the Commission maintain the uhf band so that there exists the possibility of 1,000 uhf stations. Confining tv to the uhf band means a potential of only 600 stations, Mr. Chisman declared, and that is against public policy. Even the addition of extra uhf channels would not counter this restriction on tv's growth, he added. This would still leave a conversion problem, he said. Mr. Chisman also said the group was opposed to the suggestions for the addition of "substandard" uhf channels and of drop-ins. He held that deintermix in some areas would help the success of uhf.

Twin Falls Ch. 13 Grant Reinstated by Commission

GRANT for a new tv station at Twin Falls, Idaho, which was set for hearing by the FCC following a protest by Southern Idaho Broadcasting & Tv Co. (KLIX-AM-TV Twin Falls) [B&T, Jan. 9], was reinstated by the Commission last week. The FCC order, which dismissed the protest and made the ch. 13 grant effective immediately, came after Southern Idaho Broadcasting & Tv Co. (KLIX-AM-TV Twin Falls) had indicated to the Commission that it no longer cared to prosecute its protest because of the proposed sales of KLIX-AM-TV.

The grant was issue last November to Magic Valley TV Co. (KHTV [TV]) for a partial satellite operation at Twin Falls in conjunction with KIDO-TV Boise. In objecting to the grant, KLIX-AM-TV called KHTV's proposals "unrealistic," and claimed the satellite would cause economic injury to KLIX-TV.

Elyria Renewal Proposed

AS he indicated he would a fortnight ago in finding two newspapers in default on their protest against license renewal for WEOL Elyria, Ohio [B&T, Jan. 23], FCC Hearing Examiner Herbert Shafman last week issued an initial decision recommending license renewal and formally finding the Lorain Journal and Mansfield Journal in default. Mr. Shafman's decision held that the newspapers had failed to discharge their burden of proof under four of five issues. The newspapers, which were assigned the burden of proof, asked to have it shifted to the station, but the FCC turned down that request.

Mayor's Committee Endorses Tv to Spotlight City Functions

RECOMMENDATION that commercially-sponsored television programs be used to dramatize the activities of New York City departments and agencies was contained in a report made public last week by the Mayor's Committee on Television Policy.

The report suggested that the heads of the departments and agencies be given the power to make final decision on participation in such television programs and also be authorized to give final approval on individual scripts. The report noted that while the city can expect a limited income from cooperation on commercially-sponsored programs, it should look to "greater public information about city government as the thing of real value to accrue from television."

Mayor Robert F. Wagner, who appointed a special committee to study the possibilities of television programming based on city cooperation, said he agreed in general with the recommendations and findings and would announce his own policy after a careful study of the report. The study was ordered by the mayor after his approval of a proposed tv program to be produced by a long-time friend, Theodore Grank, was followed by criticism from both the press and other tv producers. A spokesman for Mr. Grank said he would now re-submit his proposal for a program dramatizing city activities.

House Antitrust Group Plans Probe of 'Regulated Monopoly'

THE "inordinate increase of economic power" by industries that are regulated by government agencies, including radio and tv, will be looked into, according to Rep. Emanuel Celler (D-N.Y.), chairman of the House Antitrust Subcommittee and its parent Judiciary Committee.

In a news interview, Rep. Celler said that the antitrust group would hold general or exploratory hearings for "several weeks" in the various regulated fields and then go into specific industries in an investigation of "monopoly by regulation."

He charged that some regulated industries have become the "regulators," and added: "In instances there has been practically no regulation of any consequence. The result is a budding and spreading monopoly."

Rep. Celler did not set a date for hearings. A spokesman for the subcommittee said no definite decision will be made about which industries will be investigated until after the exploratory hearings. Mentioned during the Celler interview were aviation, roadways, radio and tv, and power.

WCBR Sale Filed With FCC

APPLICATION was filed with the FCC last week for transfer of control of WCBR Memphis, Tenn., from Chickasaw Broadcasting Co. to Jules J. Paglin and Stanley W. Ray, for about $70,000. The sale agreement specifies $10,250 cash plus assumption of about $60,000 in obligations. WCBR, which began operation in 1953, is on 1480 kc and operates with power of 1 kw day. Mr. Paglin and Mr. Ray own WBOK New Orleans, WXOK Baton Rouge and KAOX Lake Charles, all Louisiana, and KYOK Houston, Tex. Mr. Paglin is president and Mr. Ray is vice president of their broadcasting properties, which specialize in Negro programming.

Because

So much simpler to have your show on film! No serious upset then when stars are ill or need test. No cause for worry about 'slips' or 'fluffs'. Besides, it's the modern way to rehearse and ... then film and edit for final perfection. Know in advance—leave nothing to chance... USE EASTMAN FILM!

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West Coast Division
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Hollywood 38, Calif.

AND BE sure to film
IN COLOR...

You'll be glad you did
stars are human, too...use film
GOP, Democrats Trade Blows, Claim 'Foul' on Fund Plan

THE CHAIRMAN of the Democratic National Committee and the chairman of the Republican National Committee took turns last week in charging each other with wrecking a bipartisan plan to raise campaign funds under the sponsorship of The Advertising Council.

Democratic Chairman Paul M. Butler on Tuesday (Jan. 24) accused his GOP counterpart Leonard Hall with "subtially." He suggested to the $10 million campaign, which would have been financed jointly by both parties.

The following day Mr. Hall charged Mr. Butler with a "clear of facts" in "scuttling" the campaign, which was first put forth by Philip L. Graham, president and publisher of The Washington (D.C.) Post and Times Herald (WTOP-AM-FM-TV). Under his plan, The Advertising Council would have arranged to exhibit people over radio and television, in newspapers and on billboards, to give money to the party of their choice.

Chairman Butler said that the Republicans, having found they could raise $5 million at "Salute-to-Eisenhower" dinners for GOP "fat cats," decided to "duck" a plan that might help the Democrats to raise money which they otherwise might not have been able to raise.

Chairman Hall replied that Mr. Butler has "scuttled" the whole project in a speech made on Dec. 9 in Los Angeles. He said the Demo
cratic chairman did this in two ways: by making public the funds-raising plan as agreed, and then by attacking the Republican Party "gratuitously and unfairly," for excessive spending in past campaigns.

Political Broadcast Bills Up for Hearing on Tuesday

THE HOUSE Interstate & Foreign Commerce Committee's Transportation & Communications Subcommittee, headed by Rep. Oren Harris (D-Ark.), begins hearings on 10 a.m. tomorrow (Tuesday) on three bills affecting political broadcasts and two measures on newspaper ownership of radio-tv stations.

The bills, all introduced during the first session of the 84th Congress, are:

HR 3789—Withdraws from persons convicted of unlawful members of sub- versive organizations equal rights extended by the Communications Act for political broad- casts.

HR 4814—Relieves stations from liability for defamatory statements made in political broadcasts by candidates.

HR 6810—Implements proposal by CBS President Frank Stanton to authorize stations and networks to allow candidates of major political parties to appear on news, interview, forum, debate and similar programs without being required to give "equal time" to candidates of minority parties.

HR 6968—Forbids FCC discrimination against newspaper ownership of radio-tv facili- ties.

HR 6977—(Similar to HR 6968).

Court to Review Legality Of FCC Monitoring Evidence

WHEN is wiretapping not wiretapping? That's the question which the U. S. Supreme Court agreed to review last week.

Involved is an Arizona federal court interpretation that evidence unearthed through wiretapping is inadmissible—even though the evi- dence was secured through FCC monitoring of an unlicensed broadcast station.

The case involves allegations that Mr. and Mrs. Robert V. H. Sugden of Yuma, Ariz., violated immigration laws by employing Mexi
can "wetbacks." The federal government charges that the Sugdens used their two-way farm radio to warn workers that immigration inspectors were enroute. These warnings were overheard by an FCC monitor, whose testimony was given in court.

The federal district court threw out the charges on the basis they were based on wiretap evidence. The Ninth Circuit Court of Appeals reversed this decision. It held that the wire- tapping rule did not apply in this case because the Sugdens did not have a license for their radio. The appeal was taken to the Supreme Court by the Sugdens.

Boxer Wins New Trial In TV Fight Film Case

FORMER heavyweight boxer Al Ettore has won a new trial in his suit for damages against Philco Corp., Chesbrough Manufacturing Corp. and Clayton Inc. Chesbrough's advertising agency.

Federal appeals court in Philadelphia on Jan. 17 reversed a lower court ruling that the former pugilist had no cause for action. In
deed involved are the 1949 and 1950 telecasts of the 1936 Joe Louis-Al Ettore fight via Greatest Fights of the Century film program over NBC and carried on WPTZ (TV) Philadelphia, then owned by Philco. Chesbrough sponsored the program for Vaseline hair tonic.

Aside from his claim that the films were shown without his authority, Mr. Ettore claimed that his best round, the third, was deleted. The boxer claimed this deceived him in the eyes of his Philadelphia friends. Joe Louis knocked out Mr. Ettore in the fifth round. Mr. Ettore received $500 for the motion picture rights in 1936.

A Philadelphia federal court held that Mr. Ettore's rights had not suffered infringement. The appeals court held, on a two to one deci
dion, that the motion picture rights did not in
clude television, which it termed a relatively new medium and not known when the fight took place.

Court Hears Argument To Dismiss 'Marko' Suit

MOTION to dismiss a suit brought by The Caples Co., Chicago advertising agency and syndicator of Play Marko, against FCC [BT, Oct. 10, 1935] was argued last Thursday be

The Caples Co. is seeking to restrain the FCC from issuing show cause orders to tv stations declaring Play Marko a lottery. It also seeks a court ruling that the program does not violate the lottery laws. Play Marko, a bingy type game, was dropped by KTLA (TV) Los Angeles and WGN-TV Chicago after the FCC declared its belief that the program violated the lottery laws.

House Probe to Hear FCC

FCC will testify Feb. 3 before House Government Information Subcommittee on Commis
sion's practices and policies in releasing infor-
mation to public and Congress. Rep. John E. Moss (D. Calif.), chairman, said FCC is one of six federal regulatory agencies currently being heard. The subcommittee was formed last year to investigate allegations that federal agencies and departments are withholding infor-
mation on their activities from public.

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5 Reasons Why the RCA-5820 Image Orthicon is Preferred by TV Station Men

Sales Managers have a beautiful picture to sell the sponsor—products look good to the buying audience. RCA Image Orthicons in the cameras do wonders for the "sales picture".

Cameramen like the picture they get with an RCA-5820 Image Orthicon. RCA-5820's are stable, have excellent color response.

Producers know that they have almost unlimited scope of operation—with RCA Image Orthicons in the cameras. "Eye-level" sensitivity of these tubes makes it possible to pick up any scene they want—regardless of location.

Chief Engineers appreciate the technical advantages of RCA Image Orthicons. The tubes enable them to train operators quickly, produce quality pictures over a wide range of light levels.

Technical Directors make good use of the capabilities of RCA Image Orthicons. They get the depth of focus they need... they are sure of high picture uniformity between cameras... they can produce a wide variety of lighting effects.

With a record of performance as well-known to telecasters as station call letters, the RCA-5820 Image Orthicon has been serving TV stations faithfully since 1949. No finer black-and-white camera tube is built.

PICK-UP TUBES for TELECASTING
RADIO CORPORATION OF AMERICA
Broadcast Bureau Reiterates Stand Against Lamb Renewal

THE FCC's Broadcast Bureau still doesn't think broadcaster-publisher Edward Lamb should have his WICU (TV) Erie, Pa., license renewed. In exceptions to an examiner's initial decision, filed Thursday, the Broadcast Bureau charged that Mr. Lamb's testimony and membership in many leftist organizations was "deliberately evasive and lacking in candor." It also charged that Mr. Lamb's "attempt to explain away the plain meaning of his book is sheer sophistry." The book referred to is a 1934 volume written by Mr. Lamb, entitled The Planned Economy in Soviet Russia.

Mr. Lamb's license for his Erie station was set for hearing after charges that he had made false representations in previous applications regarding his affiliation or association with Communist organizations and persons. The nine-month long, bitter and at times heated controversy resulted in an initial decision by FCC Hearing Examiner Herbert Sharfman favoring Mr. Lamb [BT, Dec. 12].

The Broadcast Bureau did not ask for oral argument on the case before the full Commission, but did say it desired oral argument if the other party requested it.

California Community TV Put Under State Regulation

A CALIFORNIA community television system has been termed a telephone service and thus under the jurisdiction of the California Public Utilities Commission. In an order issued Jan. 16, the California PUC directed Television Transmission Inc., Walnut Creek, Calif., to submit standards of service, plus other material indicating its facilities, service, etc.

The antenna company was given 60 days to comply with the order, which grew out of complaints by some subscribers regarding alleged deficiencies in service. It is understood the order will be appealed. Last year the Wyoming Public Service Commission asserted jurisdiction over community TV systems in that state. These are the only two states which have claimed antenna systems to be utilities coming under state regulation.

Hartselle, Ala., Gets Am, WDMG 5 kw; WERD Denied

THREE conflicting applications involving one proposed and two existing 860 kc operations were resolved by the FCC last week. The Commission granted the application of Dorsey Eugene Newman for a first am station at Hartselle, Ala. (220 w day), granted WDMG Douglas, Ga., a power increase from 1 to 5 kw day and denied the application of WERD Atlanta, Ga., for an increase in power from 1 to 10 kw day.

The FCC rejected WDMG's proposal, which would provide a first primary service and additional service to 20,000 and 115,000 people, respectively, provided advantages which outweighed the disadvantages, namely interference to WERD and WAMI Opp, Ala. (1460 kc, 1 kw day). Because the Newman and WERD proposals excluded each other, only one could be granted, the FCC said. The Commission felt it would be more equitable to give Hartselle its first local service than to improve WERD's service, which would not provide additional service to Atlanta, but would extend the station's service area to points located "substantial distances" from that city.

FCC Construction Permits Granted Three Am Stations

CONSTRUCTION permits for three new am stations were approved last week by the FCC. The grants:

Algonia, Iowa—Kossuth County Broadcasting Co., 1600 kc, 5 kw day. Principals include President-General Manager Fred Epstein and Treasurer Burt H. Cohen, both of whom control WST, Davenport, Iowa.

Inkster, Mich.—Bell Broadcasting Co., 1440 kc, 500 w day. Sole owner Dr. Haley Bell is a dentist.

Olympia, Wash.—Donald F. Whitman, 1440 kc, 500 w day. Mr. Whitman is a radio-tv consultant and former vice president-20% owner of KGAL Lebanon, Ore.

Circumvention of Laws Charged to GOP by Rayburn

HOUSE SPEAKER Sam Rayburn (D-Tex.) has charged the GOP Administration with trying to "circumvent" a policy of "repeal by appointment" in naming members of government boards and commissions, including the FCC.

He said the Eisenhower Administration tried to circumvent the operation of popular laws enacted by past administrations in appointing board and commission members unsympathetic to the cause of these laws. Speaker Rayburn made his charges at a closed door caucus of Democratic House members, according to the United Press.

The Texas lawmaker said the present administration never has consulted with him or with Senate Majority Leader Lyndon B. Johnson (D-Tex.) in appointment of Democratic members to minority posts on such boards and commissions. He predicted that such a policy would help contribute to GOP defeat at the polls next November.

Sarnoff Post Before Senate

NOMINATION of RCA Board Chairman David Sarnoff to the National Security Training Commission has gone to the Senate for confirmation. President Eisenhower made a recess appointment of Gen. Sarnoff last November and named him chairman of NSTC [BT, Nov. 21].

GOVERNMENT PEOPLE

John P. Meagher, chief, public services division, Department of State, and formerly radio-tv branch chief, appointed career Foreign Service officer by President Eisenhower. Appointment also makes Mr. Meagher, who was public relations director of KYW Philadelphia until December 1951, consul and secretary in Diplomatic Service.

William V. Humphrey, public relations director for Hotel Sherman, Chicago, and previously publicity director for Pabst Brewing Co., appointed director of public information for Chicago Housing Authority.

GOVERNMENT SHORT

Voice of America broadcasts to France have been increased from 15 to 30 minutes a day at request of Chaine Nationale, the French national radio network. U. S. Information Agency announces. Daily program now includes 10 minutes of news and 20 minutes of reports on special events of cultural and other interests. VOA also reports it began broadcasting in its 40th language Jan. 7 with new weekly program in Gujarati to India.

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NBC, WESTINGHOUSE COMPLETE EXCHANGE

Program plans, staff appointments announced Jan. 22 as NBC formally takes over Philadelphia properties and Westinghouse Broadcasting assumes Cleveland outlets.

The NBC and Westinghouse Broadcasting Co. exchange of their radio and tv stations in Cleveland and Philadelphia went into effect last week.

On Jan. 22, NBC commenced operation of KYW (TV) Philadelphia, while WPTZ took over WTAM and WNBK (TV) Cleveland. The call letters will change Feb. 13, Westinghouse taking KYW-AM-TV for its Cleveland stations and NBC renaming the Philadelphia outlets WRCV-AM-TV.

[B* T, Jan. 23: CLOSED CIRCUIT, Jan. 16]

With the signing of the final papers on Jan. 21, NBC President Robert W. Sarnoff announced the forthcoming change of call letters for the Philadelphia stations, said WPTZ (WRCV-TV) would be equipped to transmit network color programs and that NBC will move immediately to add equipment for originating local color.

Mr. Sarnoff noted that NBC's parent, RCA, and RCA Victor have been closely identified with the Philadelphia-Camden area for many years. It is for this reason that NBC has chosen WRCV and WRCV-TV as the call letters for its Philadelphia stations.

Charles R. Denny, vice president in charge of NBC owned stations, pointed out that WPTZ is already equipped to transmit network color programs and that NBC will move immediately to add equipment for originating local color. Mr. Denny, president of the station, and World Broadcasting Co. for NBC, announced a "New Sound" and a "New Look" program for the Cleveland stations.

Three WTAM-WNBK promotions and appointment of two other Clevelanders to executive positions also were announced by Mr. Tooke:

John McIntosh Jr., salesman with WTAM-WNBK since 1951, was promoted to radio sales manager; Howard Spiller, a technical director who first joined the stations in 1944, named technical operations supervisor; Roy Plaisted, WTAM assistant station engineer and with the station since 1926, named supervisor of transmitters; Frank Derry, former publicity director for WTAM-WNBK, but for the past several years with the Cleveland Electric Illumination Co., as promotion and advertising manager; George McGannon, a promotion director for NBC, was named radio promotion director for the company, which owns the station.

Mr. Tooke, who with Mr. Davis made Cleveland newsman at a luncheon at the Hollenden Hotel, said WTAM and WNBK will continue to carry network shows but will put much heavier emphasis on local programming in the future.

"This will take the form of expanded news coverage and public service programming, as well as the development of strong local features and personalities in both radio and television," Mr. Tooke said. "The essence of broadcasting is programming, and the established policy of the Westinghouse stations is to program for local tastes and interests." These will be Cleveland's "own"

New features, he continued, will include several series—both radio and TV—produced by WBC.

He reiterated "our firm belief in radio," saying: "In our operations, radio is never secondary to television. They are of equal importance" and that "a major promotion drive would be conducted during the week of Feb. 13 to acquaint Clevelanders with the call letter switch to KYW-AM-TV and the "New Sound" and "New Look" plans for the stations.

As NBC took over the WPTZ-KYW ownership, President Sarnoff said: "We are extremely pleased and look forward to continuing and enlarging these stations' place in the life of the community which they serve."

President Sarnoff noted that NBC's parent, RCA, and RCA Victor have been closely identified with the Philadelphia-Camden area for many years. It is for this reason that NBC has chosen WRCV and WRCV-TV as the call letters for its Philadelphia stations.

In Cleveland, meanwhile, Rolland V. Tooke, president of WTAM-WNBK, announced plans to purchase the WPTZ-KYW stations and exchange them for two of its NBC owned stations, pointed out that WPTZ had increased its gross revenue by 12.8% over 1953, the year WBC acquired the station, and that KYW had recorded even higher gains during the past two years, with its 1955 gross exceeding 1953's by $7.6% and its 1955 profit totaling almost 20 times that of 1954.

In the exchange of stations, NBC paid Westinghouse $3 million in addition to transferring the Cleveland stations.

The day following the formal exchange, NBC

DONALD H. McGANNON (l) president of Westinghouse Broadcasting Co., and Robert W. Sarnoff, NBC president, shake hands at the conclusion of the exchange of Philadelphia and Cleveland radio and television properties.

Vice President Charles R. Denny announced Stan Lee Broza, WPTZ program manager under Westinghouse, will hold the same position with both NBC Philadelphia stations. George Cyr and Ed Wallace will assist Mr. Broza as tv program manager and radio program manager, respectively. Alexander W. Dennenbaum Jr., former WPTZ commercial manager, becomes assistant general manager for both radio and tv for NBC.

55 Westinghouse Bcstg. Gross Increases 47.7% Over 1954

Gross sales of the Westinghouse Broadcasting Co. in 1955 increased 47.7% over 1954, Donald H. McGannon, president of the company, announced today (Monday).

Local sales for the company's five radio stations, Mr. McGannon said, rose 13.5%, while national spot radio sales increased by 10.4% over 1954. Television sales for WBC, he said, jumped 61.6% last year over 1954.

The company owns and operates WBZ-WBZA Boston-Springfield, KDKA Pittsburgh, WOWO Fort Wayne, KEX Portland, Ore., and WTAM-WNBK Cleveland. The two stations in Philadelphia (WPTZ-TV and KYW) will change their call letters next month to KYW and KYW-TV.

Mr. McGannon predicted that 1956 would be "the best year" in WBC history, adding that the company "will increase its position in each local area by developing new talent and presenting "more creative programming" on each of its tv stations.

WEWS (TV) Cleveland Plans New Studio, Office Building

WEWS (TV) Cleveland last Wednesday announced plans to purchase the northeast corner of Euclid Ave. and East 30th St. for construction of new studio and office facilities at a total investment of approximately $2.5 million.

Construction will begin in early spring with completion scheduled for December 1956.

The new building, with a 155-ft. frontage, will be of modern design featuring plate-glass windows alternating with porcelain finished steel spandrels. It will contain three studios, the largest measuring 100 x 54 x 25 ft., with space to accommodate 350 spectators. Complete provision will be made for color and the building will be air conditioned.

The two-story structure will cover 32,000 sq. ft. of usable floor space. It will replace WEWS' present location at 1816 E. 13th St., where the station went on the air Dec. 17, 1947, as Cleveland's first commercial tv outlet.

The ch. 5 abc affiliate is owned by Scripps-Howard Radio Inc. James C. Hanrahan is WEWS general manager and vice president of the parent company, which also owns WCPO-AM-FM-TV Cincinnati and WNOX Knoxville.

Milwaukee Outlets Eliminate Doubtful Promotions—BBB

The Milwaukee Better Business Bureau has satisfied itself that local radio stations, acting as a group, have eliminated any questionable on-the-air promotions allegedly designed to influence audience surveys.

Agreement on contest "gimmicks," which brought charges of "rigged" telephone surveys, was reached at a luncheon meeting of broadcasters with a BBB representative last Monday. Richard Jordan, Milwaukee BBB general manager, said that "so far as the bureau is concerned, it is satisfied with the situation now" and that "nothing at the moment is being used that would cause criticism of the BBB itself."

The meeting was described as "informal" and "helpful," with airing of mutual problems by station managers. Broadcasters have agreed among themselves to cease certain "unethical contests," the purpose of which was to induce listeners to report they were listening to a particular station involved at the time the station made a telephone call.

Mr. Jordan said there was "no doubt that
Two Department Stores Take ‘Window’ Shows

Hecht’s in Washington and Gimbel’s in New York are the first to sign for the 5-minute color programs on NBC-owned stations in their cities.

TWO department stores—each a leader in the city where it is located—have signed as first sponsors of Window, a tv program concept that is set for premiere by NBC-owned stations Feb. 13. Contracts have been signed by Hecht’s in Washington, D. C. (on WRC-AM-TV, and by Gimbel’s in New York (on WRC- TV New York).

NBC first disclosed details of the Window concept at a color demonstration held in New York City early this month during a sales promotion session before the National Retail Dry Goods Assn. [BWT, Jan. 16].

As explained at that time by Charles R. Denny, vice president of NBC-owned stations and NBC Spot Sales, a Window is a five-minute shopping program in which commercials are integrated with informative editorial material, with the merchandise of the sponsoring store displayed and demonstrated. Window segments may be inserted in program schedules at various times of the day.

The Hecht Co. will use five Window programs a week, tentatively scheduled for 7:55-8 a.m., Monday through Friday, starting Feb. 13, to advertise “soft goods,” ranging from fashions and clothing to homemakers and a wide variety of other merchandise, Harold Melnicove, vice president in charge of publicity and store planning, and Samuel Cohen, advertising director of the department store, said Thursday, when the contract was announced by Carleton D. Smith, NBC vice president and general manager of WRC-AM-TV. The Hecht Co. participation in Window was placed through Henry J. Kaufman & Assoc., Washington.

The Gimbel’s purchase is being announced today (Monday) by Hamilton Shea, NBC vice president for WRCA-AM-TV, for a 13-week period and provides five 5-minute Windows a week on the station. The Gimbel’s program will be seen once a day in color (Mon.-Fri.), alternating between 8:55 and 9:55 a.m. in New York, Pegeen Fitzgerald will act as sales-hostess on the programs. Gimbel’s, WRCA-TV noted, recently renewed its contract on WRCA-AM.

Louis Tannenbaum, sales promotion director for Gimbel’s, said the store “looks forward with enthusiasm to the exciting new Window plan.” He said Gimbel’s intends to use the program to sell “fashion” and “general” merchandise. “Retailers at Gimbel’s,” he said, “feel that this new concept is a tremendous vehicle for moving department store merchandise.”

Tele-Broadcasters Puts 200,000 Shares on Block

TELE-BROADCASTERS Inc. will issue 200,000 shares of common stock to raise funds for the purchase of additional broadcasting properties and working capital for a subsidiary, Tele-Communications Inc., an engineering firm specializing in communications problems.

The stock, valued at $1.50 a share, will be underwritten by the Joseph Mandell Co. of New York City, according to H. Scott Killgore, Tele-Broadcasters president and treasurer.

Tele-Broadcasters owns WXXV Knoxville, Tenn.; WARE Ware, Mass., and WXXL Concord, N. H. Mr. Killgore said that the corporation has purchased a fourth property, an “am station in one of the top 20 markets” whose identity he did not disclose, and is negotiating for the purchase of a fifth radio station.

The company was formed in 1954. William R. Sweeney is vice president.

Atlass, Government Settle $128,285 Tax Delinquency

H. LESLIE ATLASS, CBS vice president and general manager of WBBM-AM-TV Chicago, has reached a settlement of certain income tax deficiencies claimed by the government, according to figures made public in the U. S. Tax Court in Chicago last Monday.

According to the stipulation Mr. Atlass settled a $128,285 tax claim covering returns of 1946-47 and 1948-49 for $48,882.93. The government declined to allow deductions of $74,906.31 for entertainment and $112,890.65 for losses in connection with Mr. Atlass’ farm in Wheaton, Ill.

According to the government, his 1946-47 tax return was short $61,361.77 and the 1948-49 joint return short $66,923.38.
STORER PROVIDES OVERSEAS TROUPE

Broadcasting company answers Defense Dept. appeal for entertainers. Coca-Cola also will participate in plan to furnish year-round roving unit for servicemen.

STORER BROADCASTING Co. will furnish the Armed Forces Professional Entertainment Program with a continuous supply of entertainment to build morale at overseas and continental bases, according to Lt. Col. Jerome Coray, Army representative and deputy chief of the defense project. As head of the broadcast group, George B. Storer was first to answer a Defense Dept. appeal for sponsored units, published in NET Dec. 19, 1955.

Storer stations are auditioning talent to augment the roving Nanigans unit of WJW Cleveland, which has visited defense bases 14 weeks each year for three years. The new Storer project will operate on a 52-week basis. Pete Lee, WJW promotion and publicity director, has been assigned to manage the roving unit, which will leave June 1 on a 17-week tour of the Far East, Pacific Islands, Alaska and Europe. After a month's rest the tour will visit Caribbean bases and continental hospitals and bases, followed by a trip to the Northeast Air Command. Coordinating the project for the Storer group is Ewald Krockritz, head of the national program department.

Coca-Cola Co. also is participating. It sponsors the Nanigans on WJW and is expected to supply uniforms and share in some of the expenses. Defense Dept. provides transportation, meals and lodging. Most of the Nanigans unit members are teens-agers.

The sponsored system has been used to a limited extent by Procter & Gamble, Canada Dry and Philip Morris. A number of radio stations have supplied talent units for tours.

Defense Dept. need for morale-building units has become more severe since falling-off in USO funds and disclosure of plans of the Hollywood Coordinating Committee to disband.

Stone To Manage Station In Holbrook Partnership

WALLACE E. STONE has resigned as vice president of Standard Radio Transcription Services Inc., Chicago, to become manager of the new Stonybrook Broadcasting Co.

The broadcasting company, a partnership of Mr. Stone and West Coast news caster John F. Holbrook, plans to operate KGAN in Kingman, Ariz. Transfer of the station from J. J. Glancy, operator, to Stonybrook approval of the FCC.

WLIE Negro Music Festival To Offer African Music

WLIE NEW YORK claims a "first" in America for three programs scheduled Feb. 1-3 as part of its third annual Festival of Negro Music and Drama. The series, Where It Began, features recorded African music from Northern Rhodesia, Uganda and the Gold Coast, recorded in those regions exclusively for WLIE.

Yesterday's (Sunday) initial festival feature was a special four-hour "Gospel Train" broadcast concert from Harlem's Savoy Ballroom, presenting more than 25 gospel singers. The festival will run through Feb. 12, featuring daily special events programs that not only will give promising Negro actors and musicians a chance to be heard on the station, but also will devote time to documentaries tracing the Negro's heritage.

KFJZ-AM-TV Dedicates

KFJZ-AM-TV Ft. Worth opened its new million-dollar studios with a two-day open house Jan. 10-11. The new building, at 4801 W. Freeway, house both the am and tv operations, with the radio outlet serving as key station for the Texas State Network.

WDAY-AM-TV Moves

AN ESTIMATED 16,740 persons attended the two-day open house Jan. 16-17 marking the opening of new WDAY-AM-TV studios and offices in the American Life Building at Fargo, N. D. The stations occupy three floors in the building.
Labunski, Loughnane Moved To WDGY by Mid-Continent

TWO Mid-Continent Broadcasting Co. employees were promoted last week by President Todd Storz and transferred to WDGY Minneapolis-St. Paul, whose purchase by Mid-Continent has been approved by the FCC (B&T, Jan. 23).

Stephen B. Labunski, who is presently in a sales capacity with WHB Kansas City, has been named general manager of WDGY and Donald A. Loughnane, program director, WTXI New Orleans, assumes the same capacity with WDGY.

Mid-Continent took over operation of the Minnesota station just seven days after purchase approval was given by the FCC.

WABI-TV Bangor Receives Boxing Promoter's License

WITH AN EYE toward promoting at least three national tv fights during 1956, Community Broadcasting Service (WABI-TV Bangor, Me.) has received a promoter's license from the Maine Boxing Commission. Leon P. Gorman, WABI-TV general manager, was named the licensee.

First WABI-TV promoted boxing match, which will not be televised, is scheduled for Feb. 20 and features welterweights Vince Martinez and Del Flanagan. Mr. Gorman said the success of this match (attendancewise) would determine whether or not the station promotes future fights for national television.

Headley-Reed Now in Seattle

HEADLEY-REED Co., radio-television representative, has opened an office in Seattle, Wash., with Fred Kinkaid as manager, it was announced last week.

Mr. Kinkaid, who operated his own representative business in Seattle before going with Headley-Reed, formerly was with the sales departments of KXX and KIRO in that city.

The Headley-Reed Seattle office is located in the Jones Biol.

KGVO Plans New Studios

KGVO Missoula, Mont., has started work on new studios at 132 W. Front St., the same location the station used until 1950, when the building was gutted by fire, according to President A. J. Mosby, who made the announcement in connection with the station's 25th anniversary.

Studios have been located in the Radio Central Bldg. since the fire, and this space will be occupied by KGVO-TV when the new studios are completed, Mr. Mosby said. KGVO-TV studios now are located at the station's transmitter, 17 miles from Missoula.

Marty-on-the-Spot

WATV (TV) Newark last week claimed it was the only U. S. tv station to be represented by its own Winter Olympics correspondent at Cortina, Italy, as Marty Glickman (also covering for Paramount News), flew to Rome via Lufthansa airlines, one of WATV's clients. Mr. Glickman's basketball chores for WATV will be handled by Johnny Most and Fred Sayles until his return on Feb. 8.

W. N. Schnepp to Manage New Fort Dodge Station

W. N. SCHNEPP, KTRI Sioux City, Iowa, salesman, has been named manager of the newly-authorized Fort Dodge Broadcasters Inc. station at Fort Dodge, it was announced by H. W. Cassill, KTRI manager and corporation president.

Thirty acres of land have been leased for construction of offices, studios and transmitter for the new station, with calls to letters to be KEOK. It will operate on 540 kc as a 1 kw daytime operation and is scheduled to begin April 1.

KWTV (TV) Rate Card Features '5 & '10 Plans

KWTV (TV) Oklahoma City has issued rate card No. 5, effective Feb. 1, according to Fred L. Vance, sales manager. The new card has done away with frequency discounts and substituted "5 and 10 Plan" discounts based on the volume of announcements run in a seven-day period.

The card covers a general increase in rates, boosting the national spot hour rate from $750 to $800 and Class AA 20-second announcements from $150 to $180, which is reduced to $171 and $162 under the "5 Plan" and "10 Plan" respectively.

Lasker New WBMS Manager

GEORGE LASKER has been appointed general manager of WBMS Boston. It was announced last week by Norman B. Furman, the station's managing director.

Mr. Lasker formerly was in the sales department at WOR-TV and WABC-TV in New York and prior to that was general manager of WORL and WCP, both Boston.

KHPL-TV Opening Iced Out

SNOW, fog and "an inch of ice on the tower" postponed the formal dedication scheduled yesterday (Sun.) of KHPL-TV Hayes Center, Neb., ch. 2 of satellite of KHOL-TV Holdrege (B&T, Jan. 23). KHOL-TV Station Manager Jack Gilbert said that the weather had interrupted final construction work and that dedication ceremonies would be reset for a later date.
An old-time reminder for today's winter health...

Back in grandma's time... before modern heating... the change to long, fleecy underwear was a wise precaution against winter ills. If a cold did start coming on, grandma insisted on another ritual... a hot bath, a daub of ointment on the chest and a quick retreat to a warm feather bed.

Today, as in grandma's time, it is not wise to make too light of a cold. What seems to be only a slight cold may be the beginning of pneumonia and other respiratory ailments. So, even if you don't feel "really sick" with a cold, authorities urge you to do these things:

1. Rest more than usual... eat lightly... drink plenty of water and fruit juices.
2. Be sure to check your temperature... and if you have even a degree or so of fever, go to bed. If fever persists, call your doctor and follow his advice.

Fever is important because it may indicate trouble of a more serious nature... sinusitis, ear infections, bronchitis and pneumonia... to mention a few. When these and other common ailments of the winter season are promptly treated, the chances for rapid recovery are good—thanks largely to the effectiveness of the antibiotic drugs.

Even though medical science can now bring about more and quicker recoveries from the major winter ailments, it is wise to take every precaution against catching a cold. Here are some measures which may help:

1. Guard against drafts and chilling... and always wear warm clothing for protection against cold, damp weather.
2. Get enough sleep and eat well-balanced meals to help keep resistance built up during the cold months.
3. Whenever possible avoid exposure to those who have respiratory illnesses.
4. If you have frequent colds, or if you are generally "run down," ask your doctor about preventive measures against respiratory infections.

REMEMBER, too, what seems to be a cold in a child often turns out to be the beginning of measles, whooping cough or some other communicable disease. So, it is always wise to keep a child with a cold at home to protect others as well as himself. The communicable diseases are most contagious in this early stage.
1955 Daytime Spot Tv Boom Reported by H-R Television

AN "ENCOURAGING" feature in spot tv last year was a trek of national advertisers to daytime television, Frank E. Pellegrin, vice president in charge of sales, H-R Television Inc., station representatives, reported last week.

Mr. Pellegrin, in summarizing a yearend survey of daytime spot business on tv stations represented by H-R, said the number of daytime advertisers using one or more stations during the year was 83.3% greater than in 1954; number of spot announcements purchased by these advertisers was 115.8% greater than 1954 and the number of daytime sponsored programs was up 57% in 1955 over the previous year.

He attributed this increased trend to daytime tv to "greater set penetration, better programming, higher daytime tune-in, scarcity of good evening availabilities and effective use of many daytime success stories, plus other available sales data."

Knoxville Mayor Overruled, WBIR Keeps Council Coverage

THE Knoxville (Tenn.) City Council voted unanimously at its last meeting to continue to let WIBR-AM-FM that city, and any other radio or tv station, broadcast the council's meetings.

Mayor-elect Jack Dance had announced that upon taking office the council broadcasts would be discontinued; WIBR had been broadcasting the Tuesday night bi-weekly meetings. However, due to public demand, the city council voted to continue the same policy that had been followed by the previous administration.

Begon to WBUF-TV

JACK L. BEGON, NBC news correspondent and former Rome bureau manager, has been appointed director of news, special events and community relations at WBUF-TV Buffalo. Charles C. Bevis Jr., WBUF-TV general manager, said last week that Mr. Begon's appointment is in line with plans for heavy emphasis at the station on local news and public service programs.

WSB Atlanta Facilities Cited

NEW FACILITIES of WSB-AM-FM-TV Atlanta, Ga., have been designated as being among "the ten outstanding engineering achievements of 1955 in the Atlanta area" by the city's chapter of the Georgia Society of Professional Engineers. Official opening of WSB-AM-FM-TV's new building will be April 7, according to J. Leonard Reinsch, managing director of Cox radio and tv properties.

Fire Fails to Halt WRIV

WRIV Riverhead, Long Island, N. Y., whose studios and offices were damaged by fire Jan. 10, has lost no time in broadcasting operations since that date, according to W. K. Macy Jr., station manager. The fire broke out late in the evening when the station was off the air, and by 6 a.m. (the usual sign-on time) the following morning, a temporary setup had been installed in WRIV's transmitter. The station now is seeking a new location for its offices and studios, said Mr. Macy.

Representative Shorts


WTWO (TV) Bangor, Me., announces Robert C. Foster, Boston, has resigned New England representation for station as of Feb. 1. New WTWO representative is to be announced.

Representative People

Joseph D. Payne, with George P. Hollingbery Co., N. Y., for five years as account executive, named manager of company's new Detroit office. Branch is at 300 Griswold St., Detroit 26. Telephone: Woodward 1-3555.

William E. Ellwell, formerly with Atlanta office of Headly-Reed Co., N. Y., to Everett-McKinney Inc., N. Y., as account executive.

Station People

Syd Byrnes, CBS news reporter, resigned to open daytime radio station, WADS Ansonia, Conn. He is president and general manager of 300 w outlet.

Ken Hildebrandt, formerly general manager, KYA San Francisco, and vice president, Sherman Adv. Co. in that city, to KMYR Denver as sales manager.

Robert S. Bohrer, sales department, KOIL Omaha, Neb., promoted to local sales manager.

George Jenkins, commercial manager WRBL-TV Columbus, Ga., promoted to national sales manager.

William H. Hassenber, chief engineer, WTVN-AM-TV Columbus, Ohio, appointed technical assistant to Hubert Taft Jr., president of Radio Cincinnati Inc. (WKRK-AM-FM-TV Cincinnati, Ohio, and WTVN-AM-TV).

Jack B. Gounder, formerly assistant program manager, WEEU Reading, Pa., promoted to program manager. John R. Gable Jr., engineer, WEEU, promoted to chief engineer.

Joe Weston, formerly exploitation manager, ABC-TV Western Div., to KFWB Hollywood, as director of publicity, advertising and promotion.

Bruce Joyner, engineer, KNTV (TV) San Jose, Calif., appointed chief engineer.

Ted Wolf, former sales manager, KXOB Stockton, Calif., to KGDM Stockton, sales staff.

Lou Palmer, announcer and assistant evening news editor, WIBC Indianapolis, appointed evening news editor. Robin Bright, Indianapolis announcer, to WIBC to handle basketball color and staff duties.
Robert N. Storey promoted from announcing staff to promotion manager of WGL, Fort Wayne, Ind., replacing Mrs. Dorsey Roth.

Mansfield E. Pickett, formerly director of national sales advertising, High Fidelity magazine, to WMGT (TV) Pittsfield, Mass., as sales representative.

Walter Hiles, formerly disc jockey at WAKE Atlanta, to sales staff of WAAF Chicago.

Roy A. May, announcer, WIL St. Louis, Mo., appointed program director.

Curt Guthrie, formerly program and promotion director, WINZ Miami, to KEX Portland, Ore., as assistant in advertising and sales department.

Dale Larson to KTVH (TV) Wichita-Hutchinson, Kan., as promotion manager.

Peter S. Crawford, formerly account executive, Richard H. Ullman Inc., Buffalo, N.Y., film sales firm, to WLWA (TV) Atlanta, Ga., sales staff.

Jerry Thompson, WIRD Tuscaloosa, Ala., to WAPI Birmingham, Ala., as account executive.

Steve Crowley, KGO San Francisco, to KSFO San Francisco, sales staff.

James Russell to sales staff, WBAL Baltimore.

Western A. Todd to local sales staff, WFBF Baltimore.

John Allen, announcer, WFAA Dallas, Tex., promoted to chief announcer.

John Mahan, former assistant program director, WDAS Philadelphia, to WPEN Philadelphia as traffic manager.

Terry Cowling, formerly with WCPB Boston for 12 years as announcer, chief announcer and news director, returns to station as sales account executive after two years as director of Cambridge School of Radio & TV Broadcasting, Boston.

Herbert Groskin, formerly sales staffer, WFLN Philadelphia, to WCAU there as account executive.

Frank Bell Jr., formerly announcer-cameraman, WFAA-TV Dallas, to KTBB Tyler, Tex., as news director.

Bill Daniels, announcer, KFWB Los Angeles, promoted to chief announcer, succeeding Dave Ballard, who resigned to freelance in TV and motion pictures.

Hugh McCoy, news director, KFAB Omaha, Neb., to KNX Los Angeles, and Columbia Pacific Radio Network News Bureau as newscaster.

James D. Bailey, formerly commercial manager, KAAA Red Wing, Minn. (now KCUE), to assistant sales manager, Red Wing Pottery Inc.

Harry Dangerfield Jr., formerly commercial manager, XETV (TV) Tijuana, to sales staff, KBTV (TV) Denver.

Lionel Poulton, production manager, KDKA Pittsburgh, appointed producer of Wayne Griffin Show on KDKA-TV.

Ciff Adams, formerly farm director and newscaster, KTOE Mankato, Minn., to WNAX Yankton, S.D.

William G. Klee, formerly chief continuity writer WCOL Columbus, Ohio, appointed continuity director, WWCY Gary, Ind.


Nina Burch succeeds Miss Kitanu.

George N. Stlil, former owner-producer, Green Hills Theatre, Reading, Pa., to KDKA-TV Pittsburgh, Pa., directing staff. Jean Connelly, KDKA-TV producer, returns to performing on daily Wayne Griffin Show.

Peter Haas, assistant film supervisor, WCBS-TV New York film services dept., named dept. supervisor, succeeding George Buckley, resigned. Mr. Haas replaced by George Bass, assistant film director, KOMU-TV Columbia, Mo. Donald Hammer, CBS-TV advertising and promotion department copywriter, to promotion writer at WCBS-TV replacing Murry Karmiller, transferred to CBS Radio program writing division.

Bob Lidz, news producer, KFIZ-TV Fort Worth, Tex., appointed director of publicity and promotion; T. B. Bailey, floor director, named staff director; John Witten, news cameraman, to news producer; Don Henry, floorman, to floor director, Joan McCann to chief copywriter.
Hardy, Hinckley, Romney Honored by Utah Group

THREE MEN prominent in broadcasting, one an advertiser and two network executives, were among 17 "distinguished former Utahans" honored by the Utah Manufacturers Assn. at its golden anniversary membership dinner in Salt Lake City last Tuesday.

Ralph Hardy, president, Board of Director, ABC - Paramount Pictures Inc. Washington, vice president, and George Romney, president-board chairman, American Motors Corp. (Nash-Hudson), were cited as former Utahans who have distinguished themselves in the business world.

Combining his interests in broadcasting and business, Mr. Hardy is treasurer of Royale Broadcasting Co., and a member of national radio and television associations.

GEORGE ROMNEY (I), president-board chairman, American Manufacturers Assn. anniversary dinner, during which they and 15 other former Utahans, including CBS Washington Vice President Ralph Hardy, were honored.

Voice of Democracy Winners Announced

FOUR high school students were announced last week as national winners in the annual Voice of Democracy contest. They were picked from a field of 1/2 million entries, according to James D. Secrest, Radio-Electronics-Tv Mfrs. Assn., executive vice president and chairman of the national contest committee.

The four national contest winners, three boys and a girl, were picked from 12 semi-finalists who in turn had survived a screening of winners from 47 states, the District of Columbia and Hawaii. Winners were Jan Hogendorn, Oskaloosa, Iowa; Gabriel Kajeckas, Washington, D. C.; Dennis P. Longwell, Herrin, Ill., and Isabel Marcus, Teenack, N. J. Oskaloosa High School had a winner for the second straight year, Dwight David Walker having been one of last year’s quartet.

Sponsoring the contest are NARTB, RETMA and U. S. Junior Chamber of Commerce. Endorsement is given by the U. S. Office of Education and National Assn. of Secondary School Principals. Winners will be given trips to Washington, $500 scholarship checks, tv sets and other awards. Presentation will be made in Washington Feb. 22. Two days later the winners will be honored by Franklin Institute in connection with the 250th anniversary of the birth of Benjamin Franklin.

Young' Prize to Schumacher

JACK SCHUMACHER, WICU-TV Erie, Pa., promotion director, last week was named the winner of a special $500 merchandising-promotion contest conducted by Arthur Schmidt & Assoc., New York public relations counsel, for NBC-TV’s Loretta Young Show, sponsored by Procter & Gamble Co., Cincinnati.

Noble Grant to St. Lawrence

TWO GIFTS totaling $600,000 have been donated to St. Lawrence U., Canton, N. Y., by the Edward John Noble Foundation, headed by Edward J. Noble, chairman of the finance committee of American Broadcasting-Paramount Theatres Inc., and chairman of the executive committee, Life Savers Corp., Port Chester, N. Y. It was to be announced today (Mon.) Mr. Noble, former chairman of St. Lawrence’s board of trustees and now life trustee, said that $100,000 would go to the creation of a $1 million library and $500,000 toward the construction of a new student activity center “or for such purposes as agreed upon by the university (and foundation’s) trustees.”

AWARD SHORTS

Jules Herbeuvaux, NBC vice president and general manager of WMAQ and WNBQ (TV) Chicago, and Len O'Connor, news reporter at stations, presented citations by Illinois Dept. of American Legion and AMVETS for juvenile delinquency radio series, They Talked to a Stranger, making total of eight awards for show, which includes resolution adopted by the Chicago City Council commending series.

Chet Huntley, NBC newscaster, received 1956 Harry A. Hollzer Memorial Award from L. A. Jewish Community Council yesterday (Sunday) for “outstanding service in fostering good will and understanding among religious and racial groups in the Los Angeles area.”
Georgia Institute Cites B&T Series

RECENT GROWTH of radio listening, progress of the New South's economy and reviews of journalistic and broadcast trends featured the 11th annual Georgia Radio & Television Institute, held Jan. 25-27 by the Georgia Assn. of Broadcasters and the Henry W. Grady School of Journalism, of U. of Georgia.

A special citation was awarded BROADCASTING & TELECASTING by the journalism school at the opening dinner Wednesday evening for the series of market reports covering the New South. The award was presented to J. Frank Beatty, B&T senior editor and author of the series. As presented by Dean John E. Drewry, of the school, the resolution termed the series "a notable example of dimensional journalism at its best—depth and interpretative reporting which makes clearer the transformations and progress being made in the South, and the place of radio and television therein."

Dean Drewry commended Sol Taishoff, editor-publisher, and Edwin H. James, managing editor, "for this valuable contribution to better regional and national understanding."

Mr. Beatty was speaker at the opening banquet of the institute, held at Athens, Ga. Talking on the topic, "The Dollar-Mark Scoop," he reviewed business news reporting, particularly as it affects broadcasters. "The business reporter," he said, "assembles scattered facts, ties them into neat bundles after discarding the trivial, and presents to American business a series of Monday morning packages that will swing tomorrow's business decisions—and maybe an election."

Another speaker, Merriman Smith, United Press White House correspondent, said President Eisenhower "does not act like a man who plans to run for a second term."

Edwin R. Peterson, vice president of Key- stone Broadcasting System, reviewed the growth of the rural radio market and predicted further extension of this important part of the nation's economy in 1956. He emphasized the importance of supplementing television with daytime radio.

FCC Commissioner Richard A. Mack spoke Friday on general jurisdiction of the FCC and tv-radio common carrier, safety and special services. He covered uhf-vhf problems and the growth of radio.

An imaginary investigation of a radio station, with the story of the application of the Wage-Hour Law and Fair Labor Standards Act, was conducted by John C. McKerrin, investigation supervisor of the Dept. of Labor Wage & Hour and Public Contracts Divisions. Frederick H. Garriga, NARTB manager of organizational services, discussed recent trends in broadcasting and the ways they are meeting public service responsibilities.

Members of the institute committee were W. C. Woodall Jr., WDWD Dawson, chairman; Dwight Bruce, WOTC Savannah; Archie Brown, WBJA Augusta; Charles Smithfield, WPGA Gainesville; Hugh Tollison, WGIG Brunswick; ex-officio, officers of Georgia Assn. of Broadcasters headed by President Glenn Jackson, of WAGA-AM Atlanta, and Dean Drewry. Wilton Cobb, WMZ-Macon, made the award presentation to B&T.

WCAU-AM-TV Gives $1,000 To Pennsylvania University

WCAU-AM-TV Philadelphia, through President Donald W. Thornburgh, presented $1,000 to the U. of Pennsylvania for use in improving the television and radio teaching facilities of the university. The sum represents the amount received by the station from the Alfred I. DuPont Awards Foundation for its work in educational television.

Michigan State U. Tries Closed Circuit Instruction

MICHIGAN State U., East Lansing, has enrolled about 500 students for closed circuit tv courses in communications, chemistry and psychology during the winter term. An instructor and two cameras are located in Gilniter Hall auditorium, while students sit in classrooms throughout the school. All instructors (with 24-inch screens) are used in carrying the lectures to the students.

John A. Hannah, MSU president, said purpose of the closed circuit experiment is to "explore the possibilities of television as a medium for increasing the effectiveness of a competent faculty without a loss of quality in the process."

The university is continuing its series of tele-courses on its WKAR-TV East Lansing.

Unusual Sendoff

KRMA-TV, educational station scheduled to go into operation today (Mon.) in Denver, Colo., has been given a sendoff by another television station in that city—KOAA-TV.

KOAA-TV Program Manager C. Van Haafken in a broadcast a fortnight ago informed Denver televisioners that the educational station would be seen on Denver's ch. 6 and pointed out the "tremendous potential of the new medium." He then turned over a half-hour on KOAA-TV to Richard H. Marmon, station manager for KRMA-TV, who gave a statement of policy and introduced brief previews of several KRMA-TV programs.

SARNOFF PROPOSES TEACHERS' RESERVE

Pool of scientists drawn from American industry would be utilized to meet shortage in schools, RCA board chairman says in accepting Forrestal Award.

A PROPOSAL that a "National Educational Reserve" of teachers drawn from the technological ranks of American industry be established for service as teachers in their local schools to alleviate the critical shortage of scientists and engineers was made Thursday by Brig. Gen. David Sarnoff, RCA board chairman.

Speaking at the annual dinner of the National Security Industrial Assn. in Washington, Gen. Sarnoff pointed out that in our race with Russia to develop guided missiles—the so-called "ultimate weapons"—and the other technological weapons of modern warfare, we cannot afford to have the Communists get ahead of the United States in the training of scientists. Yet, "last year we trained twice as many engineers as we did," he stated.

Noting a lack of qualified teachers at grade level for science subjects, Gen. Sarnoff proposed the establishment of a "National Educational Reserve" consisting of qualified teachers in mathematics, physics, chemistry, engineering and related subjects, to be drawn from the technological ranks of industry.

"It has in mind the release—and with full pay for at least a year—of a reasonable number of men and women for teaching assignments in their local schools," he said. "This unique reserve could also mobilize those who have retired in the ranks of science and engineering experience would make them inspiring teachers. In addition, it could include qualified people willing to volunteer their services to teach in night schools without giving up their industry jobs."

"The number of teachers recruited from any single organization would be too small to entail hardship for any one—but the total number conceiving the corps could be derived from such an extensive list of organizations that it would be large enough to give new impetus to teaching of the sciences in our school system. This would be especially true at the high school level which is our present major bottleneck. This educational reserve would, of course, have to be strictly an interim program, let's say for five years, to help meet an immediate situation."

Preceding his address, Gen. Sarnoff was presented with the NSIA's James Forrestal Memorial Award, given annually to "a distinguished American whose leadership has promoted significant understanding and cooperation between industry and government in the interest of national security." President Eisenhower was the first recipient of the award a year ago.

New Bendix Device May Boost Tv Lighting

NEW DEVELOPMENT that is said to hold "exciting possibilities" for improving lighting in television, with a resultant amelioration of television production, was demonstrated in New York last week by the Bendix Aviation Corp.

Called the Lumicon, the new device can amplify light 40-50,000 times, according to
Leroy B. Kiley, general manager of the Friez Instrument Div. of Bendix. Mr. Kiley, who said the Lumicon will open many new fields in industrial and medical radiography, astronomical, photographic and associated fields," told B W T that the device, as constructed, is not immediately intended for television. He said the company expects to adapt Lumicon for tv use by 1957. The current model, he said, is "too simplified" for television.

Mr. Kiley explained that Lumicon applies new electronic concepts to closed circuit television systems. It consists of a detector unit, or image orthicon tube, connected through amplifiers and cables to a monitor unit similar to a standard television picture tube. A "light tunnel" containing a fluoroscopic screen is added to the detector for x-ray purposes. Through light amplification, a television picture "thousands of times brighter than that of the fluoroscopic screen is produced," according to Mr. Kiley.

A spokesman of a television network who attended the demonstration told B W T that the industry is seeking improvement in lighting in darkened locations, such as churches and auditoriums. It is not feasible to set up extensive lighting units, and for various other types of remote telecasts. Mr. Kiley said that an adapted Lumicon for television would supply lighting at an economical cost and with less labor and effort needed currently in setting up an extensive lighting arrangement under certain circumstances.

Kelley Named Director, Others Promoted at DuMont

WILLIAM H. KELLEY, vice president in charge of marketing, Allen B. DuMont Labs, was elected a director Thursday, succeeding Stanley F. Patten, who recently was appointed treasurer. Mr. Kelley also was named vice president and general manager, consumer products. In his new post he will direct operations for the receiver (radio, tv, high fidelity) and cathode-ray tube divisions.

At the same time, the board also elected Arthur Israel Jr. to secretary, succeeding Barnard Goodwin, resigned, and Bert L. Graham, former controller and special assistant to DuMont President David T. Schultz, to assistant secretary. Mr. Goodwin, also vice president of Paramount TV Productions Inc., continues as president of DuMont Broadcasting Corp.

—AN OLD CINCINNATI HABIT:—

listening to WCKY;

10 years of 24 hour a day music and news programming has created in Cincinnatians, the habit of tuning to WCKY for

The Best in Music
The Latest in News

*21% of morning audience
22% of afternoon audience
21% of night time audience

BUY WCKY

AN ORDER for a Collins 20V-2 transmitter and accessories is signed by Dorothy J. Laird, permittee of WDUX Waupaca, Wis., with Robert I. Hancock, Collins Radio Co. sales engineer. WDUX has been granted a construction permit from the FCC for an 800 kc, 500 w daytime operation.

High Intensity Lamp Developed by Sylvania

CITING important applications in movie-tv film duplication work and manufacture of color television tubes, Sylvania Electric Products Inc., unveiled in Hollywood Wednesday its newest lighting discovery, a high intensity light source produced by radio frequency. Called the RF Lamp, the device consists of a radio frequency generator and water cooled lamp containing a small 5/16ths-inch disc of refractory material. The radio frequency energy is concentrated on the disc by coils surrounding the lamp, causing it to incandesce brilliantly.

By using the refractory material disc as a light source the lamp can be focused directly without complicated optics usually needed to diffuse and evenly distribute the light emitted by tungsten filaments, according to Frank J. Healy, Sylvania vice president in charge of operations. The device will speed by eight times the duplication of motion picture tv prints under certain processes, he indicated, and will be particularly effective in color work because of uniform quality and intensity.

The RF Lamp already has resulted in production improvement in the manufacture of color tv picture tubes. Mr. Healy said. In making color tubes, the three phosphors which are used; red, green and blue, must be fixed on the tube face by a photographic process. To do this, a bright concentrated light source is required. With the RF Lamp, Sylvania has cut in half the time required for this process, he said, predicting economies of production that will help lower color tv set costs.

Sylvania engineers now are working on application of the RF Lamp for studio lighting. Since the lamps are water cooled, the working temperature of the studio can be better controlled. The lamps are connected to the generator unit by only two wires, coaxial cable links which carry both water and radio frequency energy to and from each lamp. The RF Lamp is replaceable like any ordinary light unit. At present, its life is rated at 100 hours and costs $96. The complete generator and lamp combination is designed to sell for about $2,000.

Sylvania Redeems Stock

THE board of directors of Sylvania Electric Products Inc. last week voted to redeem all of the outstanding shares of $4.40 cumulative preferred stock at $103 plus the accrued dividend from Jan. 1-Feb. 29 of 73 cents. Redemption date is Feb. 29. The $4.40 cumulative preferred stock is convertible into common stock at the rate of 3.01 shares of common for each $4.40 preferred. Principal transfer agent for Sylvania is the Second Bank-State Street Trust Co., Boston, with New York conversion or redemption handled by the Hanover Bank.

Sylvania Promotes Thomas

FRANK M. THOMAS, manager of equipment engineering, Sylvania Electric Products' atomic energy division, Hicksville, N. Y., last week was named manager of equipment development in Sylvania's electronics division, Woburn, Mass.

Prior to joining Sylvania in 1952, Mr. Thomas was chief engineer for Fairchild Recording Equipment Corp., New York.

Pay of Emerson Officials Told in Proxy Statement

SALARIES of three top officials of Emerson Radio & Phonograph Corp. were disclosed in a proxy statement announcing an annual meeting of stockholders to be held Feb. 1 in New York.

Benjamin Abrams, president and a director, received $60,008 in direct remuneration for the fiscal year ended last Oct. 31, with $12,690 as the estimated annual retirement payment under the company's pension plan.

Max Abrams secretary-treasurer and a director of the corporation is listed as having been paid $39,936 for the yearly period and as having $5,320 in estimated annual retirement payments. Dorman D. Israel, executive vice president and a director, received $31,980 in direct remuneration and has $6,824 in annual retirement payments.
But None in Kelly Green

ANYONE interested in spending over $100,000 for a television receiver can now do so.

Midwest Radio & Television Corp., Cincinnati, unveiled “The Princess of Monaco” receiver at a public showing in Cincinnati’s Sheraton Gibson Hotel Friday. The 21” set is contained in a hand-finished cabinet in pale ice blue with 22 karat gold plated legs and accessories, a royal blue velvet grill cloth emblazoned with diamonds, pearls and other gems. “All this and the finest television reception available,” says Midwest President S. W. Cunningham. After the public showing, the receiver may be seen by appointment only.

“The Princess of Monaco” carries a price tag well in excess of $100,000.

Increased Color TV Sales Won’t Boost Profits—Abrams

THOUGH total production of color TV sets “may leap to ½ million” this year, increased color TV receiver sales will not contribute “materially” to the profit picture, Benjamin Abrams, president of Emerson Radio & Phonograph Corp., told members of the New York Society of Security Analysts last Tuesday.

Mr. Abrams also foresaw increased color and black-and-white TV set production this year, because of the 1956 political campaigns. As unit volume is expected to gain, so is price, Mr. Abrams said, pointing to the trend to advanced tuning mechanisms such as remote control, which will make for more costly production.

In another talk on Thursday, Mr. Abrams told a New York group of naval reserve officers that within the foreseeable future, all home radios will work without tubes or wiring, operating so inexpensively on batteries that the electric cord and plug will become obsolete. He also predicted that projection television, developed years ago but dropped because of insufficient illumination, will be revived, followed by the “ultimate development” of three-dimensional TV.

MANUFACTURING PEOPLE

William Regits appointed general manager in charge of plant operation, Affton Industries, St. Louis manufacturer of magnetic recording tapes, recording blanks and sound reproducing equipment, and Harry F. Scheirer named sales manager. Both served in executive capacities with other manufacturers.

Thomas J. March, advertising and sales promotion supervisor, General Electric Co’s locomotive and car equipment department, Erie, Pa., named sales manager of GE electronic components department, Auburn, N. Y., succeeding Roy L. Merwin Jr., resigned.

Frank M. Thomas appointed manager of Equipment Development for Electronics Div., Sylvan Products Inc., N.Y. He formerly was manager of equipment engineering for Sylvan’s Atomic Energy Div. at Hicksville, L.I., N. Y.


From where I sit

by Joe Marsh

NEW FUTURE

For Your Present

How many ties did you get for Christmas? For once I didn’t come up with any—could have used a couple this year, too. Instead I got three wool mufflers. Never wear a muffler.

Some people are determined to do something about the Useless Gift Problem—they’re holding a “White Elephant Party” Saturday at the Community Hall.

Handy Peterson’s the chairman. “Bring any presents you’d rather give than receive,” he says. “Chances are you’ll swap them off for something even worse—but it ought to be fun.”

From where I sit, it’s sometimes pretty hard to give a man exactly the present he wants. Other people so often have tastes and preferences that differ from our own—for example, think of all the people you know who claim coffee’s the beverage, and all the others (like me) who’d rather have a glass of beer. Being able to make your own choice is the greatest “gift” of all.

Joe Marsh

Copyright, 1956, United States Brewers Foundation
SECOND ITA STATION BEGINS FEB. 17

Commercial outlet in Birmingham will serve England's Midlands area. Operation will be same as London station, with ATV and ART/V furnishing the programs.

BRITAIN'S second commercial tv station, located at Birmingham to serve England's Midlands area, is scheduled to begin operations Feb. 17, the name of the new station being "BVIS." The first broadcast tv commercial in the United Kingdom was sent out from the Croydon transmitter, covering the London area, on Sept. 22 [BT, Sept. 26, Oct. 3, 1955].

Under the British formula of separating operating responsibility from that for programming, the new Midlands station will be built and will be operated and maintained by the Independent Television Authority, chartered by the Crown for the express purpose of providing the nation with commercial tv service in addition to the video programming provided by the tax-supported non-commercial BBC. Programs are purchased by ITA from independent program contractors; organizations which undertake to provide program material for the commercial tv stations on a block booking.

Two program contractors, Associated Television Ltd. (formerly Associated Broadcasting Co.), and Associated Rediffusion Ltd., have, during its five months on the air, supplied all the programs broadcast by ITA's London station. ATV furnishes the Saturday and Sunday programs, with ART/V handling the Monday-Friday tv fare. The same two organizations will also program the new Midlands station, but the other way round. ATV doing the weekday shows and ART/V those telecast over the weekend.

Program sponsorship as such is not permitted under the British tv rules, which restrict all commercials to spots, inserted between programs or at "natural" breaks within a program, such as between the acts of a dramatic show. The program contractor sells the commercial time to advertisers and advertising agencies.

In London, the choicest times—midevening Saturday and Sunday—were originally priced at 1,000 pounds ($2,500) and scaled down from there, but a new rate card is reported to be in preparation. Rates for the Midlands station, also in preparation, are expected to be somewhat below those prevailing in London.

Although bitterly resisted in advance by many Englishmen who felt that advertising coming into their homes via tv would be an unbearable invasion of privacy, commercial programming in the American manner seems to be emerging as an ever increasing audience. Set conversions to enable reception of the ITA programs as well as those of BBC, which was all the British tv receivers previously accommodated by (binding) contract, are under way and, after the operation, according to a mailing piece sent out by ATV, which was part of an aggressive American-type campaign to sell video advertising to advertisers and agencies.

Commercial television now has a place in the lives of at least 500,000 homes," ATV states. "This figure is an average of the estimates of two independent and comprehensive organizations—the Nielson Co. Ltd. and Television Audience Measurement Ltd. When Independent Tele-

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CARTB Selling Clinic Hears Erickson, Treyz

MORE THAN 350 adverstisers, advertising agency executives and television station executives from all parts of Canada attended the television clinic held by the Canadian Assn. of Radio & Television Broadcasters at Toronto, Ont., Jan. 19, with Jack Davidson, CARTB president, as chairman.

Rodney Erickson, vice-president in charge of tv for Young & Rubicam, New York, and Oliver Tremblay, president, of Tremblay Advertising, New York, told the Canadian audience in word and picture the findings of various U. S. surveys on the effectiveness of tv selling.

On the assumption that Canada will undergo approximately the same tv development as has the U. S., Mr. Erickson reviewed tv set saturation, program development and cost of commercials. He pointed out that tv in the U. S. has thrived in competition whereas in Canada in the present month only one station is allowed in any one city.

Mr. Erickson also said that tv program ratings are going down due to increased competition, while tv circulation is rising and costs are increasing and dealt at some length on the progress of the magazine-type program, pointing out that at present about 68% of all nighttime half-hour shows are now shared by three or more product advertisers; that 19% of such shows are supported by two products advertised, and only 13% carry advertisements of one product. He emphasized that no matter how popular a program, it will not sell a product if the commercial is not good.

Mr. Trezy dealt primarily with the people who make up the tv audience, showing Canadian advertising people the results of various surveys which brought out that the young housewife accounts for the largest category of viewers. Canadian advertising men and women learned that surveys in the U. S. showed that 42% of all viewing is done by women, that men make up 27% of the audience and 31% of the children. He pointed out that advertising of many retail store items must be done in the same way as by a good salesmen in a store. As an example he stated that one Seattle tv station handled a specific item by having its representatives distributed free samples of the product in a retail store for a few days to learn how to sell the item.

The clinic finished with a panel of experts answering questions on summer tv selling and other problems of Canadian television. On the panel, in addition to Messrs. Erickson and Trezy, were Bill McGregor, CKCO-TV Kitchen, Ont.; Keith Chase, McKim Adv. Ltd., Montreal, Que.; Fred Lynds, CKW-TV Moncton, N.B., and Cliff Wingrove, CPFL-TV London, Ont.
CALIFORNIA is in a hurry.

You can sense the atmosphere of urgency while trying to keep up with traffic sweeping into San Francisco on the Golden Gate Bridge or on the new Santa Ana freeway heading south of Los Angeles.

Or by watching the delta-wing jets streaking over San Diego. Rockets in the Mojave Desert. Sodium reactor experiments in the San Fernando Valley.

You feel it in tins of tuna bobbing off a canning line at Terminal Island. Fork lifts thrusting whole truckloads of crated lettuce into vacuum cooling tanks at Salinas. Fords thumping off a new assembly line near San Jose. Houses appearing seemingly overnight at Santa Barbara. Molten steel being tapped at Fontana.


The earth is eager to yield even more after man has rushed to quench her great thirst through the world’s biggest irrigation project. Cotton and potatoes at Bakersfield. Grapes and truck crops at Fresno. Dates at Indio. Melons in Imperial Valley.

These are the symbols of a state in a hurry to grow bigger and richer even though it is already a region of superlatives.

This is California in January 1956.

All 1,000 miles of it, whitening the blue Pacific with surf on beach and wave on rock from Mexico to Oregon.

Here is a land of contrasts in climate, terrain and distribution of natural resources which combine to make vast expansion possible yet pose obstacles to retard it.

Mountains, deserts, valleys, rivers, forests. Hot and cold. Rain and drought. Lack and excess. The marvel is how man has learned to live with them, or change them, producing an economy which is expanding faster than any comparable section of the nation.

How much expansion? “Almost beyond comprehension,” busi-
national advertisers rely on KLaC
local advertisers insist on KLaC
results prove KLaC leadership

just cut out for sales impact in the los angeles market

peter potter
dick haynes
alex cooper
jim ameche
gene norman

during week january twenty third
510 announcements for national sponsors
108 newscasts for national sponsors
12 sport broadcasts for national sponsors

KLAC 570 on your dial

m. w. hall, president-general manager
felix adams, general sales manager
represented nationally by adam j. young, jr., inc.

Page 72 • January 30, 1956
The population of California went over the 25 million mark last year, a gain of 3.5% over the previous year. This is nearly double the 6.9 million of prewar 1940. Since 1950 population has increased 22% in California compared to 9% in the U. S. as a whole. The state is growing at twice the rate of national population increase.

California's food output is now is increasing 450,000 every 12 months—equivalent to the entire city of Newark, N. J.

U. S. Census estimates predict the state will hit 17 million by 1965.

Total civilian employment has more than kept pace with population growth. Estimated 1955 average of 5.14 million workers was 3.6% above the previous year, about 25% above 1950 and nearly double 1940.

Personal income is rising faster. Total wages and salaries climbed to estimated $20.2 billion in 1955 with total income increasing to $29.4 billion, some 8.7% above 1954. Total income is more than 50% greater than in 1950 and five times 1940. The state is second only to New York.

Manufacturing industries in California showed an increase of 5% last year in the number of wages and salary workers employed to an average of 1.1 million. Considering a 4% wage boost during the year, this meant about a 9% rise in wages paid to an estimated $5.34 billion for 1955. Total wages have increased more than 2.6 times since 1947 ($663,900 workers) and 10 times since 1939 (357,000 workers).

Value added by manufacture exceeded $9 billion last year, 127% above 1947 and eight times the 1939 total.

While the U. S. as a whole showed capital investment last year in new and expanded manufacturing facilities to be only slightly higher than 1954, California industry spent an estimated 20% more in 1955 than it did in 1954, a total of more than $500 million. Particularly large gains were made in the San Francisco-Oakland metropolitan area while Southern California continued its great postwar surge.

Construction in California rose 16.7% last year to $4.9 billion. This year it is expected to increase another 7% to $5.25 billion.

Gross cash farm income in 1955 went up 2% to $2.57 billion while agricultural returns in the nation fell off 3%. Although the U. S. Agriculture Dept. expects national farm income to decrease further in 1956, California will exceed or equal last year.

California spent a whopping $18 billion last year for food and services, 15% more than 1954, 55% more than 1948 and 465% more than 1939. Food sales are running at a $3.8 billion annual rate, gasoline $1 billion. New and used car sales in the state were around $3 billion.

If you are reluctant to ride one of Aerojet-General Corp.'s rockets a hundred miles up to see what this vast market looks like, you can achieve the same result in the Ferry Bldg. at San Francisco.

A full relief map shows easily how California could reach from Boston to Charles-

ton, S. C., if it were suddenly peeled off and pasted on the East Coast. Looking east you will quickly recognize the towering Sierra Nevadas and down the coast the less rugged Coastal Range. The great fertile central valley is split north along the Sacramento River Valley and south along the San Joaquin River. The entire San Joaquin Valley is three fourths of the San Francisco Bay area. The San Joaquin Valley, through intensive irrigation and cultivation, is considered the most productive agricultural area in the world.

Where the bottom third of the state bends eastward, you can see how the lower end of the San Joaquin Valley is cupped within a half circle of Tehachapi Mts., closing it off from Death Valley to the east and the reaches of the Mojave Desert and a portion of the Colorado Desert in the southeastern portion of the state.

The great redwood forests range up the northern coast and partly across the top of the state, where rainfall hits 100 inches per year. This is the great watershed that will eventually bring inland and southern deserts even more when its water runoff is caught and carried south in the growing system of river-like canals.

"Fols usually picture California in four scenes, Yosemite National Park, Death Valley, Hollywood and groves of Sunkist oranges," a Ferry Bldg. worker said recently. "But there sure is an awful lot in between."

Oil rigs bristle in the southern San Joaquin Valley and the south coastal areas near Long Beach. The sun setting like fuzzy patches of coarse velvet from up high, scatter the landscape in three distinct areas. The largest area is from just north of Santa Barbara along the coast south to Mexico. Another swings from just below Fresno nearly to Bakersfield. Not an are in the sunny foothills east of the San Joaquin Valley. The third area is a unique 30 by 20 mile thermal zone near the head of the Sacramento Valley.

Water is the life blood of industry and agriculture anywhere and California has plenty of it, but not in the right places. The state either has too much, or too little. Witness the river delta through the northern communities and the cries of great shortage in the south and central valley areas where water tables have been drawn low by deep wells of farm and city. But a complex billion dollar system of dams and canals is changing things.

President Eisenhower's budget asks $76.2 million for federal flood control projects in California.

The massive Shasta Dam controls the Sacramento River from the head of its val-
ey. A string of proposed dams down the western slopes of the Sierras will conserve resources for the central valley. In the dry southern extreme, water is flowing west from the Colorado River through the 569-mile Colorado River Aque-
duct system to Los Angeles and through the 275-mile American Central and Imperial Valley. Bakersfield is fed with water from Friant Dam northeast of Fresno.

The southern area's soaring demands eventually will be eased by the bold but controversial Feather River project northeast of Sacramento. It will take the "wet" out of Christmas for Yuba-Marysville and splash it out evenly over thousands of thirsty acres as far down the state as San Diego.

State observers have reported that the supplies of water to the cities in the Metro-
politan Water District of Southern Cali-
ifornia are sufficient now for twice the popu-
lation there. This is of particular importance to the large industrial expansion of Los Angeles. The situation is equally favorable in the East Bay Municipal Utility District where San Francisco's Hetch Hetchy project can serve four times today's population in that area.

When water falls, it can generate electricity. As steam it does it too. California power companies are using and expanding both techniques to keep pace with industrial and home consumption. Southern California Edison Co., serving the southern area except for metropolitan Los Angeles, calls itself the fastest growing utility in the nation as it plans to match its expansion of the past decade in the next three years.

"We will spend $123.5 million this year, 34% more than last, and a total $350 million by the end of 1958," a company official said. "We added 86,000 new meters last year—a whole city-full."

Similarly, Pacific Gas and Electric Co., operating out of San Francisco and serving the northern portions of the state, is racing to keep up with the growth. It has spent $1.5 billion since World War II in this effort.

Los Angeles' city-owned water and power department is putting finishing touches on its new $80 million outdoor-type steam generating plant in the San Fernando Valley to kick up enough kilowatts to supply a city of a million people.

Also in the Valley, Southern California Edison has proposed to the Atomic Energy Commission that it be allowed to tap the heat of North American Aviation's $10 million sodium reactor experiment now under construction there.

Pacific Telephone & Telegraph Co. reflected the state expansion by spending about $119.2 million in Southern California and $13.8 million in Northern California. The number of telephones increased to over 4.4 million last year, was 3.2 million in 1950 and 1.6 million in 1940.

"In contrast to the national picture, gas and electric, telephone and other utility firms are planning substantial increases in capital expenditures," according to Herbert F. Ormsby, director of the California State
CALIFORNIA

Boosters call it the state with everything and the record shows they may be right.

PORTS: With 1,000 miles of coastline, California has many harbors, can accommodate anything from a skiff to the biggest Navy carrier. Matson liner, in picture above, is outward bound from San Francisco, passing beneath Golden Gate Bridge. Los Angeles-Long Beach is state's major man-made port, handling as much tonnage as San Francisco's natural harbor.

HISTORY: Spaniards began to colonize California in mid-1700s, built mission chain, of which Santa Barbara, above, is a classic.

BUILDING: Houses, industrial plants, schools and hotels are mushrooming. In 1955, $4.9 billion in new construction was reported.

RESEARCH: California is world center for advance design and research in electronics, missiles, other devices of future. Here an Aerojet rocket takes off.

DEFENSE: Picture above shows small section of Naval shipyard at Hunter's Point, San Francisco. Strung from Oregon to Mexican borders are many major Navy bases, Navy and Air Force airfields, Army installations of all kinds. It is in desert areas of Southern California that the most advanced aircraft and missiles undergo elaborate tests.
GLAMOR: Movie premieres are established rituals in the intricate tribal rites of Hollywood. More than a piece of geography surrounding the intersection of Hollywood & Vine, Hollywood is a state of mind—and a complex industry of money-making make-believe. Radio helped create it, and now television is becoming a dominant force. Entertainment is big factor in state’s economy.

INDUSTRY: The state’s economy since 1940 has changed from predominantly the extraction of raw materials to manufacturing. At least two-thirds of its manufacturing uses raw materials from outside the state, produces goods for use mostly in western markets. In picture above a heat of steel is tapped at Torrance Works of U. S. Steel’s Columbia-Geneva Steel Division.

AGRICULTURE: For past 10 years California has led all states in value of farm output, 1955 estimate: $2.57 billion, up 2% from 1954. Mechanical gadgets, like lettuce harvester in Kern County field, are big help in getting several crops per year from land.

MINERALS: California ranks third among all states in minerals and mining. Much of its oil is refined locally in plants like this.

TOURISTS: It wasn’t long ago that sun-seeking vacationers were a principal source of business for California. Tourists still flock to such places as swimming cove in La Jolla, above, and still spend plenty of money. But their contribution to the state’s economy is eclipsed now by the much bigger money involved in industry and agriculture.
The durable goods industries showed the biggest expansion in 1955 with a 5.7% gain in employment and 10.1% in wages. Annual payrolls jumped to a terrific 57%, ordnance and accessories 25%, scientific instruments 23%, furniture 15%, primary metals 14%.

The giant aircraft and aircraft parts industries employed over 230,000 workers last year and paid out over $1.24 billion in wages, some 7.5% above 1954. Some further labor expansion this year is predicted in this field despite defense restrictions on expansion of facilities at present sites. Military and civilian orders for the industry total several billion dollars.

Only 8% of the state's population lives on the farm, but they account for production of the nation's richest yield of agricultural products, $2.57 billion. By cash value, California produces more than a third of the commercial fruits (it is said to be the only state where all three big citrus crops—oranges, lemons, and grapefruit—are produced in commercial quantity), nearly a fourth of the commercial tree nut output of the nation. It accounts for virtually all of the nation's supply of lemons and most almonds, avocados, walnuts, olives, dates, figs, apricots, grapes, plums and prunes.

According to the state's departments, 3% of the state's total industrial output is accounted for by the wine industry.

California's wine, which is said to be the best in the world, is produced by about 100 wineries and sells for about $70 million a year. The state's 340 bonded wineries (649 U.S. total) bottle 86% of the nation's annual production of 150 million gallons and have a winery value of $143 million and retail value of $550 million. Fruit distilleries also are a major industry in the state.

"Aside from their wine production, wineries also constitute industry's only source of tartar, " an official of the Wine Advisory Board at San Francisco said. "Tartars, more commonly known as cream of tartar and technically as potassium bitartrate, are needed in the manufacture of rayon, medicines, photographic chemicals, textile dyes, electroplating of mirrors and the manufacture of baking powder and metal coloring."

The state's chief wine districts are along the north central coast, the Lodi-Sacramento area, Modesto and Fresno in the central valley and Southern California. Similarly, California has grown to a leading position in the brewing industry with the population increase. Beer production last year totaled 5 million barrels, up from 4.7 million in 1955. The number of bonded wineries (649 U.S. total) is increasing and imports decreasing, according to the California State Brewers Institute.

Starting with Pabst in 1949, major eastern brewers have become local producers with Anheuser-Busch and Schlitz among those building modern facilities. The industry's capital investment exceeds $200 million and annual payroll for 7,500 workers tops $37 million.

"But all these products and people wouldn't be here if there were no transportation facilities to move them around," a shipper recently remarked. "We have great ports at the natural harbors of San Francisco and the big man-made harbor at Los Angeles and Long Beach. Lots of railroad and trucking facilities far more than any place else. And our road program represents an investment of more than a billion dollars since the end of the war."

Motor truck carriers are making big gains and state officials recently announced truck traffic is increasing at a faster rate than auto traffic. Vehicle registration of 6.6 million, including 5.3 million passenger cars, is a national record. But in spite of California's vast freeway and advanced highway system, state authorities estimate it will take until about 1963 to lick deficiencies. Vehicle
Towers Over Southern California's
GOLD COAST

— The Nation's Second Richest Television Market!

"Southern Californians live better, eat better, have fewer worries and drive more automobiles than any comparable set of humans in all the world!"—

| POPULATION | 7,227,000 |
| TELEVISION SETS | 2,300,000 |
| ANNUAL INCOME | $13,747,000,000 |
| RETAIL SALES | $8,991,000,000 |

*LOS ANGELES EXAMINER Research Department

5800 Sunset Boulevard • Hollywood 28, California
REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY, INC.
registration was 4.97 million in 1950 and 3.1 million in 1940.

There is keen competition among railroads. The Southern Pacific, Santa Fe and Union Pacific all serve the state and all are spending millions on facilities expansion and improvement.

California has nearly 10,500 private airfields for industry and farming, representing 11% of the U. S. total. The state has 447 airfields with Los Angeles International and San Francisco International handling the greatest traffic and Burbank and Oakland not far behind. A dozen major airlines use San Francisco while 10 operate at Los Angeles.

The impact of military installations on California's economy is considerable but difficult to measure since accurate data is hard to find. Hardly a major community in the state doesn't share in the pay and procurements of nearby bases, some of which have substantial civilian employment as well as military.

Of the $2 billion spending program announced by the Defense Dept. a fortnight ago for new worldwide building, California got the biggest share of any state, $169.7 million. The big allocations included: Navy air station, Alameda, $2.7 million; Marine Corps Auxiliary air station, North Island, $3.4 million; Navy amphibious base, Coronado, $5.6 million; Marine Corps air station, El Toro, $6.8 million; Navy ordnance test station, China Lake, $6 million; Navy air station, Miramar, $8.8 million; Marine Corps auxiliary air station, Mojave, $12.5 million; Navy air station, Point Mugu, $5 million; Navy shipyard, Long Beach, $6 million; Edwards Air Force Base, Muroc, $5.5 million; George AFB, Victorville, $3.1 million, and March AFB, Riverside, $5.2 million.

Defense Dept. figures show pay to civilian employees in California ranged from $400 million in 1949 to $740 million in 1952.

To the geologist or geographer, California has 11 distinct provinces, but to the man in the market there are only two—north and south. They are based upon the two principal wholesale distribution centers of San Francisco and Los Angeles. The half-way point between where rail and truck rates are equal, is a line which bisects San Luis Obispo County just north of San Luis Obispo, runs through Hanford and northern Kings County and through Tulare County north of Tuleare and Exeter.

In many state business and economic statistics this area division is modified to designate Southern California as the 14 southern counties, including the four lower San Joaquin Valley counties of Fresno, Kern, Tulare and Kings, while the remaining 44 counties comprise Northern California.

While both sections excel in certain aspects of the state's phenomenal postwar growth, Southern California is the area of the more spectacular expansion overall in population and the things that go with them such as retail sales. It claims 10 of the nation's top 25 farm counties, with total farm income of nearly $1.5 billion.

Here is where you will find the cult of outdoor living by patio and pool most ardently practiced, the barbeque pit an altar. Here there are more automobiles than total families, restlessly wheeling them from home to office, to massive suburban shopping centers, to beach or mountain and back again over the world's biggest, most complex maze of freeway and highway.

In round figures, Southern California has 70% of the state total of factory workers and manufacturing payroll, over 60% of the total population and over 70% of the total civilian income. It spent $2 billion last year in new construction, accounting for 70% of the new homes. It bought more automobiles than Delaware, Idaho, Arkansas, Arizona, Maine, Montana, New Hampshire, New Mexico, North Dakota, South Dakota, Utah, Wyoming and Vermont combined.

"One good index of the expansion here in Southern California is reflected in the 14.5% jump in retail sales last year over 1954," says Conrad C. Jamison, vice president and manager of the research department of Security-First National Bank of Los Angeles. "It went up to $10.8 billion according to our calculations, with metropolitan Los Angeles accounting for $7.66 billion."

His research assistant, Edward Sholtus, noted retail sales volume on a per capita basis "climbed to levels never previously approached." The $1,335 per capita average last year was 10% over 1954 and 5.5% greater than the previous high in 1953.

**LOS ANGELES**

Drive south on La Cienega Blvd. from the Sunset Strip in Beverly Hills and try to make up your mind whether to have dinner at the Lowry's Prime Rib Buffet, Captain's Table or any of a dozen swank restaurants. You will suddenly wonder where all the people come from to support so many fancy eating places in just a few blocks.

Spend a weekend at the Santa Monica beach and rubberneck along the Miracle Mile of smart shops on Rodeo Dr., where modern landmarks include Carnation Co.'s headquarters or Prudential Insurance Co.'s mountain of light by the La Brea tar pits, or tour the residential areas at La Canada or San Marino, and you will sense the spirit of great growing and adjusting.

Head toward Anaheim in Orange County and you will find rows of new houses replacing rows of orange trees. See the new industry rising in Long Beach, Pasadena, Torrance. Let the crowds press you at International Airport, Union Depot. Creep along in the Hollywood freeway jam at 5:30. Look at the jets, six miles high, slowly painting the blue sky with white vapor trails. Count the big ships in the harbor. Visit the huge suburban shopping centers. Stop at the markets which never close, jammed with swing-shift shoppers in the middle of the night.

Here is the heart of California's great boom.

- Metropolitan Los Angeles (Los Angeles and Orange Counties) since 1950 has swelled 25% to more than 5.5 million people, accounting for 43% of the total population of the state. It has swallowed a population as large as the total in five years.

- Now the nation's third greatest metropolitan area, Los Angeles is crowding Chicago ($5.9 million) for second place and may win it by 1960.

- Los Angeles built more new houses last year (105,500 units) than any other area of the country. Building permits topped $1.3 billion, 20% over last year. Home construction has averaged more than 90,000 units yearly since 1950.

- Los Angeles is spread out more than any other big city, with more than 150 major incorporated and unincorporated areas, each a distinct market as large as big cities elsewhere in the nation, blending into one great mass.

- Here is a city on wheels, where 2.5 million cars are driven over 17 billion miles each year. They use nearly 5 million gallons of gas each day, double prewar consumption in the basin area. New car sales exceed the combined totals of 13 states.

- This is the land of the freeway, nearly $400 million worth of concrete and steel sinews which since the war have grown to 165 miles, linking strongly the city's scattered communities. New freeways are expanding the freeway system to an eventual 535 miles. The Hollywood Freeway to the San Fernando Valley, designed to carry 100,000 cars a day, handles nearly double that total now.

- Here some 2.3 million workers in 14,500 industries produce goods valued at over $5.2 billion. A record 700,000 are in manufacturing, taking home weekly paychecks totaling over $60 million. Since 1947 the Los Angeles manufacturing force has nearly doubled, adding the equivalent of the entire factory employment of Cleveland.

- Los Angeles has passed Detroit as the third industrial center in the U. S., with 32 different industries in the $25-million-and-up category. It is second only to New York and Chicago, moving up from fifth place in 1947 when it was also behind Philadelphia.

With 57 of the nation's top 100 blue chip industries represented here, Los Angeles ranks fifth in aircraft production, motion pictures, canned sea food (tuna); second in auto assembly and women's apparel, more recently electronics (possibly first as a research and development center); third in over a dozen other fields, including petroleum refining, furniture, rubber.

Manufacturing in metropolitan Los Angeles accounts for 60% of the state total and over 40% of all manufacturing in the 11 western states.

- Capital investment in new and expanded industry last year hit a record $249 million, creating 26,500 new jobs. Since 1950 some $1.3 billion has been invested, 25% greater than the entire World War II decade.

- Even with industrial growth and population spread, Los Angeles County still ranks fourth of all U. S. counties in value of agricultural products, about $210 million last year. For 40 years before 1950 it was first in the U. S. It still is tops in dairy products, exceeding any county in Wisconsin.

- Los Angeles is challenging San Francisco as claimant to the title of chief financial and insurance capital of the West. Bank debits for the city of Los Angeles
50 KILOWATTS MEANS POWERFUL COVERAGE

AND KMPC's signal booms into homes and autos over an area of 46,000 square miles in Southern California, where 7½ million people spend more than $9 billion yearly at retail. KMPC's power, its Music—News—Sports programming, its mike-side personalities, make it an essential ingredient in any Southern California radio-sales campaign. KMPC pushes even the network stations in audience shares, beats them easily in cost-per-thousand. Ask your AM Radio Sales man!

KMPC 710 kc • LOS ANGELES

50,000 watts days 10,000 watts nights
Gene Autry, President
Robert O. Reynolds, Vice-President & General Manager

Represented Nationally by AM RADIO SALES CO.
alone totaled $62.3 billion last year, well exceeding San Francisco's $42.3 billion. Debits have almost doubled in five years.

- Retail sales for metropolitan Los Angeles are greatest in the West, estimated at more than $7.6 billion for 1955, 15% higher than the previous year and almost double 1946. In the past 10 years per capita sales have jumped from $995 to over $1,360.

As top wholesale center in the West, Los Angeles has 9,000 firms selling in this field. It now also challenges San Francisco as first world trade port on the coast.

- Other economic indicators: Los Angeles International Airport traffic up 18% last year to more than 3 million passengers, 144% greater than first full year's operation in 1947; freight car loadings up to 1.2 million cars in 1955, up from 887,800 cars previous year; telephones in service topped 3 million last year, doubled since 1947.

- Recap: In only 25 years, Los Angeles' population has increased 2.3 times, employment 2.75 times, factory workers 5.5 times and value added by manufacture over 10 times. Number of factories trebled. Since 1940, Los Angeles has absorbed population equal to Philadelphia; since 1950, equivalent of St. Louis.

"And by 1965 we will have passed Chicago and be the biggest market outside of New York," local businessmen proclaim.

Looking for a City

"Los Angeles is a couple of dozen suburbs looking for a city," one native quipped. In a sense, on a map showing municipal boundaries, the city of Los Angeles looks as if you unloaded your fountain pen on the table cloth. It flows northwest in a big blot from the downtown Civic Center through Hollywood and over the mountains into San Fernando Valley. Streaks of it run zig-zag south to soak up Wilmington and San Pedro at the harbor, or west in broad fingers reaching for the beach around Santa Monica and Venice. Then there are hunks washed out of the big blot here and there, like Beverly Hills, Culver City or the city of San Fernando.

But nobody but the county sheriff is concerned about the political lines. The bulk of the county's more than 100 unincorporated communities and 45 incorporated cities are concentrated in or near the great coastal basin and they blend and intermingle to such a degree few people know or care where one division begins or ends.

If you ask friends in Westminster, noon at Beverly Hills, why they write a letter to an acquaintance in the eastern extreme of the city when they want to invite him to Sunday dinner, you will be told, "Why, I wouldn't telephone. It's a long distance call."

City fathers originally ruled that buildings could not be over 13 stories because of the earthquake hazard. Instead of going up, communities of buildings are being thrust and the population and industrial growth occurred. (No earthquake has ever knocked down a Class A structure.)

Los Angeles County is not big for Southern California, but it has 2.6 million acres (4,071 square miles) measured about 75 miles north and south and 70 miles east and west at the widest. As a metropolitan area, Los Angeles also includes Orange County.

The state's second smallest county immediately to the south.

Nearly half of Los Angeles County is mountainous with more than 600,000 acres in the Angeles National Forest and nearly 90,000 acres in the Padre National Forest. Most of the mountain area is in the northern portion of the county behind the densely populated valleys and adjacent valley. This is the San Gabriel Range which joins the San Bernardino Mountains to the east. Old Baldy is the highest, 10,080 ft., while nine other peaks exceed 8,000 ft. Behind Pasadena northeast of the Civic Center Mt. Wilson and Mt. Lowe rise sharply to more than 9,000 ft. at the entrance of radio and television transmitting antennas of the Los Angeles stations. Across the mountain range is Antelope Valley, whose major community is Lancaster.

West and northwest of Los Angeles are the 3,000 ft. Santa Monica Mts., which form the southern enclosure of the San Fernando Valley and extend west to the ocean. Los Angeles area, like other coastal areas in Southern California, enjoys what the Weather Bureau calls "one of the most equitable climates in the U. S." Frequently compared with the Mediterranean, climates is one of the warmest in the world.

"Temperature at the beach usually holds around 75° during the summer although the sun is hot. Valley temperatures are considerably higher. But no matter how hot the day, most nights are cool, even in July. Winters are mild and a sunny day is like late spring," the maitre d'hotel explained casually.

But Los Angeles has a weather headache that some claim will drive away as many people as are coming in if it is not corrected: Smog. Technically, it is a mixture of fog, smoke and organic chemical materials emitted into the air by automobile exhausts, backyard incinerators, gasoline refining and other industry. It becomes concentrated in the coastal basin when a "temperatur inversion" eliminates the normal breezes that would push it up and away.

Auto firms are spending a million dollars in research to curb auto exhaust, and local industry has already spent $35 million on devices to reduce the air pollution. What is the use? With efforts such as these, there is hope that the smog eventually will be licked.

Once a month Mamaroneck, N. Y., moves to metropolitan Los Angeles. Or it might be Scarsdale, N. Y. But Scarsdale would have to pick up another 2,000 people along the way to make up the 16,000 population increase of Los Angeles (Los Angeles and Orange counties) every 30 days.

The population surge in Los Angeles began in the 1880's when a rate war between the Southern Pacific and the newly completed Santa Fe brought trainloads of speculators and settlers into the sleepy little Mexican-American pueblo. The population tripled in the decade 1880-90 to 189,000. In the next 20 years—due mostly to development of San Pedro as a harbor, the production of oil and the tremendous construction of the Owens River Aqueduct which brought vitaly needed water to the city—the population grew to half a million. In 20 more years, 1930, it was 2.3 million in the metropolitan area, and in 10 more, 1940, 2.9 million.

World War II boom and shipbuilding, metals, synthetic rubber. Workers streamed to defense plants, and stayed on after the war. The 1950 census counted nearly 4.4 million in 1955. More than 5.5 million now live in the metropolitan area, with 2.2 million in the Los Angeles city limits.

There were enough new homes built in Los Angeles county last year (105,000), to house the entire population of Oklahoma City, Providence, Syracuse or Jacksonville. More homes were built in this single county than in such states as Texas, Illinois, Michigan, Ohio, Florida, New Jersey or Pennsylvania.

Greatest growth of new dwelling units followed the growth patterns of the various communities. Whittier and Norwalk have nearly doubled their total since 1950 while the San Fernando Valley and Pomona-foot hills each gained 50% in that time.

The city of Los Angeles, as the newest, is the greatest as glamorous as the oldest, school and industrial buildings, too. Typical examples are in any section; one might be RCA, whose new modern factory is in the Vail Field area of the central manufacturing district. It will be complete with landscaping, the California touch that industry frequently forgets in other areas. Douglas Aircraft has a huge plant under construction in Culver City while the U. of California at Los Angeles is making multiple-million dollar expansions of its campus at Westwood, including a $22 million medical center.

Then there is Conrad Hilton's plush $11 million Beverly Hilton Hotel at the intersection of Wilshire and Western avenues. On the west side of the Pacific Highway is the new airport at the foot of the San Gabriel Mountains at Coolidge, Calif. A big party there in June.

Beverly Hills which was opened last year. Displaying one luxury private dining room, the maitre d'hotel explained casually with a gesture toward an ornate pair of fountains in the wall. "And through these we can run colored water, perfume or champagne."

It all is great as glamorous as the newest Beverly Hills hotelery. Some other new facilities under construction are even more necessary.

A persistent struggle against ocean and mountain is being fought at White Point in San Pedro as deep sea divers and hard rock miners daily risk their lives to complete a $2.1 million tunnel under the ocean. The struggle is with progress, meeting the need of huge disposal for nearly 50 growing Los Angeles County communities. On land they are blasting a five-mile hole through the Palos Verdes Hills. Beneath the sea, fighting tides and dirty waters, divers guide by telephones plant undersea sections of outfall pipe which will run into the sea over 9,000 ft. to a depth of 215 ft. When completed next year it will be the biggest construction of its kind.

Then there is rubbish: 2.1 million people threw 1.2 million tons of it into their trash baskets last year and the county is still working on the next 20 years—due mostly to development of San Pedro as a harbor, the production of oil and the tremendous construction of the Owens River Aqueduct which brought vitaly needed water to the city—the population grew to half a million. In 20 more years, 1930, it was 2.3 million in the metropolitan area, and in 10 more, 1940, 2.9 million.

The western industrial capital's apparel

Broadcasting • Telecasting

Page 80 • January 30, 1956
SOME TOTALS!

It figures...if you have something to sell, the best place to be seen is a big market. Like Southern California — where nearly two and a half million families spend close to nine billion dollars annually.

More than 90% of Southern California homes now have television — and they watch KNXT more than any other station. Month after month, all year 'round, KNXT delivers the largest average audience of any Los Angeles station.

It adds up to one of the biggest week-long audiences in all television. Yet the cost is surprisingly economical. Average announcement cost on KNXT comes to only sixty-six cents per thousand viewers!*

Figuring on selling big-spending, prosperous Southern California? Your best buy is...

KNXT

CBS Owned... Channel 2 in Los Angeles
Represented by CBS Television Spot Sales

*ABB, Dec. '55

KNXT COVERAGE DATA:

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Source: 1955 Sales Management Survey of Buying Power
industry ranks second only to New York in dollar value. It has long been recognized as the world's chief motion picture production center as well as principal radio-television production center next to New York.

Los Angeles also makes more pumps and compressors, refrigeration equipment and machinery, canned sea food and heating and plumbing goods than any other area. Other second place rankings which it claims are transportation equipment (exclusive of aircraft), pressed and blown glass, concrete and plaster products, storage batteries, jewelry and silverware, wood millwork and oil field machinery and tools.

The area ranks third in such fields as petroleum refining, pottery, non-ferrous foundries, tractors and farm machinery, construction and mining machinery, conveyor equipment, rubber industries, furniture and fixtures.

In summary, 32 different industries in Los Angeles rank in the $25 million category and above. That is diversity.

Value added by manufacture in the metropolitan area has soared to an all-time high of around $5.5 billion, up from $2 billion in 1947 and $500 million in 1939.

Capital investment in new and expanded manufacturing plants in the Los Angeles district last year hit a third record high of $249 million, creating 26,500 new jobs. A total of 125 new plants spent $36.7 million getting started, giving employment to 4,500 people, while more than 400 existing plants spent $212.3 million in expansion and adding 21,900 employees.

Highest year so far was 1952, stimulated by the Korean conflict, when capital investments totaled $330.4 million, divided about evenly between new and expanded facilities. 1951 recorded $308.3 million as second biggest year. Biggest World War II expansion year was 1943 with $161.9 million.

"Factory employment in the Los Angeles metropolitan area rose by 12,900 in November to a new high of 706,500 wage earners and salary workers," Ernest B. Webb, California Director of Industrial Relations, said a few weeks ago. "This was the first time the number exceeded 700,000. The October-November rise reflects seasonal expansion in apparel, increases in automobiles and aircraft and termination of work stoppages in the fish canning and electrical equipment industries."

The seasonal decrease in fruit and vegetable canning and some minor losses in a few other groups tempered the overall rise, which was an 8% gain since November 1954. Biggest gains for the year were aircraft, automobiles, electrical equipment and machinery, while new employment records were established in November in the apparel, electrical equipment, food products, chemicals and scientific instruments industries. Employment in aircraft represented a postwar record.

The Chamber of Commerce estimated manufacturing employment has increased 40% in just five years.

"You can diversify our industry has become just by looking at the factory employment figures," one industrialist said. "Although aircraft is still the top industry, it now employs only 28% of the total manufacturing labor force. During the peak production of World War II the figure was around 43%.


But the diversity is assured by the small factory which dominates the more than 12,000 industrial plants in the area and represents the reason why California is a creative center of the nation.

Some of the most significant industrial developments last year included the new $2.5 million manufacturing facility now being developed by International Telephone and Telegraph Corp. on a 13-acre site in the Sylmar area of the San Fernando Valley and the new 330,000 sq. ft. brass mill now under construction in the Paramount district by the American Brass Co. of Waterbury, Conn.

I. T. & T. will produce electronic products and American Brass will produce copper sheet, strip, tubing and drawn products. Also during 1955, Ford Motor Co.'s Mercury Division purchased a 200-acre site near Washington and Rosemead Blvds. in Los Angeles for the early construction of another large new auto assembly plant and the Fisher Bodies Division of General Motors began construction of a substantial addition to its Van Nuys plant.

Other typical expansions included a $5 million building program started by AirResearch Mfg. Co., a $2 million building program started by Douglas Aircraft Co. on a new 10-acre site in Culver City, sizable new
THIS IS THE STATION
where “I Led Three Lives” gets a 17.3 against Jackie Gleason and Perry Como combined.

THIS IS THE STATION
where “Life of Riley” gets a 19.0, topping both Caesar and Godfrey.

THIS IS THE STATION
where “Highway Patrol” gets a 17.7 against “Lucy.”

THIS IS THE STATION
where the 1956 Tournament of Roses Parade coverage got a 21.0*... clean-cut winner of this audience-race in which all 7 Los Angeles stations competed (KTTV’s rating was nearly as high as the three network stations’ combined rating).

THIS IS THE STATION
that gets national advertisers’ vote... more total and exclusive national accounts than any other Los Angeles channel... ever since 1951.

THIS IS THE STATION
with the local touch you need to sell Southern California.

KTTV LOS ANGELES TIMES TELEVISION
Represented by BLAIR-TV

Sources: ARB, December, 1955
*ARB 1650-call telephone coincidental, 9-11 A.M., Jan. 1, 1956
BAR and Rorabaugh
facilities started by North American Aviation Corp. in Downey and an $8 million expansion program started by Northrop Aircraft Inc. at its Hawthorne plant. B. F. Goodrich Co. began a $6 million expansion of its present plant in Los Angeles. Douglas Aircraft also is expanding its division at Torrance to meet increased production of jet interceptors. Dow Chemical early this year plans to open its first styrofoam plant on the West Coast at Torrance.

Early last year the corporate headquarters of the Tel-Autograph Corp., a business communication systems, was moved from New York to Los Angeles where it is expanding. Its entire million-dollar manufacturing facility will be relocated to the West this year.

Convair Division of General Dynamics broke ground in November for a $10 million nine-building expansion on its 216-acre site in Palmdale. It is a flight test and acceptance plant for Air Force delta-wing fighters and trainers. Hughes Aircraft Co. last year bought the former Nash auto assembly plant at El Segundo for $3 million from American Motors Corp. Hughes is active in aircraft electronics, including guided missiles.

Scanning representative industries, you will find aircraft production and its 28% hunk of the local factory labor force with $1 billion annual wages is three times the size of the next largest manufacturing industry, machinery (except electrical). Value added by manufacture in the aircraft and parts industry is quoted at $1.5 billion for 1955 in metropolitan Los Angeles. It is nearly five times the value of 1947 production.

While there are signs of leveling off, it will be negligible in the next few years, observers say, since order backlogs total nearly $4 billion and non-military orders are rising.

In September, 190,600 persons were employed in the industry at Los Angeles and drew an average weekly wage of $91.14. They comprised 26% of the total labor force in the U.S. in this industry and 82% of the state total. California employs 31.4% of all aircraft workers in the U.S.

Four major airframe producers (Douglas, Lockheed, North American and Northrop) account for the larger share of Los Angeles aircraft employment.

Today Lockheed's backlog of orders is about $1.2 billion, of which 31% are orders for commercial planes, including the propjet Electra, extra-long-range Super Constellation and Super Constellation cargo plane. The firm estimates it will spend $150 million in the next five years for more production space, better flying facilities and laboratory and test equipment. One of its subsidiary interests is Burbank's huge air terminal, the major Los Angeles airport in World War II and today handling traffic as large as Paris or London.

Example of how a major Los Angeles aircraft producer pours economic life into the entire nation might be North American Aviation Inc., which headquarters at International Airport. Maker of Sabre jets and similar military craft, the company has an order backlog of $1.5 billion and also has production facilities in Columbus, Ohio, and a major service center at Fresno. With total employment at a peacetime record of over 61,000 and payroll nearly $325 million, North American has expanded into guided missiles, rocket research and atomic energy.

It is making the Navaho intercontinental missile and in the San Fernando Valley is completing a $10 million sodium reactor experiment and has contracts for the nation's first private industrial research reactor (Armore Research Foundation, Illinois Institute of Technology, Chicago) and medical reactor (new UCLA medical center, Los Angeles).

To accomplish all this, North American last year placed orders worth more than a half billion dollars with 12,500 firms in all 48 states.

Douglas Aircraft Co., which has its general offices at Santa Monica, wound up the year with a $2.1 billion backlog, and December sales exceeded $850 million. Its weekly payroll is $7.5 million. It spent $15 million last year for expansion, including a new $2 million factory at Culver City.

About 80% of the dollar value of Douglas production is for delta-wing jets, bombers, guided missiles and other military items, but it is producing many transports for commercial use. Scandinavian Airlines has placed an $80 million order for seven DC-8 jet transports to be used on its regular route over the North Pole. They will put Copenhagen 11 hours from Los Angeles. Eastern Airlines placed a $165 million order for DC-8s.

**Aircraft Giants**

Other giants include Northrop, maker of the Scorpion all-weather interceptor, guided missiles and target drones, and Hughes Aircraft, major supplier of electronic "brains" for interceptor planes and missiles. Advanced developments include a "brain" system which will fly and fight an interceptor from time of alarm and takeoff to final landing. The pilot rides along to monitor the "black boxes."

Typical of the multiple aircraft accessories manufacturers is Garrett Corp., a major supplier of such items as pressure regulators, valves, super-chargers, electronics items and midget cooling turbines that fit the palm of the hand but have the efficiency of 35 household refrigerators to "ice" jets when heated by air friction as they streak across the sky. This firm has a dozen divisions and subsidiaries, mostly around Los Angeles, and also in other California cities, Canada and the East. It moved its headquarters late last year into a new $1.3 million building at International Airport.

Representative of industry strides here to keep its aircraft leadership is Aerojet-General Corp. at Azusa. A subsidiary of General Tire & Rubber Co., Aerojet also has a plant at Sacramento. It is the U.S. pioneer in rocket propulsion research and development. Late last year it was awarded the contract for producing the second stage motor that will carry the first man-made earth-satellite through most of its 300-mile assault on outer space.

But there is another industry that may eventually exceed aircraft as top industry in Los Angeles as well as elsewhere in the nation: electronics. Of the two industries, electronics has the bigger growth potential, barring war, which would spur aircraft.

Los Angeles is near the top of the list as
GOOD music is ringing up sales in Los Angeles...

Fact: Of nine leading L.A. radio stations measured by PULSE, only one programs classical and semi-classical music exclusively—KFAC. Good music, properly programmed, attracts a very large audience.

Fact: KFAC is listened to by 22% of the radio homes daily, over 50% weekly. You can reach this audience at the lowest-cost-per-listener of any major radio station in Los Angeles. See your PULSE.

Fact: Twenty-seven of our clients have been selling on KFAC for two consecutive years or longer. Successfully. Why not you? Next time our Bolling Company representative calls—talk KFAC with him.

The Music Station for Southern California...

KFAC 1330 on your radio... 92.3 on your FM set

PRUDENTIAL SQUARE • LOS ANGELES
LOS ANGELES BY NIGHT: The view from Mt. Wilson takes in Los Angeles, Pasadena, Hollywood and over 40 other cities and towns clustered in one of the nation’s most startling and fastest growing metropolitan areas.

A producer of electronic items and more significantly is considered by many as approaching first place nationally as a center of research and development. It is expanding here at double the national rate and 450 firms comprise about 70% of the total of the entire West in this field.

Electronics employment has multiplied three-dozen times in the last 15 years and has total employment of about 70,000 with annual payroll in excess of $280 million. Its biggest challenge is making “thinking” machines for aircraft, missile, industry and business.

Don Larson, general manager of the West Coast Electronic Mfns. Assn., could describe the growth in but one word, “fantastic.”

It is no longer news that Henry Kaiser gave Los Angeles industry a big boost toward meeting war production demands when he secured a $96 million loan from the government in 1942 to build blast furnaces at Fontana, just east of Los Angeles in San Bernardino County. Kaiser describes it as the biggest and the only fully-integrated mill in the state. Coal comes from Utah and ore from deposits in the state.

Bethlehem Pacific Coast Steel Corp. and U.S. Steel have continuously expanded their mills and fabricating plants. Bethlehem also operates a major shipbuilding division at Terminal Island.

U.S. Steel and eight of its operating divisions and subsidiaries maintain seven plants, two warehouses, a pier for ships and 10 offices in Los Angeles. Its 5,000 workers earn an annual $26 million payroll. Its biggest operation is Consolidated Western Steel Division, which fabricated and supplied steel for major buildings, freeways and the rotating steel drums of Mt. Palomar observatory, housing the world’s largest telescope. Another major division is Columbia Geneva, which operates a 164-acre plant at Torrance with four 60-ton open hearth blast furnaces and mammoth rolling mills. First heat of steel was tapped here in 1916.

The diversity of firms and their products in this field is great. It ranges from Crosby Enterprises’ development of magnetic tape recording for color and black-and-white television to specialized instruments like Beckman Instrument’s devices for measuring acidity or color.

Other familiar Los Angeles area names include Altec Lansing Corp., Beverly Hills; California Corp., Hollywood and Chromatic Television Labs., Emeryville; Hoffman Electronics Corp., Los Angeles; Lear Inc., Santa Monica; Magnavox Research Labs, Los Angeles; Packard Bell Co., RCA, Sprague Electric Co., Stanford Research Institute’s Southern California Division, Sylvania Electric Products Inc. and Triad Transformer Corp.

Harvey Aluminum, one of the leading independent producers of aluminum extrusions and press forgings, installed new press facilities last year at its Torrance plant to make what it described as the largest independent facility of its kind. To meet expanding product needs, Harvey is constructing a huge aluminum ore reduction plant in Oregon to be completed next year.

In all, the primary metals industry in metropolitan Los Angeles employs 24,000 workers with a weekly payroll of $2.2 million.

Hollywood is a geographic area surrounding the well-known intersection of Hollywood and Vine Sts. But it also is a concept, an image in the public mind. Hollywood is movies, radio, television, whose producers now are scattered throughout greater Los Angeles. Annual production investment for films of all types, including television, is estimated at $600 million with an ever growing proportion tv. Some 250 firms are making films for television with annual value of more than $100 million.

There are 5,000 more people working in the film production field today than in 1950, attributed in principal to the growth of films for tv. The industry’s 37,500 workers receive the highest average weekly wage ($129.30) of any in the state.

Based on the schedules of three television networks, an estimated total of 1,474 hours of film will be distributed electronically from Hollywood this year along with a total of 1,294 hours of live shows. A growing hunk of the latter is in color.

ABC, CBS, Mutual and NBC have their big radio facilities in the area around Hollywood’s Sunset Blvd. and Vine St., but television has moved elsewhere. ABC-TV in 1949 took over the old Vitagraph lot at Prospect and Talmadge just east of Hollywood, while CBS-TV built its modern Television City three years ago to the southwest adjoining Farmer’s Market. It ultimately will be a west coast Rockefeller Center, according to the architect, NBC-TV’s studios principally are located in Burbank, near Warner Bros., and the network currently is making a $6 million expansion of its Color City there. Facilities for color tv production will be doubled in time for the fall season.

Movie majors are scattered like the host of smaller production firms and allied companies. Paramount, RKO and Columbia are still in the Hollywood district. M-G-M and Hal Roach are at Culver City, Universal at Universal City and Warner Bros. and Disney at Burbank. Allied Artists last fall announced plans to build the first new major production lot since the 1930s. It will spend $6.5 million for at least 10 sound stages at a site expected to be in the San Fernando Valley.

Tractor-trailers heaped with shiny new automobiles crawl up and down Los Angeles freeways. They are distributing the big flows to production lines at Chrysler, Ford, General Motors and Studebaker. Ford’s Lincoln-Mercury Division is expanding, having acquired 200 acres for a new plant. GM’s Buick-Oldsmobile-Pontiac assembly division is at South Gate and its Chevrolet line is in Van Nuys. Studebaker is at Vernon.

These firms and allied industrials employ 24,400 in the area with weekly payrolls about $2.5 million.

Imports of foreign made cars hit $15 million last year as dealers sought to satisfy another Southern California delight—sports cars. No figures were available for sales of berets.

It takes a lot of gas and oil to make these cars go. Angelinos drove 17 billion miles last year, burning up 5 million gallons a day. But Los Angeles has the oil industry to meet the demand and then some. The big names—Standard Oil, Tide Water, Shell, Texas Co., General Petroleum, Richfield, California—have extensive extracting, refining or distributing facilities here, being the major contributors to the oil and natural gas industry’s total weekly payroll of over $3 million.

The metropolitan area produces over 130 million barrels of oil annually, worth in excess of $340 million. Capacity of refineries in Los Angeles area is over 700,000 barrels daily.

Food products, including canning of fish and packing of fruits and vegetables, is an ever-growing industry in the Los Angeles area. Among the biggest employers are Armour & Co., California Consumers Corp., Continental Baking Co., Glove Mills Division of the Pillsbury Mills, National Biscuit Co., Lueck Packing Co., Swift & Co., and Van Camp Sea Food Co.

Los Angeles leads the nation in fish landings and canning, chiefly tuna. Van Camp cans under the Chicken o’ the Sea label. Other chief canners at Terminal Island include Star Kist Foods, Westgate-California Tuna Canning Co., California Marine Canning & Packing Co., and Franco-Italian.

Los Angeles is national headquarters for
POWER TOWER

High atop Mount Wilson, in the Angeles National Forest, stands the tallest television tower in Southern California.

This tower, operating at maximum power from a point 6,169 feet above mean sea level, was designed and engineered by RCA to give optimum performance to the 6,000,000 viewers within its range.

PENETRATING PERFORMANCE

High power alone will not cover the unique terrain surrounding the area . . . high mountains, deep canyons and flat plains require height, power and "down-tilted" antenna.

RCA developed a specially designed antenna to meet all the requirements necessary for penetrating coverage . . . and after an exhaustive electronic measurement survey has found the KRCA signal to be the finest in the Los Angeles market.

In laymen's language . . . maximum power sends out a far reaching, clear signal . . . tall tower and special antenna saturate the close in areas with peak performance.

From this great tower, KRCA beams its local programs and those of the NBC network to millions of viewers in Southern California.

Advertisers are assured of penetrating electronic performance, top programming and outstanding promotion support when they buy KRCA-4 in Los Angeles.

...for lasting impressions in the SOUTHERN CALIFORNIA market

KRCA-4 LOS ANGELES

represented by NBC spot sales
Carnation Co., whose consolidated sales for 150 plants around the U. S. totaled $310 million in 1954. About one-third of its 11,000 employees are in Southern California, where it is expanding into frozen food packing.

Total employment in food processing in the Los Angeles area is 46,000, with weekly payroll of nearly $4 million.

The apparel industry in the Los Angeles metropolitan area ranks second in dollar volume only to New York. Long considered a fashion leader in sportswear, Los Angeles has over 45,000 workers in this category with weekly wages of $2.6 million.

A pioneer in Los Angeles is Catalina Inc., which has opened a second new plant at Whittier just one year after its first plant expansion there. Another new factory will be opened this year at Fullerton. The swim suit and sweater maker’s knitting operation is on a double shift now and plans to go 24 hours soon. When it first went into swimwear around 1914, gross annual volume was about $200,000. Today domestic volume is $20 million for swim suits with another $6 million from sweaters.

The furniture manufacturing industry here is the third largest in the nation and first in the West. Some 500 factories turn out products worth a quarter-billion dollars at wholesale. Close to 16,000 workers take home a $74 million annual payroll.

Los Angeles County is a paradox. Now one of the nation’s top industrial centers, it also is the nation’s fourth largest farm. Until 1949, for a period of 40 years, it was the first in farm income.

“We’re giving up the land very reluctantly to new industry and houses,” one farmer said. “Our fruit and truck crop acreage has almost been cut in half during the urban expansion of the last 15 years, but we’ve held up total production value by switching to dairy products, poultry and egg production.”

The farmer here is fighting for survival. To house the 165,000 annual population growth requires about 16,000 acres. The residential acreage is being cut from citrus orchard and crop land. With land value jumping from $640 an acre in 1950 to $1,058 by 1954, the farmer has had to concentrate on getting the highest yield from the smallest acres.

Becoming a specialist, using heavier capital investment to heighten production intensity, the farmer becomes even more subject to slight economic variations. “He can make a killing if the market is just right, or lose his shirt in one season,” another observer explained. “And to think it used to take a farmer at least three or four years to go broke.”

Total value of farm production at shipping point last year was expected to hold at around $210 million, about the same as 1954 but off from the $243.1 million of 1953 and the all-time high of $252.7 million of 1952, according to Chamber of Commerce data. Value of farm production trebled between 1940 and 1951.

According to a new report covering 1954, dairy products accounted for $67 million, while milk and cream were $22 million. Eggs were $18.4 million, chickens $13.3 million, cattle $11.5 million and oranges $10.2 million. Lemons totaled $9.2 million while cut flowers hit $8.5 million and hay was $5.7 million. Celery was $4.9 million and hogs $4.4 million. Other million dollar crops included turkeys, horses, rabbits, strawberries, dry beans, carrots, chinchillas, green onions, goats, sheep and ered.

A 1954 census of agriculture in the county showed 8,254 farms with about 2.6 million acres under cultivation or in pasture. The farm population was off 11,973 from 1950.

Los Angeles is proud of its dairy industry and claimed first place in the nation in the 1950 census, even outranking both of Wisconsin’s two top counties, Dane and Marathon, in number of cows on the farm and quantity of whole milk sold.

One of the highest valued crops per acre is the rosebush and nearly 45% of all those grown yearly in the U. S. are cultivated within a two-hour drive of downtown Los Angeles. The grower gets about $6,000 return per acre, but it takes two years for his crop. Annual production ranges between 25 and 30 million bushels. A fair sample of the variety and beauty of this valuable “crop” is on display each New Year’s Day in Pasadena’s Rose Parade.

“You can see just how fast the Southland is expanding and our industry booming by watching the shipping here in the harbor,” a Los Angeles port official said recently. “This $150 million man-made harbor handles thousands of products every day. And the world’s biggest fishing fleet operates out of here.”

Twin to the South

By itself this is a great harbor, yet at its southern flank it has a smaller twin—Long Beach; 7,000 acres of wharves, railways and roads make up the joint harbors of Los Angeles and Long Beach. A city of ships. A thousand markets interchange over the water. The major part of a customs district continuously fighting with San Francisco for the top position on the West Coast. A seaport where local authorities claim first place on the coast in terms of tonnage since 1923, although they admit San Francisco ranks first in dollar value.

Dry cargo shipments at the Port of Los Angeles were up more than 13% last year to nearly 4.45 million tons, a 101-year record. Bulk petroleum product shipments dropped from 22.8 million tons in 1954 to 20.6 million last year as new oil supplies developed elsewhere. But the port’s gross income held at $5.5 million because of the growth of high revenue shipments.

Petroleum product shipments are expected to continue to drop at the port in view of new shipping facilities and refineries at Anacortes and Ferndale, elsewhere on the coast.

U. S. Dept. of Commerce data discloses that value of Los Angeles imports jumped $20 million last year to $97.9 million while exports climbed $2 million to $146.6 million. General cargo, lumber and fish scored significant import gains during the year and intercoastal shipping trebled in volume during the 12-month period to a total of 746,021 tons.

The Los Angeles Customs District, which includes all ports in the counties of Orange, Los Angeles, Ventura, Santa Barbara and San Luis Obispo, registered total exports of
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Our Newest Turnpike. Much of the new Ohio Turnpike is lined with USS Multisafety Cable Guard—a system of resilient steel cables that will give the best possible protection against off-the-road crashes. To provide skid resistance and smoother riding, as well as longer life for the pavement, the two ribbons of concrete are reinforced with USS American Welded Wire Fabric. And more than a million tons of USS Slag Aggregate, a product of U. S. Steel's blast furnaces, were used to make concrete for this 'pike.

Whirling Cattle Feeders. These feeders look like industrial ventilators. But actually, their purpose is to protect livestock mineral feeds (a flour-like substance) from wind and rain, yet keep the feed always accessible to the animal. The feeder is made from USS Steel Sheets.

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OIL WELL SUPPLY. TENNESSEE COAL & IRON. UNITED STATES STEEL PRODUCTS. UNITED STATES STEEL SUPPLY. Divisions of UNITED STATES STEEL CORPORATION, PITTSBURGH
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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.
$366.6 million and imports of $262 million at the latest official tabulation (1954). Chief exports were cotton, $139 million; petroleum products, $56.8 million; aircraft, $26.6 million; borax, $11.7 million; citrus fruit and products, $11 million. Chief imports were coffee, $33.7 million; newsprint, $21.1 million; copra, $16 million; crude rubber, $16 million; automobiles, $11.3 million.

The harbor has never stood still since World War II. Some $30 million has been spent to expand and improve its facilities, including American President Line’s $6 million terminal and Matson Line’s more recent $10 million berth. Other newly completed projects include a $2.5 million fisherman’s dock and $850,000 fish market.

By the end of the current fiscal year in June another $5 million will have been spent on new construction with another $1.5 million on maintenance and improvement of existing structure. Todd Shipyards Corp. maintains a major shipbuilding and repair facility here, with other big firms including Wilmington Boat Works Inc. and Harbor Boat Building Co.

Cargo exports at Los Angeles include cotton, borate products, agricultural products and chemicals in addition to petroleum shipments. The list of factory-made items ranges from needles to plastics and is growing annually. “A sweet note is the rise of honey shipments from a half-million dollars to $2 million in only three years,” one observer commented.

Imports of lumber now come in easy-to-handle packages aboard converted Navy landing craft. Other ranking imports are coffee, crude rubber and newsprint. Imports of foreign automobiles doubled in the previous fiscal year to $15 million.

Long Beach is worried over keeping its big Navy shipyard which employs 7,800 workers and has an annual payroll of $65 million. Land sinkings caused by extraction of oil below is causing rumblings that the Navy might move. There is talk of forcing water into the pockets vacated by the oil in order to prevent further sinkings. The Navy already has spent $5 million to counter the sinking effects at its yards and estimates another $15 million worth of structural repair will have to be made in the near future.

ORANGE COUNTY

Although it is included within the metropolitan Los Angeles area for most statistics, Orange County deserves separate mention. Not because it is the home of the new $17 million Disneyland and the older Knott’s Berry Farm, fantasy playlands of both children and adults, but because it is the fastest growing county in the country with a 70% increase since 1950.

The Santa Ana Freeway out of Los Angeles has had a lot to do with encouraging this growth. Driving south on the freeway into the smaller county you are greeted not more by field after field of orange groves. Many of these along the roadways have been swept clean and in their place are new housing developments ad infinitum. Huge billboards with gaudy luminiscent colors tell you of others deeper in the county and about their fine features, easy terms and “minutes-away” location.

With houses blooming in the county like wildflowers, so is new industry, which now accounts for an annual payroll of $65 million. Factory employment has seen the greatest increase here for the state. It has more than doubled since 1950. The population more than doubled in the same time and is now an estimated 425,000.

Standard Steel Press, Richfield Oil, Cararnation Co. and Holly Furnace are among those who plan new construction this year.


Allstate Insurance Company broke ground in November for new regional offices. Hallamore Electronics Co. this month was to break ground for a new half-million dollar electronic plant at Anaheim. U. S. Rubber Co., which just opened its foam rubber plant at Santa Ana in mid-1954, last year announced plans for expansion of 2½ times its original size.

Rich in tidelands oil reserves, Orange County reaps a healthy $120 million annually from gas and petroleum production. Big producing localities are Newport, West Newport, Huntington Beach and Seal Beach in the southwestern part of the county and Coyote Hills, La Habra, Yorba, Richfield and Kramer Fields in the northern part. At Huntington Beach, the oil derricks crowd the beach.

A lot of this petroleum stays at home to run the family car. There are two autos for every five people in the county, claimed to be the largest auto ownership per thousand anywhere in the world (72% radio equipped).

Orange County is not all new houses and factories. There is very much farmer still left in it. The county’s total production value has exceeded $100 million in previous years putting it among the top 10 counties of the nation. Oranges had much to do with this ranking and still are top income producer on the farm. Today, production value is off some as rural lands give way to urban expansion but 1954 figures show the total production is still high, over $97.1 million. Total for last year was expected to be about the same.

Oranges accounted for $32.7 million in 1954, with dairy products $18.2 million and eggs $10.2 million. Dry beans topped $5 million while lemons were $3.7 million and cattle over $3 million. Tomatoes and strawberries each were $2 million crops while million dollar crops included chickens, celery, nursery stock, peppers, barley and green beans.

Orange County is a resort and recreational area. Ocean fishing and swimming crowd the 40-mile coastline while Los Angelenos who can afford it maintain beach homes at...
Really a Happy New Year Ahead!

![Chart showing radio station audience comparison from December 1954 to November 1955. The chart highlights KFWB 8.0 as the top station in Los Angeles area.]

This chart is based on Nielsen Station Index AM-Radio Report Los Angeles Area December 1954 and November 1955.

NSI Area Audience
6 A.M. to 6 P.M. Monday thru Friday.

Station Shares—November, 1955
(Based on Quarter-Hour Homes Reached by Local Stations only)

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<td>6 A.M.-5 A.M.</td>
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Table 2: NSI Area Audience

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KFWB (LOS ANGELES)...Tops of the top independents in Southern California...

More Information from our National Representatives

The Branham Company
Harry Maizlish—President—Gen. Mgr.
New York • Chicago
in San Francisco:
McGavren-Quinn Company
Mort Sidley—Gen. Sales Mgr.
communities like Laguna (an artists' colony) and Newport or Balboa. In the latter two communities, a yacht at the pier is as common as a car in the garage elsewhere. Some 4,000 small boats and yachts are moored here in one of the nation's biggest recreational harbors. Sailing down Newport channel on Sunday afternoon is as tricky as driving through Time Square.

In the south central part of the county is El Toro, the Marine Corps' largest air station on the coast. It pours an annual $23 million military and civilian payroll into the county, and its information section produces the weekly half-hour Magic of Music on MBS and has ventured into TV.

SAN BERNARDINO-RIVERSE

At the eastern doorstep of Los Angeles, just below the San Bernardino Mountains which constitute one of the state's principal recreational areas, the cities of San Bernardino and Riverside have awakened as industrial giants after many years as principal markets for the agricultural wealth of their respective counties. They are combined focal points in a billion dollar market.

In this double city area the industrial growth includes steel mills and other primary metal and fabricating plants, chemicals, aircraft component processing, building materials and electrical machinery.

Forming a rapidly growing joint metropolitan area in the San Bernardino Valley with the greatest concentration of populations, the two cities are the county seats and principal trading centers for their respective mammouth counties which range eastward over mountains and deserts to the state's border with Nevada and Arizona.

San Bernardino County is the largest in the U. S. and equal in size to New Jersey, Delaware, Massachusetts, and Rhode Island. It sprawls over 20,157 square miles (12.9 million acres) but 90% of its area is in the Mojave Desert. The remainder, its northwest corner Los Angellos, consists of the wooded southern slope of the San Bernardino Mountains and a rich valley which forms about 50 miles of the citrus belt of Southern California. Less than 30% of the county is under private ownership.

The San Bernardino Mountains, ranging 5,000 to 8,000 ft., with San Gorgonio on the east range rising to 11,485 ft., include the resort and recreational areas around Arrowhead, Gregory and Big Bear lakes in the San Bernardino National Forest. The road to Las Vegas runs north out of the city of San Bernardino through Cajon Pass.

Once through the mountains, you are in the desert and except for the irrigated oases of the Mojave River at Victorville and Barstow, you are in the desert. Nearly 90% of the county is in the desert, and this state of dry trees and sagebrush begins as you leave the mountains. Desert hills and dry lake beds, however, offer rich mineral deposits.

Riverside County is a narrowing strip, thrust eastward to the Arizona border and into the great Colorado Desert which makes up about half of the county. With 4.6 million acres it is just a third the size of its northern neighbor.

The northwestern section of the county, where the city of Riverside is located, begins in the San Bernardino Valley, drained by the Santa Ana River. This stream begins in the mountains north of San Bernardino and flows west to the Pacific through rich farm lands and citrus belt.

South of the valley a portion of the Peninsular Range of mountains rises 3,000 to 5,000 ft. and separates Riverside from the coastal Orange County.

At the center of the county, near Palm Springs, is the fertile Coachella Valley, which produces all the watermelons and melons from the Salton Sea between the San Jacinto and Little San Bernardino Mountains. Like Imperial Valley to the south, Coachella is a rich agricultural area made possible through irrigation with Colorado River water. From the valley eastward is desert, except for a similar area at the border, Palm Verde Valley.

The largest payroll, $99.8 million in 1954, exceeds the $100 million mark annually but in the eastern sections the farms are being pushed farther inland as industrial plants and suburban housing developments swallow up the rural lands around the twin cities.

Last year, San Bernardino County's population was 452,519, an increase of 193.9% over 1940 and 37.2% over 1950.

Special censuses since 1950 have pointed up the growth of the cities, with San Bernar- dino growing 17% to 73,827 by the short time a new count was made in 1952. Nearby Ontario jumped 50% to 34,255 by 1954 and Redlands grew 15.4% to 21,266 last year. Barstow was up 25.6% to 7,707 by 1953.

Incomes of civilian residents in the county climbed to $466.8 million in 1952, an increase of 445.5% over 1940 while wages and salaries totaled $331.2 million, a gain of 55.5% over 1940. Government contributed the largest payroll, $92 million, which Manufacturing payroll in 1954 was $79.2 million, 88% above 1949.

According to new figures, retail store sales in the county hit $382.6 million in 1954, 53.3% above 1950. First quarter taxable sales last year were reported 75% above 1950. The county ranked seventh in the state with assessed valuation of $576.4 million. Home building in the first six months last year was exceeded by only two dozen states. Building permits in 1954 totaled $99.8 million, a 50% increase since 1950.

Value of agricultural production fell off in 1954 to $96 million from high of $112 million the previous year. Chicken eggs were the top item, representing a $28.5 million income. Oranges ranked next with $14.6 million followed by dairy products with $13 million, chicken meat $6.4 million and lemons $5.9 million. Potatoes, grapes and nursery stock topped $3 million while other crops included cotton, alfalfa hay, turkey meat, grapefruit and peaches.

San Bernardino produces a greater variety of minerals in commercial quantities than any other county in the state, of particular significance to manufacture in the greater Los Angeles area. These include asbestos, barite, borates, bromine, calcium, chloride, clay, copper, dolomite, feldspar, fluor spar, granite, gold, gypsum, iron ore, lead, limestone, manganese, mineral paint, mineral water, petroleum, potash, pumice, quartz, quicksilver, salt, silica, silver, sodium sulphate, strontium, talc, trona, tungsten ore, turquoise and zinc. High grade iron ore of quality similar to Brazilian or Norwegian ore is mined near Twentynine Palms.

Exclusive of petroleum, mineral production runs $50 million annually to make this the top county in the state. Tungsten production through the years has been valued at a total of some $20 million.

Kaiser Steel operates the state's largest "fully integrated" steel mill at Fontana, adjacent to San Bernardino city, where some 1.5 million ingot tons are cast annually. Kaiser employs 6,500 and plans major expansion.

Nine rolling mills turn out a wide variety of materials for further fabrication by manufacturers of the whole Los Angeles region. San Bernardino this year will get a new $12 billion plant to be constructed by Permanente Cement Co.

San Bernardino is the site of a jet engine overhaul assembly line for the West Coast, a large railroad repair shop and manufacturers of machine parts, tools, storage tanks, sheet metal products, clothing and other products. The city also is the site of Norton Air Force Base, employing around 8,000 civilian workers and headquarters of the 27th Air Division, southern California's aerial defense. The Air Force's Inspector General's office for flight safety research and procurement inspection also is here.

West of San Bernardino is Ontario, the county's second largest city, which has an annual industrial payroll of more than $26 million, nine times what it was at the end of World War II. More than 3,000 workers are employed at the Ontario International Airport, 2,000 of them with Lockheed Aircraft Service. Others here include Northrop Aircraft, Southern California Aircraft and General Electric.

By early last year, Riverside County had grown to 230,000 population, a 117% change over 1940 and 35% over 1950. The city of Riverside by last year had a population of 65,823, 40.8% above 1950. Palm Springs since 1950 increased 35% to 10,381, and Indio grew 22% to 6,450 between 1950 and 1952. Corona was up 12% to 11,462 by 1954.

Incomes of individuals in Riverside County rose 353% from 1940 to 1952 to a total of $239.2 million, with wages and salaries contributing $147.4 million. Manufacturing payroll in 1954 was $5.5 million, 10% over the previous year and 205% over 1949. Building permits in 1954 totaled $15.7 million, 22% over the previous year and a 125% change from 1950. Retail store sales in 1954 were $244.2 million, 48% above 1948.

Soll, topography and climate are so diverse in Riverside County that every week there is a harvest. There are three chief agricultural areas. West of the San Jacinto Mountains near Los Angeles is to be found the bulk of the citrus, deciduous fruit, grain, grazing and truck crop land. Just east of the mountains is the irrigated desert area of Coachella Valley while a similar irrigated region lies far eastward along the Colorado River. In these desert valleys cotton is the chief crop, while dates, grapes, grapefruit, alfalfa and truck crops also are produced.

Riverside's 1954 agricultural production
SAN DIEGO (NOT) CONFIDENTIAL

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* 272 OF ALL 308 RATED 1/4 HOURS - KFMB-TV IS FIRST!

* Oct. 9 - Dec. 10 Nielsen Station Index TV Report

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KFMB-TV

First in San Diego America's more market
PLAY AT PALM SPRINGS: The population triples when celebrities and those who come to look at them swarm into the famous and popular desert resort.

hit a new high of $128.5 million. 127% of the 1953 off year and better than the generally good year of 1952. Cattle and calves in 1954 were by far the leading item with total value of $213.3 million.

Oranges were $13.3 million while eggs totaled $11.2 million. Potatoes and cotton each were $8 million crops while grapes almost hit $6 million. Hay and dairy products each were over $4 million. Lemons just missed $4 million while dates totaled $3.8 million. Grapefruits, tomatoes and turkey meat each exceeded $3 million while lettuce, sweet corn, barley, nursery stock, cantaloupes, chicken meat and melons were in the general $2 million class.

The county's $22.3 million mineral production ranks it second in the state. A potential 40 million tons of iron ore is estimated in the center of the county, from which mines the Kaiser Steel mill at Fontana already receives ore. Over two dozen other minerals are in commercial production.

The city of Riverside is the home of the parent navel orange tree, from which California's multi-million dollar orange industry got its start. The U. of California also maintains a citrus experiment station here and the city is the site of substantial citrus packing and food processing firms as well as aircraft, automobile equipment, cement, metal products and paint factories.

Typical firms include Motorola Research, engaged in classified electronics; Hunter-Douglas Corp., maker of Flexible venetian blinds; Rohr Aircraft, builder of complete power plants for both military and civilian aircraft, and Food Machinery Corp., now making the ambipious "Water Buffalo" assault vehicle.

March Air Force Base, home of the B-47 jet bombers, is just southeast of the city of Riverside. The base's monthly payroll exceeds $2.5 million and is the largest in the county.

In a warm, sunny valley just east of majestic Mt. San Jacinto is the winter playground of Palm Springs. Its 15,000 population swells to 45,000 during the winter months.

Today there are 1,000 swimming pools in Palm Springs, more per capita than any other city in the U. S.

SAN DIEGO

San Diego is just a long cup of coffee south of Los Angeles if you greet the morning sun at International Airport and hop a big Western Airlines plane.

By the time the hostess has collected your empty cup, spreading blankets of new housing developments signal your approach to San Diego.

Gliding in to land, you catch glimpses of the great harbor with its flotillas of Navy vessels and $5 million worth of mothball fleets, long symbols of the city's economic strength. But today, aircraft production and a growing diversity of other new industry clamor for equal recognition.

Here is where the California story began scarcely 50 years after Columbus discovered America. San Diego Bay was found in 1542 by Juan Rodriguez Cabrillo. He had been sent north by the Viceroy of Mexico to explore the coast of New Spain. Spanish rulers, however, waited two centuries before attempting colonization. When fear of English and Russian occupation grew strong, Spain sent Gaspar de Portola and an expedition to explore California. Four colonial groups reached San Diego in mid-1769 and Father Junipero Serra was charged with founding missions in the new land. He established the mother mission, San Diego de Alcalá, and around it grew the first town and agricultural development in the state.

Spanish warriors, priests and rancheros fanned out from San Diego to effect Spain's early dominion in the state. Two famous Spanish roads originated here. One, El Camino Real (King's Highway), leaped northward and today is the state's most heavily traveled highway, U. S. 101. The second road thrust eastward and for years was but a trail that later became the southern Emigrant Trail and the Butterfield Stage Route. In modern times it has been followed roughly by U. S. 80 to El Paso and by U. S. 90 to the East Coast. The eastern end of the trail is another early Spanish stronghold, St. Augustine, Fla.

San Diego County is 2.7 million acres of contrast. Only 51% of the land is privately owned, with much of the rest broken up into small farms. The central mountains, Cleveland National Forest and various state parks and monuments. Much of the latter's acreage is in the eastern Anza Desert and Palomar Mountain State Park. To the south is Baja California, Mexico. Eastern is Imperial County and to the north are Orange and Riverside Counties. The coastline's 70 miles include many beaches.

Numerous rivers flow westward from the mountain watersheds but generally their precious contents are trapped in reservoirs and pumped into irrigation channels to feed the agricultural valleys. Because water is so dear, farming is confined mostly to small area, big money crops like avocados, citrus and winter vegetables.

San Diego is the fastest growing big city in the state, with population near the half-million mark. But the county, too, has been setting records since the turn of the century. The county population grew 76% between 1900 and 1910, another 82% by 1920 and another 87% by 1930. During the depression decade the population surge slowed to 38%, ending up in 1940 with 289,348. The war years doubled the population in four years, but two-thirds of the increase was service men stationed at various bases and camps throughout the area. The military population hit 220,000 in 1944 but had receded to 55,000 in 1950. Civilian population, however, continued to grow strongly and by 1950 the population of 556,808 was 92% above the pre-war year. Since 1950 the growth has been another 47% with estimated county population now about 820,000.

Individual incomes of civilian residents is estimated at around $1 billion, more than 400% above 1940.

Roger N. Westberg, director of the Economic Research Board, which has its office at the city's Chamber of Commerce, is full of vital statistics. He is quick to show you that total employment has swelled from 88,546 in 1940 to 160,800 in 1950 and now is at a high 230,000 level.

Manufacturing employment, 70% in aircraft today, grew from 12,263 workers and $5.5 million payroll in 1940 to 23,000 and $84.5 million in 1950. Today, it is an estimated 52,700 workers and $250 million annual payroll.

Taxable retail sales for the county, not including food, have grown from $529.2 million in 1950 to $706.4 million in 1954 and are estimated $810 million this last year.

Mr. Westberg pointed out that county building permits totaled $115 million in 1950 and were an estimated $160 million last year.

Aircraft and parts production came of importance during World War II, slumped sharply thereafter and then began a slow rise up to the Korean war when it jumped again. The high level has been maintained since as defense orders continue to be filled and private production grows.

The big four producers are Convair Division of General Dynamics, Solar Aircraft Corp., Ryan Aeronautical Co. and Rohr Aircraft Corp.

Their employment growth since 1950 shows the trend. Convair employed 5,900 in 1950 and today has about 24,000 on its $114 million payroll. Convair is said to be on the verge of losing order amounts in the $400 million range each year as the result of a U. S. Air Force decision to order fewer aircraft. Convair is making the Delta wing supersonic jet interceptor, along with other planes, and is building a new $3.5 million wind tunnel and research facility.

Rohr has boosted its roster from 2,800 to over 5,800 since 1950 while Ryan is up to 4,700 from about 1,300. Solar is nearly

Broadcasting  *  Telecasting
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BEELINE RADIO

delivers more for the money

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

In this mountain-ringed market, the Beeline serves an area with over 2¼ million people who spend more than $2¼ billion annually at retail.

(Sales Management's 1955 Copyrighted Survey)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative
IS IMPERIAL VALLEY A GAP IN YOUR COVERAGE OF SOUTHERN CALIFORNIA?

YES, IF YOU'RE NOT USING KXOI

KXOI covers the entire Imperial Valley—Southern California's Third Market. This lush market can be reached only from within—because mountains block out nearly all non-valley radio and TV.

KXOI enjoys 54.5% share of audience, day and night, average, including all cities in the Imperial Valley.† Imperial Valley is the 7th Farm County in U.S. with a cash farm income of $141,278,000.*

† 1955 Agricultural Commissioner's Report  † Hooper, Ward, Conlan Representative: Paul H. Raymer Co., Inc.
Pacific Coast advertisers reach more people with the **COLUMBIA PACIFIC RADIO NETWORK** than with any other single medium...including all other regional networks.  

*Represented by CBS Radio Spot Sales.*
series of low mountain ranges—the Palo Verde, Barren, Cargo Muchacho and Chocoloate Mountains. A nearly level central basin, Imperial Valley, slopes northward from the Mexican border to the Salton Sea, an accidental white 241 ft. below sea level caused by a flood of the Colorado through an early canal in 1905-1907. But the Salton Sea, now slowly evaporating, is the largest in the state.

Site of an Atomic Energy Commission test center, it lies in the basin of a historically extinct lake. Once partly submerged under the Gulf of California, the whole area is part of the great Colorado Desert. Inland areas show coral reefs, shell and fossil fish.

The climate is typical of the desert. Summers with 115° temperatures made tolerable by low humidity and high evaporation; warm and sunny winters, rarely with frost, which invite many tourists during this season.

During the 1940-1950 decade, the county increased only 4.6% in population but the trend has jumped to 10% since with current population in excess of 72,000.

Cash income of civilian residents exceeds $135 million while manufacturing payrolls, chiefly in the food processing field, top $6.5 million.

The Hoover Dam on the Colorado made possible the great irrigation project of the Imperial Valley. There are 3,000 miles of canals and ditches feeding the intensively cultivated croplands. Biggest of these is the All-American Canal, which runs west from the river just north of the Mexican border and a short way past El Centro. The canal is a river itself, 20 ft. deep and 250 ft. wide. A 130-mile branch canal cuts northwest across the county past the eastern edge of the Salton Sea to feed the Coachella Valley.

With water, farm production has grown six times its 1940 total. The current $141 million total includes $61.7 million in field crops such as cotton ($19 million), sugar beets ($14.8 million), alfalfa ($9.9 million), barley ($3.6 million) and flax seed ($2.9 million).

Truck crops and vegetables total $34 million. Canteloupes are a healthy $6.1 million crop and tomatoes $2.6 million. Lettuce is $16.3 million and carrots $5.2 million.

Animal industries represent a $28.7 million business with cattle $13.6 million and sheep $6.4 million. Seeds and cut flowers bring $3.3 million.

Major shipping point for these products is El Centro, where Holly Sugar Co. has a $7 million refinery and over 20 packing sheds employing 2,000. U. S. Gypsum Co. is drawing on the county's rich mineral deposits and is expanding its local plant to become the world's largest producer of plaster board.

SAN FRANCISCO
AND THE BAY AREA

Jogging up Powell St. on a cable car from the St. Francis Hotel at Union Square will assure you that San Francisco is human and vibrant. The ancient vehicle pauses in the middle of an intersection plateau on Nob Hill. The conductor, an elderly customer aboard with a bright greeting. Bell clanging, the car shudders forward to the next clump as autos swirl madly through the openness it leaves behind.

This is San Francisco. Big hunks of a mellowed yesterday showing through a restless, modern present. A world crossroad, so cosmopolitan that there are comforting symbols of home for everyone.

But the cable car ride doesn't reveal the might of the market. Jumping off at California and Mason and going to the top of the Mark Hopkins, you can begin to feel the pulse of this tight little peninsula. Thousands of homes jam the hills below and beyond with a whiteness which accentuates sky and water. The initial waterfront rims the shore from north to east and the bay itself is moving with ships and barges.

The industry and buildings of Richmond, Berkeley, Oakland and Alameda break the horizon across the bay, masses of economic muscle tied to the heart by the great bridges.

There are many measurements for San Francisco. The city and county, just seven miles square, combine to completely submerge the nub of the peninsula which reaches north to Golden Gate and almost touches the opposite southern thrust of Marin County. These claws grasp two major water areas, San Francisco Bay and the northern San Pablo Bay. This great natural harbor of 450 square miles for a century has made San Francisco the West Coast center for world wide commerce, and along its shores the great secondary markets have grown as the big city spilled over while growing up. Into San Pablo Bay pour two inland waterways, the Sacramento and San Joaquin Rivers, linking Sacramento and Stockton with the Pacific.

With 13 counties touching the many fingers of the natural waterway, it is easy to understand why several economic concepts hold for this big market.

As a city-county, San Francisco embraces 808,200 people who spent over $1.5 billion last year for retail purchases. Taxable sales by retail outlets alone were more than $243 million for 1955's second quarter.

As the San Francisco-Oakland metropolis district, defined by the Bureau of Census, the market embraces the six counties of Alameda, Contra Costa, Marin, San Francisco, San Mateo and Solano. It contains 2.6 million people, 15.3% more than 1950.

Add the adjacent counties of Napa, Santa Clara and Sonoma, the market becomes the San Francisco Bay area. Here are 3.15 million people, grown 17.5% since 1950 or 8,266 a month, who have a combined spendable income of more than $6.25 billion and who make retail purchases of almost $3.8 billion each year.

With the counties of Sacramento, San Joaquin, Santa Cruz and Yolo tossed in, the Chamber of Commerce describes the San Francisco Bay Region as composed of nearly 3.9 million people, an increase of 18% since 1950 or 10,451 a month. In some tabulations, the Bay Area is split as 12 counties, with Santa Cruz omitted.

However you measure it, San Francisco is a gigantic market today and still growing. The city will add 32,000 people yearly for an estimated total population of 840,000 by 1960—a big figure for an area which is already densely inhabited. The nine-county Bay area is expected to grow by another half-million by 1960, to a total of more than 3.6 million.

Strategic. That is the word which has described San Francisco since the Spanish governor declared it a port of entry in 1835. With the discovery of gold east of Sacramento in 1848, all but seven of its 900 inhabitants moved into town's 200 homes, one school and two wharves.

But within a year, as the news spread around the world, ships streamed into the harbor and prospectors by the thousands marched through its dusty streets. In four years its population had reached 35,000.

The great cultural and economic strength of the city was tested in fire and earthquake in 1906 as 4½ square miles of its center were devastated and losses exceeded $300 million. San Francisco rose from the rubble in four short years and in 1915 was host to the Panama-Pacific Exposition, commemorating an even greater human achievement, the Panama Canal, completed in 1914 and linking East and West more closely by water.

During the 1930s, with her people surging out into the surrounding lands across the bay, San Francisco built its two great bridges to keep them united. Spurred by World War II and shipbuilding demands, other parts of industry swelled along the bay shores and when the conflict ended, San Francisco had become an even bigger producer, processor shipper and warehouse.

The 13-county Bay Region's 3.9 million people are largely newcomers, folks who not more than 20 years ago didn't know, earning and spending in a great many different parts of the country. Fifty-five of every 100 have arrived since 1940 and 15 of each 100 have come since 1950—enough of them each month since 1950 to duplicate an entire county in many other states of the nation.

The nine-county Bay Area's 6,981 square miles is a little less than the area of New Jersey but bigger than Connecticut and Rhode Island combined. Although only 4.9% of California's area, this section accounts for 25% of the population and retail trade, 27% of the effective buying income, 26% of the salaries and wages, 50% of the waterborne commerce, 40% of the merchant wholesalers sales and 34% of the bank deposits.

The Bay Area residents' 1954 net buying income of $6.3 billion was 33% above 1950. The $3.8 billion retail trade was 29% over 1950 (4.3 times 1940) while the $6.2 billion wholesale trade was up 12% over 1950 (3.8 times 1940). Total manufactured goods output totaled $47.5 billion, 21% over 1950, while civilian employment in the six-county metropolitan district was estimated at just over one million, up 11% over 1950.

Indicative of industrial growth is data showing that new industry and expansion during 1954 accounted for 525 projects valued at $129 million, raising the 10-year total to $1.3 billion. The pace was duplicated last year.

San Francisco Bay Area waterborne commerce ranks first in the West Coast with 44.9 million cargo tons. Development of a new World Trade Center at the waterfront
SAN FRANCISCO, January 30 - Dramatic proof of KGO and KGO-TV program popularity is revealed in a summary just released.

KGO Radio's new "Personality In Sound" format surged upward with a 21% increase in average ratings*. These fast climbing personality programs were launched last October, and include George Lemont, Fred Jorgenson, John Harvey and Jay Snyder.

Accompanying the rating increase has been a 45% advance in business for these programs.

In TV, KGO-TV now controls 48.1% of the afternoon audience** with such participating programs as "Shopper's Matinee" with Evangeline Baker, and "Western Theater".

The evening trend is equally dramatic. A summary of KGO-TV's share of evening audience shows a 50% gain for the year**...and still growing...topping off the ABC Network nighttime shows with "San Francisco Tonight" starring the fabulous Sherwood.

*Nov. Dec. Pulse  
**Dec. ARB
is expected to encourage greater growth.

Perhaps one of the city's greatest assets is its climate. Called the air conditioned city, San Francisco normally enjoys cool summers and mild winters, tempered by the ocean breeze.

While San Francisco has a substantial resident population, thousands stream into the city each day to work or buy, returning to outer suburbs at night. Two-way passenger trips into the city exceeded 550,000 per day at last count, compared to 275,000 daily in 1945 and 105,800 per day in 1940. About 82.5% traveled in automobiles and 17.5% by public transit. Some 49% came up the peninsula while 36% came over the eastern Oakland Bay Bridge and 15% over the northern Golden Gate Bridge.

One explanation for the city's high per capita effective buying income may be found in the age distribution of its population, showing a greater proportion of older people who have reached the prime of their earning potential, or have investments or other income and have retired. The 1950 census disclosed that of 775,357 people, 200,379 were between 45 and 64 while the next two highest categories, 25 to 34 and 35 to 44, claimed 133,193 and 129,512, respectively.

San Francisco's many civic attractions make it a popular convention town. Nearly 200,000 people gathered for 208 conventions in 1954 and spent almost $24 million. The same civic attractions draw thousands of other visitors too. As far back as 1948, for which the last official government data are available, the city's 521 hotels enjoyed more than $46 million worth of business.

This August, San Francisco will jump with political joy and extra spending as the Republican National Convention meets at the huge Cow Palace.

San Francisco is proud of the innumerable civic attractions which match its industrial might. The $28 million Civic Center, including the War Memorial Opera House, Chinatown, Fisherman's Wharf (whose earlier charm is now altered by souvenir stands), 1,001-acre Golden Gate Park, with its authentic Japanese tea garden, museums and Kezar Stadium, Ocean Beach Esplanade and Seal Rocks, Sixth Army Presidio and Navy shipyards all help draw tourists.

San Francisco claims to be the nation's second most important financial center. Bank of America, calling itself the world's largest bank, headquarters here and seven of the nation's 50 largest commercial banks are located here. The city's banks total 21, several with branches.

Bank of America's total resources hit $9.2 billion last year, up $877 million over 1944, with 545 branches saturating over 300 California communities.

The Federal Reserve Bank of San Francisco is the headquarters of the 12th Federal Reserve District. Member banks of the district do the second largest volume of business and account for 14% of the total assets, 22% of the time deposits, 17% of taxes on net income and 14% of net profits of all member banks in the Federal Reserve System.

The San Francisco Stock Exchange is among the nation's largest regional security markets. At the start of 1955, 395 securities were admitted to trading privileges, 209 listed and 186 unlisted.

Stock exchange transactions increased from $83.8 million in 1940 to $257.9 million in 1950 and $301.7 million in 1954. San Francisco bank debits increased from $3.7 billion in 1940 to $21.9 billion in 1950 and to $42.3 billion in 1955. Savings and loan association assets were $62.9 million in 1940, passed $200 million last year.

Estimated income to individuals has trebled since 1940. Showing the trend, the California State Chamber of Commerce put the total at $719.7 million in 1940, $2 billion in 1950 and $2.14 billion in 1953.

San Francisco is the California headquarters for about two-thirds of the insurance organizations authorized to do business in the state. The industry employs 21,300 persons with annual payroll of $85 million. San Francisco is the business and shipment center for a great bulk of Northern California's agricultural output. This area accounts for 67% of the state's farms, 75% of the acreage and 78% of the cash income, according to the Chamber of Commerce.

Similarly, the city ranks as a principal center for the West's $2 billion mining industry and the California State Division of Mines headquarters here. The rapid industrial growth of the Bay Area in part may be directly related to the large supplies of minerals like gyspum, talc, limestone, dolomite, clays and salines which are available. Since it has good facilities for handling ore, the Bay Area is important for processing of imported minerals.

Many large national corporations have factories and plants within the metropolitan district and Bay Area. Scores have headquarters offices in the city where finances, purchases and sales are handled. Value added by manufacture in San Francisco last year is estimated at over $765 million compared to $410.3 million in 1947. Value added by manufacture for the six-county metropolitan district, including Oakland, was $1.049 billion in the 1947 business census, indicating a $2 billion estimate last year.

Between 1945 and 1954, industry spent $131.8 million in the city for 1,464 new plants or expansions of existing facilities, with $16.6 million expended in 1954 for 90 projects. In the 12-county Bay Region, the 10-year period saw $5.3 billion capital investment in 5,796 projects.

Industrial expansion in the Bay Region for the first six months of last year showed a one-third increase over the same period of 1954, according to the Industrial Dept.
HIGHEST average ratings in San Francisco around the week, around the clock.

HIGHEST rating for morning participating show and at lowest cost per thousand viewing families.*

HIGHEST rating for afternoon participating movie and at lowest cost per thousand viewing families.*

HIGHEST average rating on any local children’s show and at lowest cost per thousand viewing families.*

HIGHEST number of national spot advertisers in San Francisco, second highest in the nation.**

*cost per thousand homes based on December, 1955 ABB.
**Kroshaugh

...AND THAT IS WHY NO SELLING CAMPAIGN IN SAN FRANCISCO IS COMPLETE WITHOUT THE WBC STATION...

KPIX
CHANNEL
SAN FRANCISCO, CALIFORNIA
Represented by the Katz Agency

WESTINGHOUSE BROADCASTING COMPANY, INC.
bracket), Santa Clara; Palco Products Inc., gypsum wallboard, Emeryville; Armore Drainage and Metal Products Inc., Calco Disinfectants, Inc., Tracy; Sierra Carib Co., San Francisco; Sherwin Williams Co., Oakland; Tide Water Associated Oil Co., major refinery expansion at Avon; Ideal Cement Co., Redwood; Permanente Cement Co., Permanente; Columbia-Genava Division, U. S. Steel Corp., Pittsburg; Sylvania Electric Products Inc., Burlingame; General Motors Corp., training centers, San Leandro. General Motors is represented in the Bay Area by branch offices or plant operations of 24 divisions. GM has three assembly plants here, two for Chevrolet cars and trucks and the third, Fisher Body. GM's overall employment here is about 3,500. There was no added estimate available for last year, but the company paid $13.6 million in 1954 to 2,900 workers.

GM estimated its Oakland plants spent in excess of $34 million with California suppliers last year and turned out some 136,000 cars and trucks.

Crown Zellerbach Corp., paper products firm, will complete a new $20 million facility at Antioch this October and this summer will begin construction of a new headquarters office building in downtown San Francisco to cover a full city block in the heart of the financial district. An ultramodern $11 million structure, it will be finished in 1958.

U. S. Steel has seven divisions and a subsidiary in the San Francisco Bay Area. It employs about 6,000 with annual payroll in excess of $35 million. Its Columbia-Genava Division operates a major basic steel mill at Pittsburg, described as the largest producer in the West. Postwar expansion has been extensive.

Food processing and kindred products rate first among San Francisco industry in manufacturing employment, followed in order by printing and publishing, fabricated metals, apparel, transportation equipment, petroleum, machinery, chemicals, and paper products. "Diversity which shows our economic strength," businessmen note.

The apparel industry, as an example, involves some 200 firms employing 10,000 workers with an annual payroll of $25 million. Wholesale value of production is nearly $100 million.

"Typical of the initiative and enterprise of the apparel manufacturers was the establishment of the $3.5 million Apparel City in the Bayshore District," Leonard Joseph, executive director of San Francisco Fashion Industries, said. "On a 33-acre site 16 firms have established buildings to house their factories and showrooms. It's a model development."

Factory employment gained steadily last year over 1954, according to state figures, showing a 4% growth for October over the previous year. Non-farm employment totaled 899,600 wage and salary workers, while manufacturing workers totaled 194,100 whose average weekly wage was $88.15.

San Francisco's vast networks of transportation facilities assure its growth as a top marketing and distribution center. The city is served directly by the Southern Pacific, Santa Fe, Atchison, Topeka and Santa Fe Railroads, while more than 50 railroads maintain offices here. Ocean freighters and liners fill the bay, coming from and going to ports around the world. Steamship companies' offices here total 209. Many barge services handle local transportation. Nearly 100 common carrier truck lines operate out of the city.

San Francisco's $50 million International Airport is still under expansion. Four national airlines, four overseas airlines and three local service lines operate out of the international and municipal airports while two of the world's largest carriers have major maintenance and repair facilities at San Francisco airport. Airport traffic has increased from 109,246 passengers in 1940 to 1.2 million in 1950 and over 2.2 million now.

Some idea of the traffic in and out of San Francisco may be seen in the bridge toll count. The San Francisco-Oakland Bay Bridge has handled 1.9 million passenger crossings in 1940 and collected $4.7 million in tolls. By 1950 the traffic had grown to 28.9 million vehicles and $8.6 million toll while in 1954 it stood at 31.2 million and $9.4 million. The Golden Gate Bridge accounted for 4.5 million vehicles in 1940 and $2.2 million toll while in 1950 it scored 9.5 million and $4.2 million and in 1954 12.6 million and $4.7 million.

Auto traffic in and out of San Francisco will receive further impetus from the state's newly authorized $59.4 million expansion plans for highways in the nine-county Bay Area. These include $5.3 million for the proposed Extension of Caldecott Tunnel from Fremont Street past the Ferry Bldg. to Broadway, to be completed next year. Some $1.4 million will complete a four-mile over-the-water section across Candlestick Cove linking San Francisco and San Mateo.

A $7.2 million sum is for three Bayshore Freeway extensions, including the $6.8 million Caldecott Tunnel project. Other items in the state's $348 million budget (goes for a six-lane U. S. 40 freeway from San Pablo in Contra Costa County to 4.9 miles to Hercules, connecting with the proposed $46 million twin Carquinez bridge project. San Francisco's share totals $12.9 million.

Chief point of embarkation for the Pacific during World War II, San Francisco continues to man a half dozen new facilities to meet the growing market demands. The city's port is now midway in a long-range modernization program and the grain terminal has been doubled in capacity. A new cotton terminal is now in operation. The foreign trade zone has been expanded to provide coverage for warehousing and handling facilities double those established six years ago. The first $2 million unit of San Francisco's World Trade Center is under way, and should be completed early this year. It consists of rebuilding the entire north wing of the venerable Ferry Bldg.

The San Francisco Customs District in 1954 accounted for 39.1% of the Pacific Coast's total exports of $1 billion and 45.2% of $718.3 million total imports.

Sales are well distributed among the various ports of the bay. Last available data, for 1953, shows San Francisco harbor handled 4 million tons; Oakland harbor, 4 million; Richmond harbor, 13 million; Carquinez Strait, 8.6 million; San Pablo Bay and Mare Island Strait, 5.7 million; Suisun Bay Channel, 4.2 million; Redwood City harbor, 2.5 million; all other ports, 2.7 million.

San Francisco sells more than twice the amount of goods at wholesale per capita than any other city in the West. Some 1,600 branch offices of national and regional firms make San Francisco the biggest branch office center having the largest dollar volume of sales in the entire West.

Wholesale trade in San Francisco is one of the major activities of the city, ranking second in payrolls and third in employment. Sales now exceed $5 billion.

OAKLAND

By geographical and statistical circumstance this major market for years has been lumped in with San Francisco—virtually anonymously—as the San Francisco-Oakland metropolitan district. But any businessman of this growing industrial center will assure you it is distinct and deserving of much closer analysis.

This is no suburb. Oakland's 415,000 people have nearly $840 million in annual spendable income and they make retail purchases in the range of $700 million a year. Population is 30% above 1940. Heavy industry is still expanding here and the city has poured $300 million into its port development.

Oakland is the largest city and principal trade area for Alameda County, whose 733 square miles consume most of the shoreline along the eastern edge of San Francisco Bay and stretch about 35 miles across rolling hills and valleys to the edge of the San Joaquin Valley. As a major agricultural county, Alameda is being urbanized at a fast rate as new housing developments and shopping centers saturate inland from the bay. Now the shore is dense with industrial development, providing jobs and growing income for the increasing population.

Total county population now is estimated at about 850,000. These citizens have spendable income over $1.5 billion each year and so spend more than $1 billion in retail channels, according to best local estimates.

Other principal markets within the county include the cities of Alameda, Albany, Berkeley, and San Leandro. Population outside the incorporated cities gained 148% during the 1940-50 decade while the cities grew 36%. Since 1950, the city of Alameda has shown the biggest population surge with 72%.

Individual incomes increased 269% between 1940 and 1952 to $1.7 billion while per capita income rose 145% to $2,199. Nearly 10% of the county work force is employed in San Francisco.

In the past 15 years farm acreage has been reduced sharply because of housing expan-
KRON-TV has some impressive statistics too. Look at the way the station stacks up—

- **Antenna Height:** 1441 feet above sea level, the highest in San Francisco
- **Power:** 100 KW, the top power authorized for Channel 4
- **Audience:** 1,382,000 families in KRON-TV's 23 county coverage area.

It all means this: You can count on KRON-TV to give you the best and most complete coverage over the widest area of the Northern California market.

*San Francisco\nKRON-TV\nAFFILIATED WITH THE S. F. CHRONICLE AND THE NBC-TV NETWORK ON CHANNEL 4\nRepresented nationally by Free & Peters, Inc.*
sion, but farm income still runs in the area of $30 million, chiefly vegetables and truck crops and poultry and eggs. Other million dollar crops include dairy products, live-
stock, cut flowers and nursery stock, fruits and nuts and field crops. More than 3,000 acres are devoted to greenhouses and nurseries with the sales of cut roses totaling $2.5 million.

Not considered a mining county, Alameda however, crops include dairy products, about $12 million, chiefly from sand and gravel, salt, crushed stone, bromine, lime, and magnesium compounds. Fairly new on the commercial list are clay, natural gas and pumice.

Alameda County ranks near the top in the state on the basis of both manufacturing employment and factory payrolls. Although employment dropped off between 1947 and 1950, a substantial gain has been marked since then as food processing, paper and paper products, metal and transportation equipment firms have expanded, particularly in new large industrial tracts of South Oakland, Leandro and Hayward.

Since 1947 more than 1,000 new plants and expansions have occurred in the county resulting in investments totaling about quarter-billion dollars. The coastal plain is suited for industrial growth because of great water and other transportation facilities, a large work force trained in defense plants during the war periods which has remained to live here, as well as a diversified list of indus-
tries providing a variety of semi-finished materials for further fabrication, including metal, wood, fibre, chemicals, leather, petroleum and minerals.

Food processing is the biggest factory em-
ployer, followed by the transportation equip-
ment industry, machinery, fabricated metals, chemicals, primary metals, publishing, paper and paper products.

Oakland, as county seat, contains half of the county population and accounts for the major share of the county retail and wholesale dollar. It is the railroad for the major transcontinental railroads and headquarters for a number of trucking and shipping firms. Although it has not matched some of the outlying areas in industrial expansion because so much of its area is already saturated with industry, Oakland continues to get major new plants and expansions. Its list includes blue chip firms like General Electric and Owens-Illinois Glass. More than 1,400 manufacturing plants now are within its boundaries.

Just south is Berkeley, well known cul-
tural, educational and residential community of 116,000 and principal campus site of the U. of California. Berkeley is a veritable quarter-billion dollar market all by itself, illustrating the vast concentration of big markets all within the bigger cluster that is the San Francisco-Oakland market.

The city of Alamed, up 10% since 1950 to 54,600, occupies a small sandy island separated from Oakland by a narrow estuary. It is connected to the bigger city by four bridges and a tube. Major single payroll is from government installations engaged in aircraft maintenance but there are also important shipbuilding and repair facilities and manufacture. More than one-
third of the area is devoted to federal instal-
lations, including a Navy air station, Coast Guard base and Maritime base.

San Leandro, southeast of Oakland, has been growing at a rapid pace. It almost dou-
bled its population from 1940 to 1950 and since 1950 has grown sharply again to nearly 45,000. Industrial expansion has driven most agricultural industries out of the area and new manufacturing investment is high. In one year alone, 1953, there was more than $7 million invested in new plants creating 1,000 new jobs. Postwar factory investment has totaled nearly $100 million.

PITTSBURG—Contra Costa County

While one of the most distant markets in the San Francisco Bay Area, Pittsburg is one of the fastest growing heavy industry centers. Like its eastern cousin with an h, steel and allied manufacturers are making it grow.

Along the northern border of Contra Cos-
ta County, Pittsburg is situated near the confluence of the Sacramento and San Joa-
quin Rivers, a tidewater expanse known as Suisun Bay, which in turn feeds into San Pablo Bay through Carquinez Strait to the West. Although not the largest city in Con-
ta County, Pittsburg has 17,000 population and is the largest market along the Suisun Bay shore where industry also is developing extensively at cities like Martinez, Port Chi-
cago and Antioch. Other growing markets nearby include Walnut Creek and Concord. Typical of postwar California expansion, however, more people live outside city limits than in.

The county's principal population center, Richmond, is a major port and industrial area just north of Oakland, sharing in that contiguous metropolitan area.

At Pittsburg the Columbia-Geneva Divi-
sion of U. S. Steel has purchased an addi-
tional 265 acres around its plant for an esti-
mated $2.4 million and current speculation is that the firm will install blast furnaces to save an $8 million annual freight bill hauling iron metals from its Geneva, Utah, plant. The Pittsburg plant now turns out sheet and strip, tin sheet, metal rod, wire and wire rope, nails and industrial castings.

Other major plants at Pittsburg include Kroehler Mfg. Co., furniture concern; Con-
tinental Can Co.; Dow Chemical Co., chlorine, fluorine and other industrial chemi-
cals; Pioneer Rubber Co., hose and industrial rubber products; and Shell Chemical Co., inorganic fertilizers. Continental Can Co. has a new fibre drum plant.

Just to the east at Antioch, Crown-Zeller-
bach Co. is building a $20 million kraft paper mill and multi-wall bag plant while E. I. du Pont de Nemours Co. is constructing a million ton petrochemical and fertilizer plants. Other major industry at Antioch includes Fiberboard Products Inc., Glass Con-
tainers Inc., Western California Canners and Hickmott Canneries. Both of the latter are all-year food processors, not seasonal.

At Port Chicago, site of the U. S. Naval Magazine Plant, only loss is the principal fire in -
tion for the Pacific and Far East, Tide Water Associated Oil Co. is building a $30 million addition to its present refinery. Other Port Chi-
cago industry includes Monsanto Chemi-
cal Co. and Allied Chemical & Dye Co., both making industrial chemicals.

Shell Oil Co. has a main refinery at Marti-
nez while Shell Development Co. main-
tains a research laboratory here. About six miles east of Antioch at Oakley, Inland Steel Corp. holds option on 2,900 acres and has applied for quick tax amortization on a major steel mill.

Industrial expansion for all of Contra Cos-
ta County last year totaled nearly $100 million. In 1954, $97 million was invested and in 1953, $83 million.

Petroleum refining is the county's major industry with payrolls of about $45 million. The primary metals industries have a pay-
roll of nearly $25 million while the payroll of San Francisco's principal steel company is $15 million. Food and food products plants con-
tribute around $13 million to worker in-
come while shipbuilding at Richmond, al-
though no longer in full operation, con-
tributes $10 million. The fabricated metals industry adds another $10 million.

So far, the county's center of population is 1,849 ft. Mt. Diablo but the eastern third of the county slopes into the San Joaquin Valley. Despite residential encroachment upon farm acreage for a number of years, the remaining farm lands have been more intensely cul-
vated and irrigated, resulting in farm income totaling in excess of $20 million a year. Top crops were livestock and livestock products, fruit and nuts, truck crops and field crops.

SANTA ROSA—PETALUMA

Sonoma County

Up the northern coast a bit along U. S.
101 but still near the doorstep of metropoli-
tan San Francisco, the fast-growing com-
munities of Santa Rosa and Petaluma illus-
strate what happens to rural markets when big city residents move to the suburbs. With areas immediately adjacent to San Francisco mushrooming for residence, food industries like dairying and poultry and eggs are pushed further out.

Sonoma County consists of about a mil-
ion acres, one-quarter timber land of red-
wood and fir and the rest mostly farm and grazing. It stretches about 40 miles north along the coast from the Marin Peninsula and San Pablo Bay, opposite the peninsula owns the magnificent Russian River, a popular recreational area.

Agriculturally, Sonoma County rates 19th in the nation and eighth in the state. It is the second largest producer of Grade A milk in the state and second in the growing of Grade A prunes. It is also one of the leading counties in poultry production.

Despite lower farm prices, the county was
When Dr. Ernest Dichter, of the Institute for Motivational Research, asked women on the Pacific Coast what radio station influenced their shopping, 66% named a Don Lee station.

To open pocketbooks on the Pacific Coast, take full advantage of the vast 45 station Don Lee Network, reaching from Canada to Mexico.
expected to hold at the $60 million level last year in farm income, with poultry about $23 million, fruit and nut crops $12 million and livestock products $22 million. Of the latter figure, milk products account for $15 million. This still marks substantial growth over 1950 when total farm crop value was $52 million and 1940 when it was but $16.5 million.

The county seat, Santa Rosa, has a variety of local industry in food processing and light manufacture. Major employers include Goldstone's, work clothes maker; Industrial Wood Products; Kushins Inc., shoe factory, and S. K. Instrument Corp., optical instrument makers.

A spurt of new growth for Santa Rosa is predicted in the next two years when a double-deck bridge will span the bay between San Rafael and Richmond and a four-lane freeway from San Francisco is completed.

Petaluma is known as the “Egg Basket of the World.” Millions of dozens of eggs are produced each year in addition to meat birds of all kinds. Industrially, city planners look for new plants like those here now: Poultry Producers of Central California, Sunset Line & Twine Co., a big fishing tackle manufacturer, and Golden Eagle Milling Co., among others.

Individual income for the county is estimated to exceed $180 million, sharply rising from $158 in 1952 and $39 million in 1940.

SAN RAFAEL—Marin County

U. S. 101's final swoop south to San Francisco's Golden Gate Bridge carries you through rugged and picturesque Marin County, the wooded peninsula which is becoming a popular suburb for thousands of the big city dwellers who want more room to wiggle in.

According to the Marin Development Foundation, county population grew to 110-200 by April last year, a 29% increase over 1950, which had rated 62% above 1940. Population of the chief market, San Rafael, was estimated at 16,000, 15% above 1950.

Retail sales in the county have topped an estimated $100 million while those for San Rafael exceed $46 million.

County bank deposits are up 300%, since 1940; assessed valuation has doubled in that time. Just since 1950 postal receipts have increased 50% to more than $1 million annually. Individual incomes exceed $4 million, range up $210 million by some estimates. This is nearly seven times the 1940 figure. A substantial proportion of this income represents wages and salaries earned out of the county by resident commuters.

While both rugged terrain and growing urban areas have limited agricultural production, Marin County has a $13 million farm income, more than $10 million coming from poultry products. Beef cattle are close to $1 million and nurserymen and cut flowers close to another $1 million.

NAPA—Napa County

Swinging around the northern edge of San Pablo Bay to enter San Francisco by way of the eastern Oakland Bay Bridge rather than Golden Gate, you will discover another important fringe market which is a vital trade center of its own rich manufactu
advertisers are businessmen!

They recognize California’s Central Coast as a dynamic rich area that must be covered from within. Cannot be reached from the outside.

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I LOVE LUCY
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BURNS AND ALLEN
DECEMBER BRIDE
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PCC FOOTBALL (CBS)

DISNEYLAND
TWO FOR THE MONEY
ARTHUR GODFREY
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KSBW-TV

Salinas-Monterey

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

KCBS
50,000 WATTS
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Spot Sales

January 30, 1956
county. It shares this wealth with another growing community, Watsonville, just inside the southern line near Monterey County.

Three-quarters of Santa Cruz County's 280,960 acres is coastal mountain area and marks the southern extreme for the giant redwood tree.

County population grew 48% between 1940 and 1950, suffered a brief decline and now is on the uprend again, with the estimate at 70,000, exceeding the 1950 total by 3,500.

Between 1940 and 1952 total income rose to $91 million, a 230% increase, and today is estimated at more than $115 million. Wages and salaries are up four times. County retail sales are around $85 million.

Although cultivated crop lands have decreased during the past 15 years, specialization in new lines and intensive cultivation have skyrocketed farm incomes from $6.2 million in 1940 to a high of $30.6 million. Prior to World War II, apples and lettuce accounted for nearly half of the farm income. Apples still are a $6 million crop and lettuce $4 million, but others have acquired important money status. Poultry and eggs are a $5 million business; strawberries, $3 million; brussel sprouts, $3 million, and nursery and seed crops, $1 million.

Commercial mineral production in the county dates back over 60 years but cement is the major product in this category today. Total mineral production is valued at more than $5 million annually.

**SALINAS—MONTEREY**

"We bag enough bunches of carrots in a year to stack them from Hollywood and Vine to Madison Avenue and back six times, with enough left over for a row of them to Michigan Blvd."

This is how one Salinas businessman proudly lets you know his market is called the "Salad Bowl of the World." It's a market that uses more ice than New York City, has an annual $27 million fertilizer bill. It's a place where the farmer is an executive, managing his scattered properties with the mobile radio-telephone in his car.

This is the place that puts lettuce on the American dinner table 12 months of the year. This is where the farmers, unable to interest a national corrugated paper box firm to locate here, put up $2.5 million and built their own container factory.

This is Monterey County, 2.1 million acres. A mountain-rimmed basin spilling into the Pacific. Part national forest. Part exclusive playland for the wealthy.

Mostly rich Salinas River valley dirt growing fruits and vegetables under irrigated, intensively cultivated, harvested, processed and packaged mass-production techniques that even startle a city slicker.

Monterey County grew 78% from 1940 to 1950, when the county population hit 130,500. Stanford Research Institute gives it an estimated population of 167,000 now with 195,000 the next five years and 285,000 by 1975.

Two principal markets constitute Monterey County. Salinas, the county seat, is the faster growing and is the chief trade center for the area. The second principal market is the historic city of Monterey, dominating the colorful peninsula which forms Mon-
terey Bay, the sandy sweep of coastline that reaches north to Santa Cruz.

Monterey Peninsula is a $20 million vacationland, site of famous celebrity golf courses like Pebble Beach and the quaint artists community of Carmel. But Carmel isn’t merely quaint. It is a $16 million retail market all by itself. Monterey for 70 years was the colonial capital of California. Its historic sites assure it a spot in guide books.

Individual cash incomes in the county jumped nearly 300% between 1940 and 1953, hitting $223 million in the latter year. Wages and salaries increased 367% during that period, to $121.5 million, or 54% of all income.

Although considerable industrialization has occurred in the county and population has doubled in the past 15 years, agriculture continues to be the principal source of wealth. Although farm land in cultivation has increased only moderately from 240,000 acres in 1940 to about 310,000 acres now, the intensity and mechanization of cultivation have realized greater yields.

Most of the farm land is in the valleys of the Salinas, Pajaro and Carmel Rivers. These furnish water for irrigation and next year will be supplemented by a new $7 million dam on the Nacimiento River which will provide 100,000 acre-feet of new water as well as 350,000 acre-feet of storage. It will be poured into the Salinas River to replace the valley’s water table, sunk lower by deep wells.

Total value of farm products increased more than six-fold from $17.2 million in 1940 to $110.2 million in 1951. Then as farm prices declined, returns slid to $100.4 million in 1953 and were expected to climb back to $106 million last year.

Lettuce is the most spectacular crop although it is only one of a score of big money vegetable and fruit crops for local farmers. Lettuce spiraled from $3.6 million in 1940 to a $45 million crop now.

You can get an idea of why “lettuce” is often used as slang for money because a visit to Salinas will convince you it is the real item. Standing at the receiving entrance of a big lettuce cooperative in Salinas you understand.

Trucks are coming in from the field, each stacked neatly full of cartons of newly-picked (by man and machine) heads of lettuce. The truck driver pulls onto the concrete apron under the massive shed and stops. A man riding a big fork-lift moves to the side and begins work, in a single grab, the entire truckload of cartons. Wheeling about, he scuttles across the shed to a track where a train of several loads is hooked together behind another small tractor.

When the train-load of three or four brites is assembled, the train is pulled into a big tunnel-like machine which has mighty doors at each end. They lower sluggly over the tunnel entrance. Man and tractor stand waiting outside as another worker steps to the side of the big machine, pushes some buttons and watches lights flash and dials begin to wiggle. He listens to sturdy pumps which pull at the air on the inside.

The monster, a pair of tunnels side by side, is a patented vacuum cooling machine which within a few minutes lowers the temperature of the lettuce from that of the field to one degree above freezing. Two trucksloads at a time. A $3.5 million patent pur- chase, just to cool lettuce.

The dials show the full temperature drop so with a few more button pushes the pumping stops, the doors open and the trains are pulled up the shed to mechanical conveyors which flip the cartons into railroad refrigerator cars on an adjacent siding. Cooled this way, the lettuce will last three weeks, more than enough for the seven-day run to Chicago or the nine-day run to New York.

Factory methods work just the same for carrots and the other crops. Lettuce may be the number one money crop and carrots the number two, but here, in order, are the other big-income crops which local folks cite to prove Salinas is the world’s salad bowl: artichokes (1.27 million boxes in 1954, claiming world leadership), beans (all varieties), broccoli, cabbage, cauliflower, celery, garlic, onions, green lima beans, peas, potatoes, radishes, spinach, brussel sprouts, sweet corn, sugar beets and tomatoes.

Seven major fruits mean money in Monterey County. Apples, pears, apricots, cherries, pecans, strawberries and walnuts rank in that order, with strawberries making a biog play for the $10 million bracket as several thousand new acres were planted last year and frozen food packers waited to share the new wealth.

Dairy products, cattle and poultry products each are multi-million dollar industries.

In the past decade, the mineral wealth of Monterey County has been developing rapidly, up from $2.6 million in 1947 to better than $16 million. Magnesia, sand and gravel top the list while dolomite is being mined in considerable quantities and combined with sea water at Moss Landing on the coast by Kaiser Aluminum and Chemical Corp.’s new plant. Nearby is the Pacific Gas & Electric Co.’s $85 million steam generating plant, said to be the largest of its kind in the West. Local businessmen are trying to develop Moss Landing into a harbor facility.

Manufacturing in the county continues to swell and factory payroll, chiefly in food processing industries, exceed 12 million. Most are clustered in the Salinas district.

Spreckles Sugar Co. maintains the world’s largest sugar beet refinery near Salinas, with seasonal employment ranging up to 1,200. To illustrate its economic impact upon the market recently, it paid the first $50 of each wage earner’s pay in $2 bills. Within 24 hours, $27,500 in $2 bills was in circulation, saturating the county.

Taxable retail sales in the county have increased from $62 million in 1945 to about $140 million.

SAN LUIS OBISPO COUNTY

Sip south on U. S. 101 from Salinas along the old Mission Trail and two hours driving will put you in Paso Robles and another forty minutes in San Luis Obispo. Not big markets by California standards, these two communities nevertheless are growing trade
THE SENATOR FROM SACRAMENTO SPEAKS

the Senator is absolutely right!

1. During its Total Weekly Telecasting Period, KCRA-TV has more "firsts" in the quarter-hour viewing periods than any other Sacramento station—77% more "firsts" than the next Sacramento station!*

2. During the Nighttime Viewing Period, from 5:00 p.m. to signoff, Monday through Friday, KCRA-TV has more "firsts" in the quarter-hour viewing periods than any other Sacramento station—more "firsts" than the other two Sacramento stations combined!* 

3. During the Daytime Viewing Period, from 9:00 a.m. to 5:00 p.m., Monday through Friday, KCRA-TV has more "firsts" in the quarter-hour viewing periods than any other Sacramento station—57% more "firsts" than the next Sacramento station!* 

4. During the Weekend Viewing Hours (Saturday and Sunday when KCRA-TV is on the air), KCRA-TV has more "firsts" in the quarter-hour viewing periods than any other Sacramento station—21% more "firsts" than the next Sacramento station!* 

*Source: American Research Bureau, Inc. 
A special Report on the Sacramento Television Audience 
November 7 - 13, 1955 

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SACRAMENTO, CALIFORNIA • 100,000 Watts Maximum Power • BASIC NBC AFFILIATE
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centers for mountainous agricultural San Luis Obispo County which best displays its charms along 90 miles of tourist-attracting coastal beaches.

San Luis Obispo County grew 55% between 1940 and 1950 and another 16% since then for a present estimated population of 60,000. The county seat, the city of San Luis Obispo, has doubled its population since 1940 to a current 16,000. Paso Robles, with 6,000 population, has felt a slight slump in its growth trend since closing of some military camps in the county after 1953.

Individual cash income has increased over 300% since 1940 to more than $86.5 million while wages and salaries have increased over 360% to over $45.6 million. Agriculture is expected to be the main support of local citizens for some time to come. Total value of farm products in 1940 was $11.9 million, which quadrupled to nearly $48 million in 1951. Price declines and poor yields in several crops forced the total down to $38.8 million in 1953 and now is estimated at about $40 million.

Field and truck crops each are $10 million crops while cattle hits about $12 million, the largest. Dairy products and poultry and eggs each are multi-million industries.

Mineral production, chiefly petroleum, exceeds $10 million.

**SANTA BARBARA**

Should you arrive in Santa Barbara in August during the full of the moon you would be swept up into a gay holiday whirl of fiesta, colorful parades and pageants. Arrive in May and you probably would bump into bands of costumed horsemen gayly reenacting Los Rancheros Vistadores in their historic annual trek to Santa Ynez. At other seasons it might be the Easter High School Invitation Relays, the annual National Dog Show and National Horse Show or summer flower show.

At the long and bending beach, sun and surf worshipers will quickly catch your eye. Tour garden-bright residential districts and you will see Spanish architecture gracing the homes of the rich and middle-income residents alike, patios and shady retreats hinting strongly of a relaxed, gentle way of life.

Your reaction first will be that nothing goes on at this American Riviera but playing, eating and sleeping. In one sense you will be right. Santa Barbara first won attention as a retirement retreat for the wealthy, until many other families discovered you can enjoy life just as much here on a little less.

But the picture is changing. Not that its vacation and agricultural industries won't continue as major economic factors for this market. They will. There is the new, additional factor. Light industry. Manufacturers are discovering that working and living in such equable climate spurs productive capacity of the workers and they are beginning to do something about it.

Smokeless industry such as electronics and research has been quietly growing on the Santa Barbara scene since World War II. Late last year the county planning commission approved necessary zoning to allow Josten Mfg. Co., Newark, N. J., large maker of high school and college jewelry items, to construct a five acre plant on a hill adjacent to the city. It may later be expanded to 28 acres to provide facilities for printing of school annuals, greeting cards and announcements and represents a prospective million dollar payroll for the community.

Near the Santa Barbara airport, Aerophysics Development Corp. plans a $1 million research plant in conjunction with the guided missile program of the Air Force and Army. Aerophysics is a subsidiary of Studebaker-Packard Corp. and now operates plants at San Monica.

One of 27 counties originally established in 1850, Santa Barbara County pushes its history back to 1542 when Spanish explorer Juan Cabrillo discovered the channel and, story has it, later crossed to San Miguel and his grave. A second Spaniard, Sebastian Vizcaino, entered the channel on the feast day of Saint Barbara in 1602, giving occasion for the name.

California's perambulating, mission-founding Father Junipero Serra dedicated the site for a presidio in 1782 and a mission was founded four years later. Called Queen of the Missions, it stands today as the only one which has remained continuously in the hands of the Franciscans since its founding. Of the county's 1.76 million acres, about 760,000 are publicly owned and are part of the Los Padres National Forest, which ranges through several counties and is the largest in the state.

County population grew 39% between 1940 and 1950, slacked off to a 11% trend after that. Cash income to individuals has increased 177% since 1940 to $182 million while wage and salary payments increased 242% to $96.9 million. Climate has made the market. Although the northwest coast above Point Concepcion is subject to fogs and strong ocean winds, the coast south of the point is sheltered and has a warmer ocean current. Killing frosts occur so infrequently that the growing season is unusually long, averaging 329 days.

While increasing urbanization has reduced crop lands from 169,000 acres in 1940 to 118,000 now, more intensive cultivation and the extension of pastures and livestocks range have kept agricultural income expanding. Farm product value was $9.4 million in 1940 and an all-time high was set in 1952 with $67.5 million. Current estimate is about $55 million, chiefly in cattle, milk, lemons, beans, hay, sugar beets, potatoes, seeds, broccoli, carrots, celery, lettuce, cauliflower, strawberries and tomatoes.

Santa Maria, second largest city with about 13,000 population and located in the northern section of the county, is a center for commercial seed production and petroleum. Oil is a $75 million industry. J. C. Bridge Co. and Burpee Seed Co. are the largest seed producers in the Santa Maria and Lompoc districts where the rainless autumn permits drying of seed pods on the vine for 1,000 varieties of flowers.

Johns-Manville Corp. works the world's largest discovery of diatomaceous silica at Lompoc, which was under the ocean eons ago. The microscopic shells are known commercially as Celite, used chiefly for high-temperature insulation, industrial filtration and fillers in polishes and abrasives as well as plastics.

Taxable retail sales for the county exceed $120 million while the city of Santa Barbara reports $66.6 million by its treasurer (1953).

**VENTURA COUNTY**

Just north of Los Angeles along the coast is a rich agricultural area, mountainous Ventura County, whose rich Santa Clara River valley and delta are a dominant citrus center. Only half of the county's 1.2 million acres are privately owned, a substantial share of the remainder included in the rugged and inaccessible portions of Los Padres National Forest.

Most urban development and agricultural
activity is centered in the southern half where the principal markets are Oxnard, Santa Paula and Ventura.

Between 1940 and 1950 the county population increased 65% to 114,647 and during the last five years has grown another 25% to more than 150,000. Civilian cash income has jumped 200% since 1940 to around $185 million with wages and salaries topping $125 million or more than 400% since the pre-war year. Government installations add about $40 million annually to payrolls.

Total value of agricultural production is about $75 million, almost 3 1/2 times 1940, with citrus accounting for over half of the income or $40 million. Lemons are a $25 million crop while lima beans run around $9 million; milk, $3.5 million; chickens and eggs, $4 million.

Other million dollar crops include peppers (about half the state crop is produced here), cattle, turkeys, celery, tomatoes and lettuce.

Ten gas and petroleum fields constitute the chief mineral wealth of about $125 million a year while food processing is the major manufacturing activity. Factory payrolls have doubled in the last five years to $15 million.

The city of Ventura, county seat, is a coastal community midway up the county in the heart of a rich petroleum area. Manufacture of such varied products as shale aggregates, masonry, apparel, concrete pipe and petroleum products bloom economically as bright as the poinsettias which give the community its nickname of "Poinsettia City."

East of here in the Santa Clara Valley is Santa Paula, which calls itself the world's lemon capital and claims the world's largest lemon ranch and lemon packing plant.

South of Ventura is the county's largest city, Oxnard, an agricultural processing and shipping center which jumped over 150% in population between 1940 and 1950 and in a special census two years later showed another 22% leap to more than 26,300. It has a major sugar beet refinery and just south of the city is Point Magu Naval Air Missile Test Center with monthly payroll of $1.25 million. A half-dozen smaller communities are budding here, growing 40% since 1950 and adding over 30,000 persons to the immediate trade area. Nearby on the coast is Port Hueneme, site of a Navy air base, which now has about 8,000 population. It was a settlement of 400 before the war.

BAKERSFIELD—Kern County

Ask anyone in Kern County how big the place is. The standard answer:

"We're the third largest county in the state. And we're as big as Massachusetts. Bigger than Rhode Island, Delaware and Connecticut all tied together."

The county's 8,172 square miles are rimmed to the west by the Coastal Range, to the south by the Tehachapis and to the east by the dwindling tail of the Sierra-Nevada (still a mile high). Part of the county laps over the Sierra into the Mojave Desert where Boraxo is born and Air Force jets and Navy rockets blast the sky from the nation's largest test centers.

Local folks call Kern County the "Land
of Magic." The magic is in the ground. Oil, agriculture, minerals, in that order. But man has had to work to get it.

He had to build dams and canals to haul water from as far away as 150 miles. He had to dig wells 2,000 ft. into the earth to suck up more of the same life-giving water.

Planting the flat reaches by means of great machinery, cultivating and harvesting with the same mass-production techniques, man has made a factory of the soil. With a variety of farm products each year that value $225 million or better, Kern County is among the top four of the nation.

On the farm cotton is king, a $67 million crop, according to most recent official figures, with another $9 million in cotton seed. California now ranks second among all states in cotton production. Despite recent acreage limitations, income has fallen only a little in proportion because more intensive cultivation has increased the yield per acre.

Local historians will tell you cotton has been a long time coming of age in California. It arrived in Kern County in 1865 when 130 acres were planted with a ton of seed from Tennessee and a ton from Mexico. It was a flop, though, until 1917 when the U. S. Department of Agriculture set up an experiment station.

The government experts selected Acala cotton, originally from Mexico and later Oklahoma, and after years of breeding they wound up with a strain called Acala 4-42. Beginning in 1949 the whole state was planted in Acala 4-42 and at the request of all segments of the cotton industry, a state law was passed forbidding any other kind.

All cotton grown in the San Joaquin Valley now comes from "certified" seed provided by the California Planting Cotton Seed Distributors at Bakersfield. The valley is free of pink bollworm, leaf worm and other blights which have plagued some cotton districts. Minor pests are controlled by aerial dusting, typical of the big scale, big business technique employed.

Local farmers dig a lot of money out of the soil in another principal product, potatoes, the long white, thin skinned variety, a $28 million source of income all by themselves last year. Kern County produces three fourths of the potatoes in California.

Other farm items which help swell Kern County and Bakersfield pocketbooks are livestock ($44 million worth), alfalfa and grain ($14 million each). The mountain slopes are important cattle and sheep grazing areas.

Grapes are a big item. They account for $17 million in table variety and another $3 million in wine variety. The chief grape area is at Delano, where U. S. 99 makes a straight run north through Tulare County. Another principal grape region is southeast of Bakersfield near Arvin.

Following U. S. 99 into Bakersfield you can't escape the most potent magic of the soil as oil derricks loom. A quarter-billion dollars a year from the earth. Even better than agriculture. "One-third of the oil in California comes from Kern County," drillers will volunteer.

But man had to dig for it. Richfield Oil Corp. went down almost 18,000 ft. for it in 1953. Ohio Oil Co. went over 21,000 ft. a year ago. Some 13,500 wells are pumping today in Kern County.

"Many of the nation's leading oil companies made their start right here in Kern County," businessmen tell you. "More than a hundred maintain offices in Bakersfield and we've got eight big refineries going here now. More millions for the local market basket."

At Boron, near the southeastern county line in the Mojave Desert on U. S. Route 466 is the world's largest deposit of borax and the principal plant of the Pacific Coast Borax Co. Not quite as far east along Route 466, at the small towns of Tehachapi and Monolith in the mountains, are two major cement works.

Verdi Development Co., said to be the West Coast's first uranium mill, opened here in September south of Mojave.

Bakersfield, the county seat, is bursting out of the middle of the county at the intersection of north-south U. S. 99 and east-west U. S. 466. It is the economic hub without dispute.

Don't ask how many people live and buy there. They have sprawled out into the surrounding countryside so thickly that the city limits mean only a political boundary. A political issue, too, since more folks live just outside than in.

"The metropolitan estimate is 140,000 to 150,000 people. Depends on who you ask," that's a familiar answer. The estimate for all of Kern County is 270,000 people today, according to the Kern County Board of Trade.

At the crossroads of all vital highway traffic in the county, Bakersfield is served by the main lines of the Santa Fe and Southern Pacific Railways as well as by United and Southwest Airlines. A half-dozen major trucking firms also serve local industrial and agricultural needs.

At last official tabulation, retail sales in the county topped $298 million, while consumer income is an estimated $460 million, according to local businessmen.

Bank debits exceed $2 billion. With 3,000 new homes being constructed each year, construction since 1950 has exceeded $1.5 billion.

Some 350 manufacturing and mining firms employ over 10,500 people with payrolls at an estimated 10.5 million yearly. Bank deposits exceed $215 million.

Kern County spends like many a state. With auto registrations estimated at nearly 100,000, plus trucks and other vehicles, gas station sales ran an estimated $25 million last year (1955) while automotive store sales exceeded $55 million. In an estimated food store sales topped $70 million; building materials and hardware, $25 million; home furnishings, $15.5 million.

The "big six" of Bakersfield industry are Lockheed Aircraft industry (assembly plant), Standard Oil Refinery, Kern Valley Packing Co. (meat products), Hopper Machine Works (steel fabrication), Phillips Foundry and San Joaquin Cotton Oil Co.

Between 1950 and 1953 alone, local industry spent $24 million in expansion.

"The weather and climate are big factors in our favor when it comes to luring tourists and new business here. We call it a billion dollars worth of sunshine," a local businessman said. "It rains only about 12 days a year and during the winter it may be as warm as 70 degrees here in town. Of course, it hits 100 in the summer, but the air is very dry and air conditioners are found just about everywhere. It's always cool at night."

Sweeping around the county from Bakersfield are another half-dozen markets vital to local economy. Of the northern border with Tulare County is Delano in a rich grape region. Population is 11,000. Among the four big wineries here is Cresta Blanca. Although it is a $75 million agricultural market, there is growing manufacture of items like pipe fittings and valves, irrigation pumps, concrete pipe and farm machinery.

Southeast of Bakersfield in the Mojave Desert is mammoth Edward Air Force Base. It has its own million-dollar shopping center completed last year, but also is near Mojave. Also in the desert, northeast of Bakersfield, are Ridgecrest, Iyokern and China Lake, gateway to the extensive Naval Ordnance Test Center. Area population is about 16,000.

TULARE-VISALIA-HANFORD

Take a giant stride north on U. S. 99 from Bakersfield toward Fresno and your first step will put you in between Tulare and Kings Counties, two agriculture-rich counties whose chief cities of Tulare, Visalia and Hanford are prosperous market places for equally prosperous farmers. Here food processing industries and light manufacture also thrive. Two other smaller but important trade centers include Porterville and Dinuba.

Hanford is the seat of Kings County (49,000 pop.) to the west of U. S. 99. All the other markets named are in larger Tulare County (148,600 pop.). Tulare County in turn is only three-fifths as big as Kern County, but its gross farm income is almost as high.

While Tulare County lacks the great oil reserves which double the total income of

**Potatoes and Petroleum:** Two of the big three in Kern County economy develop side by side in this field. The third: mineral production.

Broadcasting • Telecasting
Bakersfield, neighboring Kings County enjoys some oil and gas production accounting for about $20 million in annual revenue. Both counties are highly irrigated and intensely farmed in cotton, various field crops, fruits and nuts. Both are strong in cattle, dairy and poultry farming while Tulare County also has substantial truck garden, olive and timber income. Farm income for Kings tops $66 million; Tulare County, $222.5 million.

Tax reports on retail sales, which do not cover food purchased for home consumption nor gasoline, showed that for the first six months of last year retail sales in Tulare County totaled almost $54 million, 26% above the same period in 1950. Retail sales for Kings in the first half of 1955 totaled $19 million, 25% over 1950.

About half of the land in Tulare County is owned by the U. S. Government, chiefly comprising the Sequoia National Park, where thousands of tourists flock to see the giant trees and romp on the slopes of 14,502-ft. Mt. Whitney, highest mountain in the U. S.

County seat of Tulare is Visalia, with city population of 13,200 but serving a population of 50,000 within its trade area. Retail sales exceed $32 million.

Fresno-

Walk along Fulton St. or past the court house square on Van Ness Ave. in Fresno and it will look like downtown America most anywhere. Cars and people. Moving. Stores, shops. Some old. Others new, smart.

Then a branch of E. F. Hutton & Co., stocks and bonds. You almost missed it. Like the others here and there. But after a couple more San Joaquin Valley towns you won’t forget them. Major investment houses with branches on main streets everywhere.

Farmers, oilmen, cattlemen, merchants, food processors, winery operators and manufacturers are making big money in this rich valley and they plough their surplus dollars back into the big fields of industry to reap still another harvest of profit.

There is plenty of extra cash in Fresno. There should be. Fresno is the trading center for the heart of the valley. Geographic center of the state. County seat for Fresno County—the richest agricultural county in the entire U. S. An estimated annual farm income of $318 million for a county population of 300,000. Lower farm prices have dipped into farm income some, as Fresno farmers grossed $350 million in 1952.

First in the U. S. in total value of agricultural production. First in the production of cotton. First in production and value of grapes and figs. First in number of turkeys raised. “Here is great agricultural wealth coming from great diversity of farm crops,” Dick Moore, Fresno Chamber of Commerce pointed out.

This is the home of the largest raisin processing and packing plant in the world. The Sun Maid Raisin Growers of California, a pioneer agricultural cooperative. This is the home of Roma Wineries Inc., the largest winery in the world and a Schenley Industries interest, as well as several dozen other wineries and fruit distilleries.

With family incomes among the highest anywhere in the U. S., Fresno citizens spend more than a quarter-billion dollars each year in retail channels. Total spendable income is estimated at more than a half-billion.

Among the large counties of California, Fresno spreads its 6,005 square miles from the 14,000 ft. Sierras in the East, across the rich and highly irrigated valley floor to the 3,000-ft. Diablo range in the West. The eastern Sierra and Sequoia National Forests and Kings Canyon National Park take about 40% of the area, but in return give Fresno a substantial income each year from 1.5 million visitors. Construction for the 1960 Winter Olympics is underway at Squaw Valley.

Two rivers make irrigation and intensive farming possible. The San Joaquin River, which divides Fresno from Madera County to the North, and Kings River, which originates in the Sierras and flows through the southeastern half of the county. The richest agricultural lands are along the Kings and on the west side.

Friant Dam, fourth largest in the world, builds up a huge water backlog on the San Joaquin northeast of Fresno. It is part of the Central Valley Project and supplies water for two great irrigation canals. One is the Friant-Kern Canal, a “river” that takes 5,000 cubic feet of water a second to thirsty farm acres for 150 miles southward to Bakersfield, where it supplements the Kern River. The other is the Madera Canal, a 1,000-ft.-per-second waterway that puts life in grapes, cotton, figs, alfalfa, vegetables and grains along a 37-mile swath in Madera County.

Just east of Fresno is a newer mountain of concrete and steel, Pine Flat Dam, which bottles up 1.1 million acre-feet of Kings

TV in Fresno -- the big inland California market--means KMJ-TV

- Best local programs
- Basic NBC-TV affiliate

Paul H. Raymer, National Representative
River water and supplements irrigation channels. It's the second highest dam in the state.

The great man-made water reserves have a major by-product: electric power. Like the water canals, little strands of copper stretch across the big open spaces to bring pulsing vitality to industry, farm and home.

There are two great periods of growth for Fresno. The first, just after the turn of the century, was based on the grape and raisin industry, still a great economic influence locally although not first in dollar value of crop. The second period has been since World War II with farm crop diversification and growth of manufacture.

There is yet a third big economic factor, petroleum. In the area around Coalinga to the southwest, Fresno County produces $100 million in oil and gas. Other minerals abound but are not widely exploited.

"Peel me a grape" may be a joke, but grapes are no laughing matter at Fresno.

In the fall all eyes watch the sky and follow every migrant cloud. Filling station owners, store keepers and businessmen scan the horizon with the farmer, for all know that rain could damage a big raisin crop and tear a hole in everyone's money pocket.

Generally speaking, though, farming is no big gamble with the elements.

The grape, like many other commercial fruits of California, arrived with the Franciscan padres who planted and irrigated around their 18th century missions.

Fresno became the raisin center of the world because of a drought in 1873, Sun Maid sales executive Howard R. Staples recalls. According to local folk-lore, the muscat grapes dried on the vines that year and the growers had a product they couldn't sell. But one grower packed them and shipped them to a grocer friend in San Francisco who learned a ship had docked from Peru so he put them in his window under a sign, "Peruvian delicacies." They sold at a profit, the story goes, and the raisin industry was born.

Fresno's grape crop was valued at about $50 million last year, several million off from previous years, but still a substantial income factor in any market. Raisins account for half of the world's dried fruits and all raisins produced in the U.S., about half of the world's supply, come from the San Joaquin Valley.

Sun-Maid is operated by some 3,500 grower-members. They in turn are big employers because of the extensive hand operations involved in their industry. Grape pickers and handlers are among the highest-paid farm workers in the area because of the care and skill required. They are workers who eat, wear, drive, smoke and wash with products sold in Fresno retail outlets.

Fruits and nuts, other than grapes, poured $26.2 million into farmer incomes at last count. Almonds, pecans and walnuts topped $800,000 while the bigger money crops included figs ($2.7 million), nectarines ($2.2 million), olives ($800,000), peaches ($10 million), plums and prunes ($4 million), bush berries and strawberries ($1.3 million), citrus fruits ($3.4 million). Truck crops added another $7 million while field crops (with barley topping $41.5 million) totaled almost $50 million.

Cotton and cotton seed comprise a major economic factor all alone. $75.6 million.

Some 20,000 rich Fresno County acres grow 3.6 million crates of canteloupes valued at $9.1 million. Crenshaws, honeydews, persians and watermelons boost the melon revenue another million dollars.

Not content with reaping riches from the agricultural products themselves, Fresno farmers raise substantial seed crops so other farmers can plant and harvest with profit too. Certified field crop seeds (topped by alfalfa) returned almost $4.9 million according to official 1954 figures, while common field and vegetable seeds added another million.

Timber production is substantial, running about 60 million board feet with potential of 82 million continuous production.

Livestock returned more than $38 million while poultry, with turkeys a major item, brought over $20.5 million.

Local turkey farmers have found new prosperity in a national market for oven-ready quick frozen birds and gobbled up $6.7 million at last count while local processors received additional millions for their services. The California Turkey Federation, which headquarters at Fresno, estimates California turkey growers now have an annual income of some $30 million.

With agricultural production so tremendous in food lines, it is no wonder food processors and freezers are the major industry at Fresno whose annual payroll spills more than $20 million into local households. The second major field is transportation equipment with annual payroll of about $4 million. North American Aviation is the biggest firm, having a major service center here for jet interceptors and other aircraft. Its payroll is $10.5 million annually. Other major industrial groups include wood products, machinery and fabricated metals, printing and publishing.

In a recent three-year period alone, industry at Fresno spent more than $71 million for new plants and expansion.

Building permits, according to latest official figures, totaled $22.1 million in the city of Fresno and another $17.3 million in the county. City of Fresno Post Office receipts were almost $2.3 million, bank debits nearly $2.4 million.

**MERCED**

Driving a good hour northwest from Fresno on U. S. 99 you will find another important central California trading center, Merced.

Typical of other smaller San Joaquin Valley markets, Merced may not be big in population but it is wealthy in production of farm products and processing and freezing industries. Agricultural returns rose from $23.1 million in 1940 to $117.6 million in 1950, then eased off to about $95 million.

In the six year period from 1947 to 1953, total factory payrolls jumped 68% to $5.2 million.

County seat for Merced County, Merced is a chief gateway for a million free-spending tourists who visit Yosemite National Park each year in Mariposa County to the East. Merced city population jumped 51% from 1940 to 1950 and rose another 17% from that time to Sept. 1952 when a special census showed about 17,500 persons. County population in the 1950 census showed almost 70,000, a jump of 48.5% over 1940.

Merced County includes 1,995 square miles ranging from the western Coast Range to Mariposa County in the lower Sierra Nevada foothills. Most of Merced County is rich central alluvial plain, enjoying warm climate and long growing season, but heavy irrigation is necessary.

At the northern end of the cotton belt, Merced County still has about a $10 million cotton crop. Dairying runs double that figure. Other money crops include alfalfa, barley, tomatoes and melons, various fruits. The nursery industry has displayed unusual growth, from scarcely $200,000 in 1940 to $23.1 million in 1950.
more than $2 million now. Turkey growing is a $8.5 million industry.

Merced merchants welcome another group of big spenders aside from its native sons. Nearby is the permanent installation of Castle Air Force Base, home of the 93rd Bombardment Wing.

MODESTO

This is the town that packs and freezes your "television turkey dinner" and a lot of other popular foods.

C. A. Swanson & Sons, food packing firm, is Modesto's biggest private employer. Swanson doubled the size of its plant a few months ago.

The county seat of Stanislaus County and its principal trading center, Modesto has seen a big surge in food processing industries with a $17 million payroll and $115 million farm income, to supplement the county. A dairy and peach growing leader, the county is well irrigated and has a diversity of multi-million dollar fruit and field crops.

Just north of Modesto and straddling U. S. 99, Stanislaus County represents 963-840 acres of rich valley floor, 90% of which are private farms, considered a high proportion. The county during the period 1940-1950 jumped 70% in population and another 13% by 1954 for a total of 144,000.

In 1952 individual incomes in the county soared to $208.9 million. 330% above 1940.

John Inglis Frozen Foods. Borden Co., Milk Producers Assn., E & J Gallo Winery and Pacific Can Co. are other major companies in Modesto. Marathon Corp. has recently built an 85,000 square foot plant to make frozen packaged foods.

California's Modesto State Hospital is the biggest single employer, having about 900 on its professional staff to care for 3,600 patients. The state has planned a $23 million addition.

SONORA-Tuolumne County

A little east of Modesto is Sonora, a small town of 2,500 population, rich with gold rush lore and the hangout for Mark Twain in those days. Now it is a principal trading center for timber-rich Tuolumne County. Lumbering is the major industry although some agriculture, chiefly turkeys and cattle, account for about $4.5 million farm income.

The county's 14,100 people have total individual incomes of about $223.3 million, almost double that of 1940. Retail sales run about $19 million. Population increase since 1950 was 12%. Scenic Stanislaus National Forest area brings considerable tourist trade.

STOCKTON-San Joaquin County

When farmers of San Joaquin County look up from their rich delta soil and scan the horizon they are just as apt to see an ocean-going ship as the familiar double-trailer diesel truck chugging along the highway. Boats are headed for San Francisco to the west, but the ship will exchange San Joaquin wealth with more distant U. S. markets and abroad.

The economic heart of this rich agricultural area is Stockton, engulfing California's only inland port and spewing forth into ship, truck and train a wide range of grains and other farm products, processed foods and manufacture. Conversely, volumes of goods flow into Stockton destined for the county's

230,000 people and the hundreds of thousands of other consumers in the fertile San Joaquin Valley to the south.

Historically a vital inland trade center and jumping-off place to southern gold mines, Stockton today is growing in manufacture to equal its standing farm wealth. Agriculture reaped $135 million last year, as manufacture payrolls accounted for another $56 million alone.

The city of Stockton has grown to 82,000, with a total of 135,000 in its urban area. Areas outside of the city have increased at a more rapid rate. The county jumped 50% in population from 1940 to 1950, another 14% since.

Cash incomes are up 340% since 1940, to nearly $400 million at last official count. Per capita income is up 175%. Wages and salaries are up over 400% to about $245 million.

San Joaquin County geographically is the natural northern gateway to the San Joaquin Valley and its other rich markets. The county's 902,400 acres are substantially all privately owned and farmed, with reclaimed slough lands to the west of Stockton, along the San Joaquin River and its tributaries, looking like Holland with dikes and canals.

Always a prosperous port town, Stockton today is making a strong bid for the title of "Grain Capital of the West." Beside its deep-water channel, Stockton Elevators is completing construction on a $4 million installation. The headhouse soars 24 stories and is surrounded by 52 silos.

The deep water channel winds westward for 88 miles to San Francisco Bay. The port facility, completed in 1933, represents a $10 million installation. More than 350 ocean ships called last year, handling tonnage of 2.5 million. Here is the focal point for 1,000 miles of waterways within the county which accommodate commercial and pleasure boats with drafts up to 9 ft. Boats are big business for Stockton, along with hunting, fishing and other recreation.

County retail sales have jumped from $72 million in 1940 to $284 million in 1950 and around $320 million today. The city of Stockton accounts for nearly 70% of this total.

With government the largest single employer in the county, Stockton enjoys considerable proportions of local military purchases and payrolls to civilians and military personnel. Nearby Sharpe General Depot (Army), and Stockton Naval Annex pay civilian help alone some $15 million each year.

San Joaquin County's estimated $135 million agricultural crop is well diversified. Fruit and nuts exceed $30 million, almost three times their 1940 value. Field crops are over $35 million, up from $11.5 million in 1940. Vegetables have increased from $8.8 million 15 years ago to better than $32 million today. In the same time, seed crops soared from less than a quarter-million to over $2.5 million and livestock went up from $5.96 million to nearly $16 million.

Dairy, accounting for $3.6 million in 1940, is a $14 million business today while poultry has jumped from $1 million to $4.4 million.

The delta lands include a unique variety of soils which favor growing of an unusual variety of 60 different crops, representing...
STOCKTON ELEVATORS: The port city is bidding for the title “Grain Capital of the West.” This three million bushel terminal is one of the reasons why.

nearly all to be found in the state. Some 20 of these are usually million dollar yields and better, including grapes (about $17 million); tomatoes ($14 million); asparagus ($11 million); alfalfa ($9 million); sugar beets, barley, clover, cherries and potatoes (about $4 million each), peaches and walnuts ($3 million each).

Mineral resources exploited commercially include glass and sand, gravel, natural gas and brick clay, all up considerably since 1940 to nearly $4 million now.

In the past several years local industry has spent nearly $30 million for expansion and new plants. Over 500 firms are located there.


California Walnut Growers is abandoning its Los Angeles headquarters in favor of Stockton. It is a $7 million move. The cooperative packs and markets 75% of the California walnut crop. Walnut production has shifted from southern California to the central region because of urbanization of Los Angeles.

Ralston Purina Co. has one of its largest western branches at Stockton.

South of Stockton at Tracy, American Reinforced Paper Co. has erected a new quarter-million dollar plant while H. J. Heinz Co., finding urbanization at Berkeley causing longer raw materials transport, is relocating its principal west coast headquarters here. It is a $1.5 million operation.

Nic-L-Silver Battery Co., headquartered in Southern California at Santa Ana near Los Angeles, is doubling its battery output by taking a second plant at Stockton, converting an idle factory through a quarter-million dollar investment.

SACRAMENTO—Sacramento County

If Stockton and its inland port can claim to be the economic doorway to the San Joaquin Valley, Sacramento has every right to equal status for the 19-county area to the north, up the Sacramento Valley. Just to keep even, Sacramento is building a $16 million deep-water port on the Sacramento River, so ocean-going ships can replace barges and diesel tugs and give Stockton a run for its money.

There is more than friendly rivalry between the two great central valley markets. Local economists agree that only inland industry can support both water terminals. But Sacramento is optimistic. Businessmen there seem to feel that the market growth is more than sufficient to merit the double facilities because the two cities focus their trade influence in opposite directions. But Sacramento has an ace up its economic sleeve.

Walk east on Capitol Ave. from Fifth Street about 5 o’clock on any weekday and you think you are in a junior-size Washington, D. C. The state capitol’s white-and-gold dome rises bright against the sky before you and suddenly you are rushed off your feet by what seems like all 15,500 of the state government’s workers. They are heading for nearby cars or up to stores and shops along K St. to spend part of their better-than-average incomes for a variety of products and services.

Completed in 1874, the Capitol Bldg. and its Roman Corinthian dignity reminds you of the state’s rich heritage. Step inside the new $7.5 million east wing annex a moment and you see contrasted the state’s vibrant present. Here, in definite modern sweeps, corridors are lined with permanent window displays of industry and agriculture in each of the 58 counties. The economic today and tomorrow of California distilled into 58 public “test tubes” for critical analysis by thousands of visitors each year.

But state government is not the only big business in Sacramento, market center for the county’s 370,000 people. Major U.S. military installations in the area contribute heavily, headed by McClellan Air Force Base with civilian payroll equal to the state government’s $68 million local payroll. The Army Signal Department has another $107 million, plus Mather Air Force Base shoveled in another $3.7 million. Together, the local military establishments top it off with an extra $32.5 million military payroll.

County employees take home $7.7 million annually while city workers find $7 million in their pay checks and local Federal workers earn $8.4 million.

The various government payrolls combine into a $206 million nest egg 34.5% of the near $600 million making up the total annual payroll in the county.

Where does the other 65.5% come from? Retail establishments paid their workers $79.4 million during the year; wholesale, $21.7 million manufacturing, $47.1 million; finance, insurance and real estate, $15.7 million; transportation and utilities, $63 million; contract construction, $41 million; schools and hospitals, $30.7 million; services, $27.9 million; agriculture and mineral extraction, $26.9 million; self-employed, $40.3 million.

“And payrolls are a good index of general prosperity,” according to Sacramento Chamber of Commerce officials.

Leading manufacturing plants contributing heavily to the industrial payroll include Campbell Soup Co., employing 1,400; Ber cut-Richards Packing Co., Libby, McNeil & Libby and California Packing Co., major canners employing about 1,300 each; Aero jet-General, a General Tire and Rubber Co., subsidiary which manufactures jet propellers and invested $2 million in plant expansion in 1954, employing 750; and Procter & Gamble Co., whose modern detergent plant employs 250. There is a total of nearly 400 manufacturing plants in the community, chiefly in food and food processing, lumber and wood products, printing and publishing, and fabricated metals.

Long a principal warehouse and transshipping center, Sacramento is now developing manufacture. In the past four years some 80 new firms have located at Sacramento, investing more than $20 million.

Retail trade in the county increased nearly 50% between 1948 and 1953, when it hit $438.6 million. Last year it was estimated at around $500 million.

Since 1950, county post office receipts have jumped over 35% to nearly $5 million. Bank debits are up 25% to $8 million. Building permits in these six years total $400 million.

Capt. John Sutter, a Swiss, founded a fort at what is now Sacramento in the early part of the 19th century to protect his personal agricultural colony. In early 1848, James Marshall was sent west near Placer ville to build a saw mill for Capt. Sutter.

When he discovered gold in the mill race it rocked the world, setting off an explosive migration that resulted in the abrupt settlement of the entire West.

Hired help at the fort left crops and crafts to rush to the gold strike. To save the family fortune, Capt. Sutter’s son laid out the “city” of Sacramento in April 1849 at Embargsadero, the river terminal for Sutter’s boat line to San Francisco. There were four houses there then. But within seven months 10,000 people swarmed the town, which
J. L. Cassingham, President of The Detectron Corporation, tells how

"A $98.50 investment can make your fortune!"

"The great uranium rush is on!

"All you need is a Geiger Counter like this $98.50 Detectron - and some luck.

"Fifty people have already become uranium millionaires. Many hundreds have made substantial fortunes, among them a janitor, an electrician, a plumber's helper, a lawyer, a dentist, a housewife - all amateurs!

"News of even a small strike can run a dealer out of instruments. But we can deliver new instruments overnight by Air Express. And some of those towns are pretty remote. Air Express is not only the fastest air service - it is often the only one. No wonder we need Air Express. We would be seriously handicapped without it.

"Yet we save money by specifying Air Express! 25 lbs. from North Hollywood to Denver, for instance, costs $8.05. That's $3.15 less than any other complete air service!"

Air Express
GETS THERE FIRST via U.S. Scheduled Airlines

CALL AIR EXPRESS ... division of RAILWAY EXPRESS AGENCY
grew robust, rich and rowdy as the prospectors' supply center.

The "Wild" West may be missing today, but Sacramento is rich and robust. The county's population rose 63% between 1940 and 1950, faster than the state. Population has jumped another 33% since then.

Individual income, like wages and salaries, is six times what it was in 1940.

Sacramento County's 630,400 acres are small compared to other valley counties to the South, but its annual farm grosses of around $50 million are a major factor in the market's economy. Like neighboring San Joaquin County, dikes along the river permit intensive farming of rich delta soil. Multi-million dollar products include cattle, milk, alfalfa, tomatoes, pears, barley, hops and sugar beets.

In the Sacramento River bottom lands of Yolo, Colusa and adjacent counties to the north is produced nearly all of the state's rice crop, and a new million dollar plant of the Rice Growers Assn. of California at Sacramento processes and ships the major share.

There are extensive natural gas resources in Sacramento County and together with production of gravel, crushed rock and sand provide an annual $21 million gross income.

East of Sacramento on the American River is the new $60 million Folsom Dam, building up vital water reserves and providing electrical power.

**YUBA CITY-MARYSVILLE**

**Sutter and Yuba Counties**

Twin counties and twin markets which form a single trading area of the middle Sacramento Valley about 50 miles north of Sacramento are Yuba City (Sutter County) and Marysville (Yuba County). Although ravaged by winter floods this season, they form a prosperous agricultural area whose annual farm product totals about $55 million despite their relatively small size as California counties go. Separated by the Feather River and located at the confluence of the Feather and Yuba Rivers, Yuba City and Marysville have been a vital market place since the gold rush.

Known as the "Peace Bowl of the World," Yuba City jumped 31% in population between 1950 and last year when a special census counted 10,294 residents. Sutter County total stands at about 31,000, some 12% above 1950 which saw a 40% increase over 1940.

Consumer income for the two cities is around $35 million while the total for the two counties is about $85 million. Combined retail sales exceed $70 million.

Economic growth in this area has been very rapid in the last 10 years because of Beale Air Force Base, located outside of Marysville, and the average increase in rice and peaches. Sutter County alone produces 52% of the world's supply of canning peaches.

Processing of the wide variety of agricultural products grown in the two counties is an important seasonal industry. This includes peach canning, dehydrating plants, processing of asparagus plants, and a frozen food plant. Employment runs about 3,000 in peak season with California Pack-

**CHICO-Butte County**

At the head of the Sacramento River Valley is Chico, a modern agricultural community of 14,000 with some 30,000 in its metropolitan area. The largest city of Butte County, Chico claims 21% of the population and over 40% of the retail business.

Retail sales in the city hit about $35 million last year with the county total ranging to about $85 million. County population is about 70,000 up some 55% over 1940.

Not a large county for the state, Butte's one million acres range from scenic mountain hunting, fishing and recreational areas in the east to farming along the Sacramento River to the west. The county is sliced from northeast to southwest by the spectacular Feather River with its 640-ft. Feather Falls, exceeded only by the falls in Yosemite National Park. Million dollar crops raised on the valley floor under intensive cultivation and irrigation include rice, almonds, barley, wheat, hay, peaches, olives, hogs, beans and prunes.

The upland ranges account for million dollar incomes from beef cattle, sheep and wool.

The lumber industry, accounting for half of total agricultural income, is in itself a $25 million revenue producer each year. Lumbering accounts for 60% of the total manufacturing with food processing and fabricated metals following in order. The county factory payroll has increased about 50% in six years to an estimated $13 million.

Individual incomes have increased more than 240% since 1940 to over $90 million while total wages and salaries rose some 270% to $55 million.

Over 20% of the world's supply of almonds are grown and processed in the Chico area, with Rosenberg Bros. Inc. and Continental Nut Co. being leading firms.

**REDWOOD-Stewart County**

Drive into Redding on U. S. 99 in northern California and you may find a traffic jam that is literally a log jam. Redding is the only incorporated city and major trading center for lumber-lush Shasta County, and big logging trucks roll down off feeder roads from the timber areas close by, heading for the county seat.

At Redding the logs are sawed, planed, milled, kiln dried and fabricated. Big machine shops, steel fabrication plants, tractor and truck repair shops, rigging supply firms, gas and diesel motor rebuilders, various other supply houses and trucking terminals provide a sound business community for the 12,000 residents and a vital market place for the county's 44,000 people. Lumbering may be the number one business, but tourists sure are the second big industry," local merchants say. "They come to see the two man-made wonders and those of nature. Man-made Shasta Dam and its huge lake and 10,400 ft. Lassen Peak, the only active volcano in the U. S."

Shasta Dam, ranking second only to the Colorado River's Hoover Dam, is 602 ft. high, two blocks thick at the base, 3,500 ft. long and backs up 4.5 million acre-feet of water in the canyons of the Sacramento, Pit and McCloud Rivers for some 35 miles.

Factory payrolls, dominated 85% by lumbering and allied industries, increased 170% in six years to $16.5 million.

Total income to individuals is about $70 million, treble what it was in 1940. Wages and salaries account for nearly 70% of this total, up four times pre-war.

Retail sales are estimated at about $70 million for the county and around $26 million for Redding. County retail sales were $13.6 million in 1939, $42.3 million in 1948 and $62 million in 1953.

Shasta Steel and Tube Co. has applied to the Securities and Exchange Commission for authority to sell $100 million in stock for construction of a $185 million steel plant five miles north of Redding.

Preliminary work is beginning on the Congressionally-authorized Trinity River diversion project, a $225 million federal reclamation operation. Much of this money will be spent in Shasta County and a major portion of the construction will funnel through Redding.

**EUREKA-Humboldt County**

One log. One house.

This is the economic formula that makes Humboldt County and its chief market, Eureka, tick. The biggest, richest lumber area in the state. Redwood logs, six to eight feet in diameter, grind through saw mills like chunks of bologna, slivering off into great streams of raw lumber. It lies by the acre to cure, waiting shipment.

Nearby, in dense forests where some trees stand 350 ft. to search out their share of sky, man and machine gnaw at the silent giants. Diesel tractors and trucks, exhausts pounding the air, drag the logs out of the thickness, onto the roadways, into the mills. The air is pungent with smoke from sawdust burners.

County population jumped over 50% between 1940 and 1950 and today it has increased another 30% to about 93,000. Some 25,000 of these people are within the city limits of Eureka, a wholesale center for the whole isolated north coast area.

The individual income has increased over 475% since 1940 to an estimated $160 million, with Eureka citizens accounting for a healthy $50 million bite.

Wages and salaries top an estimated $112 million, soaring seven times more than pre-World War II. Manufacturing payrolls, 90% lumber, account for more than half the total wages and payroll while trade payrolls are second in importance, running an estimated $19 million. Net incomes of proprietors of farm, business and other non-corporate ven-
In the county's 2.3 million acres along the north California coast are about 1.7 million acres of timber cropland. Nearly 46 billion board feet of timber stands in the area, 19% of the state total. Although redwood predominates, there are substantial amounts of Douglas fir and some Port Oregon cedar and spruce.

There are more than 260 mills in the county employing around 13,000 workers and turning out a billion board feet each year. The value of their "rough green" product is near $85 million.

Relying today on lumber manufacture, while other factories make a variety of wood staples and even redwood novelties.

Next to lumbering, agriculture is of economic importance with gross product value in the $15 million class. Although hay, potatoes and truck crops are good money makers, the extensive grazing lands put live- stock and dairying in top spot, accounting for 90% of the farm income.

A fishing fleet of more than 450 vessels works out of the land locked harbor at Eureka, with annual catch totaling 35 million pounds.

**Crescent City—Del Norte County**

While other lumbering areas are enjoying steady growth, the relatively tiny Del Norte County in the northwestern corner of the state claims a population and business boom.

Its principal market and chief reason for its boom is a new Pacific port, Crescent City, where the Federal government has spent $6 million so far in the development of the harbor with an additional $800,000 allocated this year. Another million is yet to be allocated for completion of a "dog leg" jetty which will turn it into a deep water harbor, the only non-bar harbor between San Francisco and Portland.

What has been the impact? In five short years county population has doubled to 16,500, assessed valuation more than doubled to $17.8 million, bank deposits almost doubled to $14.3 million. Retail sales are up a healthy 33% to $15 million.

In 1950, harbor tonnage just broke 2,000 tons. Today it approaches 400,000 tons, a percentage jump too big to quote. Lumber and petroleum products accounted for the major share.
...and we ain't just scratchin' the surface
...we're gonna upset the whole hen house!

*FIRST...in afternoon viewing in Los Angeles...ARB, December 1955
NETWORKS BUCK FEE FOR OLYMPIC RIGHTS

Sports organization wants to charge for tv films, while networks say they should be given same free access as other news media.

A NEW BID to secure for television the right to cover Olympic games without charge—on the same basis as other news media—was launched by tv networks last week.

The bid was made to the International Olympic Committee as the Winter Olympics opened there last Thursday. Network representatives asked IOC to recognize television as a news medium with rights consistent with freedom of the press—and thus prevent recurrences of past demands by various local Olympic groups that tv pay for Olympics coverage.

Television and newsmag film coverage of the winter games was proceeding on a pool basis under an arrangement worked out with RAi, the government-owned broadcasting organization. RAi first wanted to charge the tv networks for films, it was understood, but later agreed to the tv rights which would involve no fees but in which the networks and newsmag pool agreed to help RAi in its own coverage when men were available and needed.

Immediate objective of the network protest to IOC was next November’s “summer” Olympic games, to be held in Australia, where the organizing committee has been holding out for tv payment for coverage or sale of tv rights to the highest bidder.

The IOC meanwhile designated its president, Avery Brundage, Chicago, to try to work out an “amicable” agreement between the television networks and the Australian committee.

Before the IOC had taken this action, however, Mr. Brundage was quoted in the U.S. as saying that network representatives that he could not understand how “freedom of the press” was involved, as they claim it is, that all of us are in this thing to make money.

Network officials in New York nevertheless expressed hope that the problem would be resolved satisfactorily. Press service reports from Italy meanwhile quoted Mr. Brundage as saying the crux of the problem was whether IOC would consider tv as a news medium or an entertainment medium. He also was quoted as saying that “television is a new problem for us. We will go into it thoroughly. It may be two years before we decide what to do.” Belief that tv networks would be given permission to tender the Australian games with payment for tv rights—but on two specific conditions—was expressed by Leo H. Petersen, United Press sports editor, in an [recent] article written for B&T and based primarily on an interview with the Australian Olympic Committee’s deputy organizer on Jan. 11, before last week’s IOC developments.

Merrill Mueller and Bill Dowes, Rome correspondents for NBC and CBS, respectively, were the principal network negotiators with the IOC in Cortina. ABC, however, had joined NBC and was also interested in trying to record against television’s being charged for news coverage of the Olympic events.

Messrs. Dowes and Mueller also head the tv-newspool pool in operation at the winter games, with Fox Movietone News and Lento also participating. ABC-TV is serviced by Telenews.

The network and tv newsmag pool position, generally, is that Olympic games are news events and not for profit, as the same right to cover them as newspapers, theatrical newsreels, and other media. As a whole, they do not challenge the Australian organizing committee’s propriety in charging for television rights if a long program or series of programs is contemplated, but maintain it has absolutely no right to charge anything for tv coverage on a strictly news basis where the only reason would be the nature of short inserts in news programs, etc.

NBC GETS INITIAL APPROVAL FOR TV COLOR FILM OF USSR

POSSIBILITY that a tv documentary will be filmed inside Russia loomed bright last week. NBC reported that the Soviet Union had agreed “in principle” to an eight-month-old proposal that the network be permitted to make a color film of life within USSR borders. Robert D. Graef, associate producer of the “Assignment: India” color film that has been shown on NBC-TV, left for Moscow Thursday for conferences with Russian officials, including those in the Ministry of Culture, which NBC said has jurisdiction over the project.

Since the project still was in the embryonic stage—pending the outcome of arrangements in Moscow, an NBC spokesman said it was too early to peg a tentative on-the-air program date. But, he added, plans are to air the film as soon as possible after filming.

Word of the Soviet Union’s action was disclosed by Davidson Taylor, NBC vice president in charge of public affairs, who said this was the first time that an American tv organization had been granted such approval—in principle—by the Soviet government for the filming of a documentary.

Suggestion for such a film was started eight months ago in a telephoned request by Sylvester L. Weaver Jr., then president and now board chairman of NBC, to Soviet leader Nikita S. Khrushchev, with negotiations carried through diplomatic and news channels by Mr. Taylor and his division.

ABC-TV PLANS DAVIS COMEDY

COMEDIQNEE Joan Davis, newly signed by ABC-TV to long-term contract, will star in a new situation comedy series slated for premiere next fall, Robert E. Kintner, ABC president, announced last Monday. Miss Davis’ latest tv series was I Married Joan.

January 30, 1956 • Page 123
CBS Sets Campaign Program

CBS News announced Tuesday that starting Feb. 7, news commentator Walter Cronkite will head a special weekly CBS Radio report and analysis of week-to-week developments on both the national and local political scenes. The program, to be heard from 10:05-10:15 p.m. each Tuesday on CBS Radio, and titled "Campaign '56" will run through election night. It will make use of the services provided by the recently-announced 12-man CBS News task-force, "CBS News Campaign Cavalcade" (BWT, Jan. 23). News Director John Day said that when the network warrants it, "Campaign '56" will be extended to 25 minutes.

ABC Combines Promotion

ON-THE-AIR promotion at ABC will be combined in one unit within the advertising and promotion department, according to John H. Eckstein, director of advertising and promotion for the network. In the changeover, the unit, which formerly reported to J. Ward Mitchell, manager of script, ABC Radio, will now report to Mr. Eckstein. The unit has been set up to bring both radio and TV on-the-air promotion under a single department.

"You Are There" Goes Live

CBS-TV's "You Are There," historical drama series filmed since its shift in operations from New York to Hollywood in February 1954, will return to "live" programming April 15 from Television City. A CBS spokesman last week said that "The Return of the Mona Lisa," completed Jan. 20 at the Hal Roach Studios, Culver City, Calif., would be the last filmed show. "You Are There" is currently seen Sun., 6:30-7 p.m. EST, and is sponsored by the Prudential Insurance Co. of America, through Calkins & Holden, New York.

Mutual 'Game' Signs Four

MUTUAL has reported contracts have been signed to broadcast various home games of the New York Yankees, New York Giants, Detroit Tigers and Chicago Cubs for presenta- tion on Game of the Day and negotiations are continuing with several other baseball clubs. Jackson Brewing Co., New Orleans, already has signed for broadcasts in Louisiana, Texas, Mississippi, Arkansas, parts of Alabama and other areas. Game will be made available for local or regional sale.

The Bouncing Beam From Bimini

WHAT MAY become known as the "Bimini Bounce"—a "mild" form of scattercasting—was to be undertaken on NBC-TV's Wide Wide World program yesterday (Sunday) afternoon in an effort to bring in a live tv pickup from the Bahamas.

The earth's curvature made it necessary to "bounce" the tv signal off the atmosphere. For this purpose, NBC reported, the equivalent of a tv station was built on the Bahamas' Bimini Island and a prefabricated garage ferried over to house it. To pick up the signal for relay to the network, a special receiving antenna was set up atop the Fontainebleau Hotel at Miami Beach.

The distance from Bimini to Miami Beach is around 55 miles, but the curvature of the earth is such, NBC authorities noted, that a 700-foot tower would have been needed to achieve straight-line transmission. Instead, NBC engineers elected to build a "tv station"—which they did in New York at a cost reported of $22,000—and transport it to Bimini for installation. The setup employed a 5 kw transmitter with a gain of 20—about 100 kw ERP—to send out a highly directionalized signal to the receiving antenna at Miami Beach, which was said to have 20 times the amplification of a normal one.

NBC engineers said the arrangement "might be called" scattercasting or forward-casting "in a small way—a mild sense." They pointed out, however, that many tv homes are located below line of sight but still receive tv signals.

CBS Radio Promotes Andrews

NAOMI ANDREWS, with the sales and promotion promotion departments of CBS and Mutual since 1943, has been named network copy chief in the sales promotion and advertising department of CBS Radio, effective immediately, Sherrill Taylor, president of Mutual, announced Friday.

She replaces Harry Welsh, who has left CBS Radio to join Grey Adv. Mrs. Andrews served as a promotion writer and in executive posts with CBS-owned WCBS New York and CBS Radio Spot Sales from 1943 to mid-1945, when she joined Mutual and became head of the presentations division. She returned to CBS in 1948 as manager of CBS-TV's sales promotion service and since then has handled a number of assignements.

NBC-TV Delays 'Outlook'

NBC-TV said last week its new Sunday afternoon news program Outlook (BWT, Jan. 16), scheduled to start Feb. 5, has been "indefinitely postponed." Delay was ascribed to NBC-TV's "desire to continue further work with the program," and to permit Chet Huntley, who will be Outlook's editor and commentator, to fulfill a "number of audition and broadcast engagements for which he is scheduled during the next several months."

MBS Premiering Two Shows

MBS will add two new network features to its daytime "personalized, companionate program- ming" schedule today (Monday) with Mutual Magazine (9-10 a.m. EST) and Mutual Mat- liners with Dick Willard (4:05-5 p.m. EST). Both shows are described by the network as "potpourris of interesting and informative ma- terial for busy people."
ABC Radio Names Comtois

APPOINTMENT of George Comtois as national sales manager of ABC Radio was announced last week by Don Durgin, vice president in charge of ABC Radio. Mr. Comtois had been acting national sales manager for the network since Jan. 1, and previously was an account executive for ABC.

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NETWORK PEOPLE

A. C. Spectorisky, senior film editor, NBC-TV's Home program, appointed feature editor. Mr. Spectorisky, author of The Exurbanites, will be succeeded by Phillips Wyly.

William D. Russell, motion picture and television film director, to CBS-TV, Hollywood, as director-producer.

Norman Morgan to NBC-TV's Lux Video Theatre as director, replacing Richard Goode, who is leasing program to a television writer-director.

Walter O'Keefe, veteran radio-tv preformer, to be m.c. of NBC Comedy Hour (Sundays, 8-9 p.m. EST), replacing NBC executive Leo Durocher.


Edward R. Hill, vice president in charge of tv network sales, NBC Central Div., and Harold A. Smith, tv advertising and promotion manager, NBC Central Div., appointed co-chairmen of radio-tv stations group for 1956 Heart Fund Drive of Chicago Heart Assn.

Charles King, eastern district manager of MBS station relations department, father of boy, Jan. 11.
MBS launches new show

New weekly news commentary program titled *Coming Events* and featuring Hardy Burt was set Jan. 28 on Mutual (11-11:15 p.m. EST). The program will be a combination of commentary on the week's major news developments and a straight report of "exclusive stories" gathered by Mr. Burt and his staff. It was reported that a national advertiser is considering sponsorship of the show.

'See it now' travels

Co-producers Edward R. Murrow and Fred W. Friendly were scheduled to be in Israel this week to prepare the fifth in their *See It Now* CBS-TV documentaries of the current season. Howard K. Smith, CBS News chief European correspondent, also planned to emplane from London to Cairo to direct a program camera crew filming the Egyptian viewpoint of the current Middle Eastern crisis. The telecast, scheduled to run 90 minutes, will be shown early in March.

LIQUID ADS DESCRIBED ON AIR

LIQUOR ADVERTISING, banned on the airwaves, slipped in the back door Jan. 12 in the course of ABC coverage of Events of the Day. The network, acting on national news interest in Dant Distillers Co.'s print ads asking readers to call Louisville collect, got an interview with "Kentucky Colonel" Newt Kook, Dant president, from WKLO Louisville. In the 45-minute interview the company head described the "Call Me Collect" campaign which lasted three days, covering New York, the Midwest and West.

Chrysler offers last chance

CLOSING DATE for the tv station publicity directors' contest on behalf of NBC-TV's *It's a Great Life*, sponsored by Chrysler Div. of Chrysler Corp. and Chrysler dealers, has been extended from Jan. 30 to Feb. 13 "because of the enthusiastic response of station publicists, 40 percent of whom are competing," it was announced. The contest, which started Nov. 14, is being conducted under the auspices of Communications Counselors Inc., public relations division of McCann-Erickson, N. Y., agency for Chrysler.

RAB DETAILS AGENCY SUCCESS

A FOUR-PAGE brochure detailing Lawrence C. Gumblin adv. agency's use of radio in behalf of its clients was released last week by Radio Advertising Bureau to its station members and others. Included are results of Gumblin's various radio campaigns for its food and drug accounts.

Tickets, please

WHAT was believed to be the first "Show Plane" ever held under the auspices of a radio station attracted more than 80 listeners of WFDF Flint, Mich., to a three-day and a straight route of "exclusive stories," covering attendance at four Broadway "hit" shows and a round of other social activities. Cost of the package tour was $124 for two people.

The "WFDF Show Plane" was conceived by the station in cooperation with Capital Airlines as a special promotion for WFDF's early morning Alan Norman Show.

FOR THE RECORD

FCC announcements

New tv stations . . .

Actions by FCC

Yuma, Ariz.--Wzheimer-Alvarez Bestel, Inc. granted vhf ch. 7 (146-150 mc) est. 12 kw aur.; alt. height above average terrain 620 ft.; above ground field 69; operating cost $35,000, first year operating cost $300,000. Post office address: 4100 W. Fifth Ave., San Diego, Calif. Studio location Yuma. Transmitter location 546 Hwy. 38 in Imperial County, Calif. Geographic coordinates 33° 45' 6" N. Lat., 114° 11' 46" W. Long. and ant. GE. Legal counsel Welch, Mott & Morgan, Washington. Consultant to licensee of KMBG-LAM TV San Diego, Calif. Pres. J. D. Wether Jr. (38.6%) has up for Boston ch. 44, has 25% interest in Superior Television Inc., one of applicants for Corpus Christi, Tex. ch. 15, and is non- director of KOTT (TV) Tulsa, Okla. Vice Pres.-Treas. Marla Helen Altavere (38.5%), has 25% interest in Superior Television Inc., one of applicants for Corpus Christi, Tex. ch. 15, and is non-director of KOTT (TV) Tulsa, Okla. Consultant to licensee. Granted Jan. 25.


Santa Fe, N. M.--Wise Independent Theatres Inc. granted vhf ch. 5 (64-66 mc); ERP 400 kw; estimated construction cost $193,603,226, first year operating cost $81,151, revenue $81,151. Post office address P. O. Box 134, Oklahoma City, Okla. Studio and trans location Hyde Park, Santa Fe, N. M. Geographic coordinates 35° 41' 11" N. Lat., 106° 55' 36" W. Long. Trans, ant. and ant. RCA. Legal counsel Spearman & Robertson, Washington. D. C. Consulting engineer Guy C. Hutchinson, Arlington, Tex. Permits owner 12.5% of KTVY (TV) Oklahoma City, and has filed for new vhf in Hot Springs, Ark. C. B. Aker, Video principal, is ass-tv and perf. on the set and approve 2% owner of KYVO-TV Tulsa, Okla. and 3.379% owner of KGLC Miami, Okla. Granted Jan. 25.

Howard E. Stark

Brokers and Financial Consultants

Radio and Television Stations

50 EAST 58TH STREET
NEW YORK 22, N. Y.
FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B • T)
January 19 through January 25

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:
Cps—construction permit. DA—directional antenna. EHF—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant—antenna, aur—aural. vis—visual, kw—kilowatt. wats—watts, mc—megacycles. d.—day. n—night. L.S.—local sunset. mod.—modification. trans—transmitter. uni—unlimited. hrs—hours. kc—kilocycles. ECA—educational community authorization. SBA—special temporary authorization. SBA—special temporary authorization.

Am and Fm Summary Through Jan. 25

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FCC Commercial Station Authorizations
As of December 31, 1953

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Applications AMended

Applications AMended

APPLICATIONS

Athens, Ga.—U. of Georgia, vhf ch. 9 (190-196 mc), EHF 5 kw, 1760 ft. Ant height above average terrain 1,277 ft., above ground 1,975 ft. Estimated construction cost $434,751, first year operating cost $286,000, revenue none. Filed Jan. 14.

Amusement Theatres of Georgia, Inc., leases ch. 4 (176-180 mc), EHF 3 kw, 1,575 ft. Ant height above average terrain 1,277 ft., above ground 1,975 ft. Estimated construction cost $434,751, first year operating cost $286,000, revenue none. Filed Jan. 14.

Princeton University, vhf ch. 5 (160-166 mc), EHF 5 kw, 1,575 ft. Ant height above average terrain 1,277 ft., above ground 1,975 ft. Estimated construction cost $434,751, first year operating cost $286,000, revenue none. Filed Jan. 14.

Applications AMended

Hot Springs, Ark.—Video Independent Theatres Inc. amends application for new vhf to specify further ant. changes. Ant height above average terrain 600 ft. Amended Jan. 20.

New Orleans, La.—Greater New Orleans Educational Television Foundation amends application for new vhf to change cost of construction to $400,915, first year operating cost to $133,971, change financial and legal data, change ERP to 28,125 kw vhf, 14,004 kw uhf, change loc. to Hibernia Bank Bldg., and move ant. and minor equipment changes. Ant height above average terrain 318 ft. Amended Jan. 25.

PETITION

Sandy Run-Charlotte, S. C.—Petitions FCC requesting sec. 3128 be amended so as to add ch. 5 to Sandy Run, delete ch. 5 from Charleston, add ch. 4 to Charleston and also requests that WSCC-TV Charleston be ordered to show cause why its authorization for ch. 5 should not be mod. to specify operation on ch. 4. Announced Jan. 20.

Existing TV Stations . . .

 ACTIONS BY FCC

WWMT (TV) Portland, Me.—Cp cancelled and call letters deleted by letter of Jan. 17. Permittee on ch. 33.

KFDO-TV Clayton, Mo.—Cp cancelled and call letters deleted by letter of Jan. 17. Permittee on ch. 39.

WWLA (TV) Lancaster, Pa.—Cp cancelled and call letters deleted by letter of Jan. 17. Permittee on ch. 21.

KKF-TV Dallas, Tex.—Cp cancelled and call letters deleted by letter of Jan. 17. Permittee on ch. 29.

More Pmilities for your programs

FOR THE RECORD

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New Am Stations . . .

APPLICATIONS BY FCC

Talladega, Ala.—Confederate Best Co. granted 1500 kc, 1 kw D. Post office address 667 Gilmer Ave, Talladega. Also—Estimated construction cost $13,000, first year operating cost $24,000, revenue $36,000. Principals in equal partnership are: Ned Buttle, chief engineer, WTLT Talladega; James Bembry, manager, accountant, and salesman, respectively, of WAPP McComb, Miss. Announced.

Fort Smith, Ark.—H. Weldon Stamps granted 1450 kc, 500 w. D. Post office address 100 N. 24th St. Fort Smith. Estimated construction cost $20,000, first year operating cost $10,000, revenue $25,000. Mr. Stamps is president, general manager, and president of KFBS-FM-TV Fort Smith and holds same position with KBHS Springdale, Ark., and KRKG Ongulite, Okla. FCC said these connections were equalized. Announced Jan. 19.

Madera, Calif.—Mando Best Co. granted 1520 kc, 50 w. D. Post office address 620 W. St. Merced, Calif. Estimated construction cost $25,150, first year operating cost $13,500, revenue $18,000. Principals are equal partners Gene Men, owner of 50% of beer distributing firm, Robert S. Garrett, commercial manager, KYOS Merced, Calif., and Eugene H. Bell, program director of KYOS. Commission said KYOS connections must be severable. Announced Jan. 23.

Gunnison, Colo.—KGLN Inc. application for new station to be operated on 1350 kc, 250 w. unt. returned to applicant. (Filed on site to be determined basis.) Returned Jan. 23.

Teocoa, Ga.—Cnty. Best Co. granted 1310 kc, 1 kw D. Post office address 104 Mako Way, Teocoa. Estimated construction cost $17,750, first year operating cost $10,900, revenue $18,000. Equal partners are: W. M. Schafer, physician and varied business interests; R. E. Shiflett, physician, part owner auto parts firm: Boy B. Gaines, owner of GWG Gainesville, Ga., and Charles H. Garber, owner of insurance agency. Commission said this connection must be severed.

Algoa, Iden.—K DWU Gaines County Best Co. granted 1310 kc, 1 kw D. Post office address 135 Plymouth Building, Minneapolis. Estimated construction cost $135,000, first year operating cost $65,000, revenue $120,000. Principals include Albert E. Tedesco (19%), R. E. D. McCall (50%), owner of KUHZ St. Paul, Vic Olen (15%), accountant; Secy-Treas. Frederick Epstein (5%); attorney, and five other local businesses each owning 10% interest. Granted Jan. 25.

Benison, Iowa—Christen P. Anderson granted 1950 kc, 500 w. D. Post office address 410 Clark St., Cherokee, Iowa. Estimated construction cost $12,750, first year operating cost $25,000, revenue $52,000. Mr. Andersen, retired, was formerly implement dealer. Announced Jan. 16.

KOKC (TV) El Paso, Tex.—Seeks mod. of cp which authorized new tv station to change corporate name to McLeod Investment Corp. Filed Jan. 24.

APPLICATIONS AMENDED

KOLN-TV Lincoln, Neb.—Filed amendment to generic license granted Jan. 19. Granted Jan. 23.

KVOO (AM) Tulsa, Okla.—Filed amendment to change operating license to 50% of stockholders and change price, with height to 1,317 ft. above average terrain, changes in operating license and specify studio location at 1601 block of Boulder Ave, Tulsa. Amend. Jan. 25.

KLTV (TV) Portland, Ore.—Filed amendment to sever existing changes in stockholdings. Amended Jan. 20.

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KVOO (AM) Tulsa, Okla.—Filed amendment to change operating license to 50% of stockholders and change price, with height to 1,317 ft. above average terrain, changes in operating license and specify studio location at 1601 block of Boulder Ave, Tulsa. Amend. Jan. 25.

KLTV (TV) Portland, Ore.—Filed amendment to sever existing changes in stockholdings. Amended Jan. 20.
KERN Kenedy Tex.—Granted change in identification to Kenedy-Kames City, Tex. Granted Jan. 19.
KHYR Anchorage, Alaska.—Granted change from 1750 w. to 1770 kc. 1 kw. w.t. Granted Jan. 19.

APPLICATIONS

KBLA Burbank, Calif.—Seeks cp to change from 1480 kc to 1500 kc, increase power from 250 w. to 50 kw, and change trans. location and install DA-1. Filed Jan. 24.
KPHO-AM-AM-AM-FM-TV Boston—Seeks license to change name to RKO Telecasting, Inc. Action Jan. 24.
KVOD Denver, Colo.—Seeks cp to change from Denver, Colo., to Broomfield, Colo., for change of control as a function of transmission. From studio location using halo antenna. Action Jan. 24.
WTUX Wilmington, Del.—Seeks cp to increase antenna height. Filed Jan. 21 kw. Filed Jan. 23.
WMFY Fort Myers, Fla.—Seeks mod. of cp to change from DA-2 to DA-N. Filed Jan. 15.
WPST Preston, Ind.—Seeks license of control to change hours of operation from 5:00 a.m. to 6:00 p.m., Mon.-Sat; 7 a.m. to 8 p.m. Filed Jan. 23.
WTKU Roseville, Ky.—Seeks cp to change from 800 kc to 810 kc and change power from 1 kw. to 5 kw. File Jan. 23.
WBBB Dundalk, Md.—Seeks cp to increase D power from 4 kw to 5 kw. Also seeks DA-El to change studio location to 616 N. Gilmore Ave., Dundalk, Md. Filed Jan. 23.
KLEA Lovington, N. M.—Seeks mod. of license to change name of applicant to David B. Worley tr/s Prosperity Land Cbstg. Co. to David R. Worley tr/s Lea County Cbstg. Co. Filed Jan. 24.
WVYX Rochester, N. Y.—Seeks cp to change to 1500 kc and change power from 1 kw to 5 kw. From 1725 Wést St.Filed Jan. 24.
WKBW Buffalo, N. Y.—Seeks mod. of cp to change to 700 kc and change power from 1 kw to 5 kw. Also seeks DA-El to change studio location to 1300 W. Washington for 5 days of each week; 1715 W. Washington for 2 days of each week. Filed Jan. 24.
KELS Hanover, Pa.—Seeks cp to increase D power from 5 kw to 10 kw. Also seeks DA-El to change transmitter to WOBS, 351 Halton Rd., near Fort Worth, Tex. and "to be devoted to a broader service and of less local character." Action Jan. 24.
KELP El Paso, Tex.; WBT Milwaukee; WHKE Sheboygan, Wis.—Seek mod. of license to change name of licensee to McLeodent Investment Corp. Filed Jan. 24.
WFXF Weatherford, Tex.—Seeks cp to change to 1390 kc and change power from 50 kw to 10 kw. Also seeks DA-El to control operation of trans. and change station location from Weatherford to Fort Worth. Filed Jan. 23.

APPLICATION AMENDED

KSYT Tucson, Ariz.—Application for cp to change from 1490 kc to 990 kc, increase power from 250 w. to 10 kw, change height of operation from unit. to D, change trans. location and install DA-D amended to make DA system changes. Amended Jan. 24.

New FM Stations . . .

ACTION BY FCC

Storrs, Conn.—Husky Network application for new fm returned to applicant; not in compliance with FCC rules. Returned Jan. 25.

Existing FM Stations . . .

APPLICATIONS

KSON-AM San Diego, Calif.—Seeks cp to change to 89.9 mc. height to be 179 ft. above average terrain, change trans. location to 625 Broadway, San Diego. Filed Jan. 25.

KRNW (FM) Boulder, Colo.—Seeks mod. of cp to change ERP to 2 kw, ant. height minus 711 ft. in relation to average terrain, and make ant. system changes. Filed Jan. 25.

Ownership Changes . . .

APPLICATIONS

KBLA Burbank, Calif.—Seeks cp to change to 1500 kc at 5 kw, move to 810 kc, and change ERP to 7 kw at 1241 ft. above average terrain, and change ant. system. Filed Jan. 25.

APPLICATIONS


KXUI Grand Forks, N. D.—Seeks grant of license to Berrett Broadcasters Inc. for $70,000, $10,000 cash and $60,000 of additional stock in Berrett Broadcasters Inc. Filed Jan. 25.

APPLICATIONS


KTHK Port Huron, Mich.—Seeks license to change from 1500 kc to 1500 kc, and WOGS, 1120 kc to 1120 kc, and change ERP from 5 kw to 5 kw and ant. height from 361 ft. to 361 ft. and change control. Filed Jan. 25.


APPLICATIONS

KBLA Burbank, Calif.—Application for license to Raymond T. Barsamian for $25,000, $10,000 in cash and 1,000 shares of stock in the company. Filed Jan. 25.

APPLICATIONS

KFCM-AM Fort Lauderdale, Fla.—Seeks license to change from 1300 kw to 1500 kw, 100 kw ERP, and change ant. height from 1241 ft. to 1241 ft. and change control. Filed Jan. 25.

APPLICATIONS


APPLICATIONS

KSYT Tucson, Ariz.—Application for cp to change from 1490 kc to 990 kc, increase power from 250 w. to 10 kw, change height of operation from unit. to D, change trans. location and install DA-D amended to make DA system changes. Amended Jan. 24.

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KSON-AM San Diego, Calif.—Seeks cp to change to 89.9 mc. height to be 179 ft. above average terrain, change trans. location to 625 Broadway, San Diego. Filed Jan. 25.

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NARBa Notices...


Cuba Change List No. 9
Dec. 16, 1955

CMAB Pinar del Rio, Pinar del Rio—(vide: 1670 kc, 5 kw D, 2 kw W, class II.

940 kc

New Cienfuegos, Las Villas—(change in location)
250 w, DA-11, mar., class II.

570 kc

CMHZ Santa Clara, Las Villas—(NARBA): (250 w) 1 kw D, 500 w N, class III.

1035 kc

CMBF Cienfuegos, Las Villas—(change in location)
250 w, 5 kw w, class II.

1560 kc

New Santiago de Cuba—(NARBA): (250 w) 1 kw D, 500 w N, class III.

1560 kc

CMHZ Havana—(change of class) 5 kw, unl., class I-B.

1130 kc

List of changes, proposed changes, and corrections in assignments of Mexican broadcast stations made on file by Enforcement Branch of the National American Regional Broadcast Agreement, Washington, D. C., 1941.

Mexican Change List: 2186
Dec. 15, 1955

570 kc

New Torreon, Coahuila—1 kw D, 100 w N, class III

2150 kc

XEXH Chihuahua, Chihuahua—(increase in D power) 5 kw D, 5 kw W, 1 kw N, class II.

1450 kc

XEFM Gomez Palacio, Durango—(increase in D power)—500 w, D, class III-15-5.

1430 kc

XEJM C4, Victoria de las Canadas,—(increase in D power)—1 kw D, 250 w N, class IV-3-15-4.

1400 kc

XESH Nueva Rosita, Coahuila—(change in call letters) XEJV 250 w, D

1450 kc

XEFB San Pedro de los Colectos, Coahuila—(assignment of call letters) 250 w, unl., class IV-15-2.

1450 kc

XEYJ Nueva Rosita, Coahuila—(change in letters and location) previously XESH Sabanas, Coahuila—250 w, class IV-3-15-5.

1450 kc

XEN Mexico, D—(change in D power) 20 kw D, 5 kw N, class III-15-3.

690 kc

Routine Roundup...

January 1956

BROADCAST ACTIONS

By the Commission

Following stations were granted renewal of licenses.

KSD-TV St. Louis, Mo.; KTTS-TV Springfield, Mo.; KTVT-Dallas, Tex.; KHAT-Boise, Idaho; KCTV-Thayer, Mo.; KASI Ames, Iowa; KBAH Columbia, Mo.; WCPO Cincinnati, Ohio; KXRA Minnetonka, Minn.; KOHO Oskaloosa, Iowa; KCHI Chillicothe, Mo.; KCHJ Charleston, Mo.; KCMJ Carrol, Iowa; KCBV Caruthersville, Mo.; KDEC Decatur, Iowa; KDMO Omaha, Mo.; KBDO Sedalia, Mo.; KDTH Dubuque, Iowa; KFAL Fulton, Iowa; KFRE Davenport, Iowa; KFMO Flat River, Mo.; KFNS Shenandoah, Iowa; KFRA Kansas City, Mo.; KFBU Columbus, Ohio; KFUG-AF FM Clayton, Ohio; KFVS Cape Girardeau, Mo.; KGO Cape Girardeau, Iowa; KICD Sparta, Tenn.; KICK Springfield, Mo.; KPPD Independence, Mo.; KIOO Des Moines, Iowa; KIRK Des Moines, Iowa; KLCV Lomita, Calif.; KLPF Monroe, Iowa; KLINE Mountain Grove, Mo.; KLUK Waterloo, Iowa; KMMO Shenandoah, Iowa; KMBC Kansas City, Mo.; KMNO Marshall, Mo.; KMNK St. Louis, Mo.; KMNH Meriden, Mo.; KMOA Moline, Mo.; KQIZ Superior, Mo.; KOEL Oelwein, Iowa; KOKO Warrensburg, Mo.; KKMO Moline, Mo.; KNNV Kansas City, Mo.; KORI Farmington, Mo.; KRES St. Joseph, Mo.; KRSI Montes, Mo.; KROB Clinton, Mo.; KSRO Columbia, S. Dak.; KSMT Sioux City, Iowa; KSD St. Louis, Mo.; KSGM Ste. Genevieve, Mo.; KSUR Carthage, Mo.; KUHJ Columbia, Mo.; KUSM Sedalia, Mo.; KSMN Mason City, Iowa; KZOE Salem, Mo.; KSYL Skagit, Mo.; KTTR Ralls, Mo.; KTVM-FM Springfield, Mo.; KCWLC Breckenridge, Colo.; KCBW Poplar Bluff, Mo.; KWDS Jefferson City, Mo.; KZIA Green Bay, Wis.; KWZI-FM West Plains, Mo.; KXIC Iowa City, Iowa; WLHI Lima, Ohio; WABN Lorain, Ohio; WBBG Fremont, Ohio; WBOZ Lima, Ohio; WBMJ Columbus, Ohio; WBSU Iowa City, Iowa; KZRM Sioux City, Iowa; KRPD Des Moines, Iowa.

(Continues on page 136)

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CAPITOL RADIO ENGINEERING INSTITUTE

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Curricula: 2554-16th St., N.W., Wash., D.C., Practical Broadcast, TV, Electronics engineering, home-study and residence courses. Write for Free Catalog, specify course.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
among them, the decision-making
station owners and managers, chief
engineers and technicians—applicants
for am, fm, tv and facsimile facilities.

*1953 ABB Projected Readership Survey

COMMERCIAL RADIO

ENGINEERING INSTITUTE

Telecasting • January 30, 1956 • Page 131
Help Wanted

Managerial

Wanted: Assistant manager for 250 watt eastern Pennsylvania station...to work board plus other duties. Must have experience in managing or sales. Married with car. Good starting pay. Send tape, photo, plus resume to Mr. R. Shultz, WWSB, 620 Merchants Lane, North Liberty, Indiana.

Wlad—Man capable of taking full charge small market 500 watt daytime, small staff. Must know all phases of operation and be cost conscious. Prefer southwestern to get living plus generous bonus. Box 120B, B-T.

Dickie daytime kilowatt needs commercial manager, good pay, 250 watt grid. All salesmen ready to move in responsibility. Tell everything including experience and earnings. Will return photos and tapes. Box 217F, B-T.

Salesmen

California: 5 kw CBS affiliate has immediate opening for hard-hitting, aggressive salesman. Good guarantee plus active accounts. Potential is here for top-notch producer, man who can sell. Send detailed past experience, references, photo. Box 138F, B-T.

Excellent opportunity for energetic and effective salesman of good character. Progressive network station in large Texas market. Box 205F, B-T.

Top-rank ear, 300 watt station is replacing salesman moving to management in another city. Out of state's top company looking to fill those vacancies with resume and latest snapshot to Box 214F, B-T.

Salesman—expanding advertising company needs a proven salesman to earn his commission plus guaranteed draw. All details first letter. Box 567, B-T.

Southwestern thousand watt daytime needs salesman with commercial experience. Fine opportunity for man who can produce. Box 208F, B-T.

FOR SALE

Used Broadcast Transmitters and Speech Input Consoles—The following transmitters have been taken in on trade, are all in excellent condition: Gates BC260D deluxe 250-watt, original SP $3850, includes automatic voltage control, approximately 8 years old, $1400 ... Gates BC-1E, 1000-watt, about seven years old, original SP $6200, Collings 20-T 1000-watt large postwar double-dial cabinet model, three phase primary, original SP around $6000, about seven years old, $2900 ... Western Electric 465A portable, original SP $700, built in 1937, price $2200 ... Above transmitters priced as received from customers, including used operating tubes, $800 ... All prices above equipment net cash, subject to prior sale. Further information by calling L. Schubert 263205, Gates Radio Company, Quincy, Illinois.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday publication date. Display—Tuesday publication date.

Situations Wanted 20¢ per word—$8.00 minimum • Help Wanted 25¢ per word—$8.00 minimum.

All other classifications 30¢ per word—$4.00 minimum • Display ads $15.00 per inch of line.

Additional charges for display charges.—Send box reply to: BROADCASTING & TELECASTING, 1735 DeSales St. N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately). Please state if any numbers are sent at owner's risk. Broadcasting • Telecasting expressly repudiate any liability or responsibility for their custody or return.

RADIO

Help Wanted—(Cont'd)

Salesman-announcer. Considerable past sales experience not necessary but desire to sell must be strong. Good pay, 250 watt grid. Send in full information first letter to Manager Radio Station KZKN, Pottsville, Pennsylvania.

Announcers

California—mp brands, $90 to start. Box 221F, B-T.

Wanted: Actor—radio scene, tv, radio acting experience (show or station name, "story" telling and incorporating into scenes). Box 94E, B-T.


Announcer with authoritative, persuasive voice; capable of producing news casts, has special show and remote equipment. Good list of accounts. Box 220F, B-T.

Immediate opening for newspaper California 250 watt station planning expansion this year. Experienced announcer-engineer, lst phone, over 25, would prefer man to settle small community. Unlimited opportunity for man who wants to grow with station. No experience necessary, ... just an 8 hour job. Full particulars first letter. Box 223F, B-T.

Wanted: Top Negro disc jockey or show business personality for top Negro station in large metropolitan city. Please send details and resume at once with tapes to follow if already in radio. Big job, big money for right person. Reply Box 227F, B-T.


Wanted: Salesman-announcer—emphasizes on announcing. $100.00 per week guarantee, rush picture, tape and experiences to: Raymond Prescott, WJBB, Cullman, Alabama.

Wanted: — announcer to announce and sell. Learn and earn, salary and commission at good independent network market. Prefer family man. Send tape and resume to Box 293F, B-T.


Wanted: Three announcers—to announce and sell. Learn, earn, salary and commission at good independent network market. Please forward your picture, resume and tape to Box 293F, B-T.


Wanted: Program director...travel Monday to Friday. Good salary plus good vacation and all benefits. Reply Box 226F, B-T.

Help Wanted—(Cont’d)

Morning personality for Virginia network station. Must have good voice and radio experience. Work board. Third or better license. Morris managing director responsible for ratings and ability appreciated and rewarded. Salary open and generous. Write in confidence to Box 223F, B-T.

Announcer-program director...experienced and responsible for Virginia network station. Must be good, emphasis announcing. Contact PD or Manager, KISY, Davenport, Iowa.

Wanted: Combo man, first phone, by one of the Midwest's most powerful stations. Must be good, emphasis announcing. Contact PD or Manager, KISY, Hawthorne, Colorado.

Need a really good, experienced staff announcer. Mostly night work. A man who does a good job in a good city, with a good studio and good commercials. Send full details and audition tape. If you would like to work at a small city, NBC station, send us your audition, along with a resume. We are ready to fill the position. Send resume and complete details to: Tom Smith, Manager, WBT, Pensacola, Florida.


Announcer-DJ for permanent position, ideal working hours. Send resume, tape and photo to WGTN, Georgetown, S. C.

Miami, Florida—WIZN, 50,000 watts music and news independent, needs staff DJ. Experienced making production spots desirable. Send resume and tape.


Wanted: Salesman-announcer—emphasizes on announcing. $100.00 per week guarantee, rush picture, tape and experiences to: Raymond Prescott, WJBB, Cullman, Alabama.

Wanted: Staff announcer also to be program di- rector at leading network station in biggest small market in South. Good pay, promises for advancement. Excellent working conditions. Selling not required but will pay 25 percent commission. Young, energetic, settled man with one or two years announcing experience, Type and wants to learn program work will be considered. Rush tape and letter listing each job held, starting and ending date and pay. WKUL, Cullman, Alabama.

Wanted: —B-C-F original scriptwriter to work on a regular basis. Must have good voice and radio experience. Reply Box 124F, B-T.

Wanted: Hillbilly and gospel announce to take position as number one announcer in leading station in biggest small market in South. Good pay, promises for advancement. Excellent working conditions. Selling not required but will pay 25 percent commission. Rush tape and letter listing each job held, starting and ending date and pay. WKUL, Cullman, Alabama.

Wanted: Staff announcer, good commercial delivery DJ with some sports interests. Send tape and complete details to WLEU, Commerce Building, Erie, Pa.

Wanted: Experienced announcer; give qualifications, references, salary expected in first letter, WMNE, Macon, Georgia.

Northwest graduates working in radio and tv (including Anchorage) should write us. Young people desiring opportunities in Alaska are being invited to contact us. Young people can get in touch with me as soon as possible. Bill Sawyer, 1231 N. 21st Avenue, Portland 8, Oregon.

BROADCASTING & TELECASTING

January 30, 1956

Page 132
ANNOUNCERS

Top Chicago staff and morning man looking for top station in top market that is looking for the audience builder. Minimum of $400.00 monthly salary. Box 218T, B-T.

Staf announcer. Experienced in sports, news and DJ. Seeking larger market and greater opportunities. Now employed. Box 115T, B-T.

Outstanding staff announcer. Salary $100,000 in very short time. Relocate with group ownership. Box 197T, B-T.

Top 3 years experience desires post in New England. Box 219T, B-T.

Experienced, trainable, experienced announcer, desires permanent segment. Small town northeast. Box 217T, B-T.

Announcer-engineer. First phone, 5 years experience. Minimum salary $1000. Box 219T, B-T.


Announcer—3, presently employed, married, wishes to relocate western Pennsylvania permanently. Box 230T, B-T.

Top-notch hillbilly DJ and folk start . . . now employed but looking for larger field. 7 years experience. Box 229T, B-T.

Experienced announcer wants to advance. Programming, sales, promotion DJ. Married, dependable. Prefer midwest. Box 232T, B-T.

Experienced combo staffer, young, married. Prefer east. Presently employed. Box 253T, B-T.

Family man wishes to relocate. Experienced Top DJ. Program plan is in speaking. Box 256T, B-T.

Experienced disc jockey, 35, veteran, single, 3rd ticket, pleasing personality, broad knowledge. Box 259T, B-T.

Eight years experience. Will work mouth without pay to keep in touch. music, air salesmanship. Large market a must. Top sportscaster. Box 264T, B-T.

Top Russell Springs experience. Franchise folded. Interested in Class B newspaper and above, audience building. Box 257T, B-T.

Florida—good experienced announcer wants permanent job. Box 270T, B-T.

Staff announcer. 3rd ticket. Recent broadcasting school grad. Knowledge all phases. Box 270T, B-T.

Looking for staff announcer? Ambitious newcomer, experienced. Your salary. Box 271T, B-T.

Sports—play-by-play—3 years—all sports in 200,000 market. Good news, excellent DJ. Working and midwest preferred. Box 272T, B-T.


Johnson, experienced disc jockey. Seeks position at radio or TV station. Opportunity for permanency and greater opportunity. Preference top 50 cities. Box 274T, B-T.

Woody Woodpecker. HR-77 Woodhaven Blvd., Woodhaven, N. Y.


RADIO

Situations Wanted—(Cont’d)

Top Chicago staff and morning man looking for top station in top market that is looking for the audience builder. Minimum of $400.00 monthly salary. Box 218T, B-T.

Top Russell Springs experience. Franchise folded. Interested in Class B newspaper and above, audience building. Box 257T, B-T.

Florida—good experienced announcer wants permanent job. Box 270T, B-T.

Staff announcer. 3rd ticket. Recent broadcasting school grad. Knowledge all phases. Box 270T, B-T.

Looking for staff announcer? Ambitious newcomer, experienced. Your salary. Box 271T, B-T.

Sports—play-by-play—3 years—all sports in 200,000 market. Good news, excellent DJ. Working and midwest preferred. Box 272T, B-T.


Johnson, experienced disc jockey. Seeks position at radio or TV station. Opportunity for permanency and greater opportunity. Preference top 50 cities. Box 274T, B-T.

Woody Woodpecker. HR-77 Woodhaven Blvd., Woodhaven, N. Y.

**RADIO**

**Situations Wanted—(Cont’d)**

An 11 year man seek permanent position. Knows people, programming, news, promotion and virtually all phases radio and tv. Good voice. Would like to continue some air work, although not essential. Box 252F, B-T.

Currently employed major midwestern market program director—DJ proven ability to build ratings. Programming ideas, interested in major midwestern and eastern markets. College, married, best of references. Box 255F, B-T.


Top experienced continuity chief looking for opening with good future. Best references and background. Complete resume and sample copy available immediately. Box 256F, B-T.

A&F agencies or tv stations need a sincere, dedicated young man of 26 who was born to an agency or tv production man? Experienced with top Hollywood network as assistant director. Have every qualification for your organization. Box 275F, B-T.

Professionally trained, experienced, male copywriter, go anywhere. Call or wire collect. L. Greene, 689 Cook Street, Lewistown, Montana.

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**TELEVISION**

**Help Wanted—(Cont’d)**

Excellent opportunity in rich television market for tv salesman. Radio or television sales experience—plus high enthusiasm means good money in your pocket. Would like you to start in February. Contact Edward J. Huppe, Sales Manager, WTVT, Rockford, Illinois.

Aggressive, bright, dependable man or woman for position on sales staff of television station in expanding market. Send details own handwriting to P. O. Box 1967, York Pennsylvania, or telephone York 27-621 and ask for Mr. Burg.

**Announcers**

Wanted: TV announcer, booth and camera, midwest vhf net. Box 258F, B-T.


**Technical**

Immediate opening. First class engineer for television studio operation. Must have two years television, technical director experience. Midwestern location. Box 260F, B-T.

**Programming—Production, Others**

California vhf, 3 network station, now needs combination artist-photographer capable of doing photo lab work, making slides, doing art and lettering. Give complete details first letter. Samples of work. KSHK-TV, Salinas, California.

**Situations Wanted**

**Managerial**

Television-radio manager, coordinator, sales manager, available soon, 25 years outstanding record. Personal interview will convince you. Presently located in west. Box 239F, B-T.

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**TELEVISION**

**Situations Wanted—(Cont’d)**

Successful salesman, competitive market, wishes to relocate, 6 years radio-tv announcing, writing, producing, directing. Production manager. Box 546E, B-T.

Top-flight television sales account executive. 4 years excellent sales record at station in highly competitive large eastern market. 31 years old. College graduate. Intelligent, ambitious, persevering. Experience in radio sales. Earning $10,000 yearly. Desires opportunity leading to management. Box 254F, B-T.

**Announcers**

Even Max Lieberman can’t present this spectacular! A versatile personality, announcer, cartoonist, director, writer, deejay. Two years radio...three teevies. Specialties: Top rated kiddie show; cartoon, weather! College grad. Available now with compatible color costume. For casting contact Box 225F, B-T.

Eight years radio-tv experience. Will work a month without pay to prove top voice, personality, air salesmanship. Large market a must. Top sportscaster. Box 256F, B-T.

Sportscaster—heavy experience major sports top staff. News, newspaper sports writing. Seeking am-tv deal, Class B baseball or above, winter sports. Air-check tape, references. Box 287F, B-T.

**Technical**

Presently employed, experienced first-class operator seeks position with progressive radio or television organization. RCA graduate with car. Single, draft exempt Box 307F, B-T.

One year experience closed circuit tv. 1st phone. Seeks permanent connection. Married, free to travel, resume, references. Box 233F, B-T.

Studio supervisor, first phone, strong on maintenance and complete operation. Also experience in transmitter work. Family man desire permanent position only. Box 262F, B-T.

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**THE THERE'S STILL TIME TO...**

**START YOUR NEW YEAR RIGHT...**

with professionally trained, well qualified Personnel. Classes in TV Production have just completed their training in each of our four schools' completely equipped studios. A Chicago and Hollywood class are pictured here. Highly trained adaptable people for all phases of TV production are now available in YOUR area. Call Northwest FIRST! Wire or call collect, John Birrel, Employment Counselor, for immediate details.
RADIO

Situations Wanted—(Cont’d)

Technical


Production-Production, Others

Sincere program-production man will provide you versatility, imagination, loyalty, drive. PD of two U’s seeking challenging “v” or agency position. College. Married. Box 588E, B-T.

News editor large southwestern tv, experienced in all phases radio-television news, newspaper, teaching background. 27, married. Anywhere but Dallas. Best references, including present employer. Box 222F, B-T.

New employed tv production manager who has large following on his own kiddie show and country music show. Looking for opening in bigger market. Box 230F, B-T.

Producer-director available in May. Fifteen years theatre and television experience. Women’s and variety shows a specialty. Set designing and construction. Excellent references. Box 246F, B-T.

Children’s program with wide range appeal. Really different!” Twelve years experience entertaining children. Doubled one station mail first three weeks on the air. References—film and details on request. Box 247F, B-T.

Television, producer, director, six years experience, all phases production with present station, excellent references. Box 250F, B-T.

News director: Head good-sized staff in midwestern market. Winner numerous national and regional awards for origination and excellence. But too big. Must meet budget and earn profit with sponsor-selling ideas. Will consider any part of the country. Job’s the thing. Box 253F, B-T.

Producer-director with ratings and references to prove ability to produce heavy sell audience appeal programs on modest budget and earn profit with sponsor-selling ideas. Will consider any part of the country. Job’s the thing. Box 261F, B-T.

Experienced producer-cameraman. Some experience available one week. Further information and references on request. Box 265F, B-T.

FOR SALE

Stations

One-third interest in rural eastern station. Completing third profitable year. Ideal for owner-operator in program or allied fields. Moving for health. Qualified purchasers only. Box 134F, B-T.

Station for sale. One-half interest in 250 watt station in good, growing Washington market. Box 172F, B-T.

FOR SALE

Equipment

RCA 7S-10A switcher chassis, console, and intercom control box. WDAY, Inc., Fargo, N. D.

For sale—Grey telop 112 and 20 slide holders for direct projection into the $1,000, RCA TK-1A monoscope without camera tube. $1,000. All in excellent condition. Contact W. E. Neill, WMFY-TV, Greensboro, N. C.

For Sale—1 RCA 750 metacycle color corrected relay system. $2,000. WHAM-TV Rochester, N. Y.

Gates BC50F5Y transmitter, one year old, complete with two sets of tubes and crystals for your frequency. WWPF, Palatka, Florida.

Booth Leasing Corporation—A national leasing service—which includes everything from store and office fixtures to executive automobiles—whereby you choose the equipment you need—new or used—BLC purchases it from your supplier, and places it in your studio, transmitter and office on flexible lease terms written to meet your specific requirements. Rentals paid under leases drawn as recommended by BLC are tax deductible expense items. For full information for your tax counsel and yourself. Write, wire or phone Gene O’Fallon & Sons, Inc., Channel 2, TV Building, 550 Lincoln Street, Denver, Colorado. KFystone 4-8281.

Console, studio control, meets am-fm broadcast specifications. Write for literature. U. S. Recording Co., 1211 Vermont Avenue, Washington 5, D. C.


256 watt fm transmitter, spare tubes, 16-bay frame, sectional tower, monitor, transmission line, guy wire, etc. Complete. $975.00. W. A. Crim, Box 376, East Prairie, Missouri.

WANTED TO BUY

Stations

Wanted to buy: radio station in west Texas. Competing third profitable year. Ideal for owner-operator in program or allied fields. Moving for health. Qualified purchasers only. Box 134F, B-T.

Stable radio man with 8 to 10 thousand dollars cash wishes to invest in Georgia radio station. Highest qualifications. Give complete information. Box 234F, B-T.


Equipment

Used GE studio chain. State approximate hours used and price. Box 144F, B-T.

Equipment—RCA remote truck or equivalent with 2 IO chains. Need microwave link also. Must be in top condition. Box 169F, B-T.

Wanted—We buy all for cash broadcasting equipment.

INSTRUCTION

FCC License training—correspondence or residence. Residents classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-7, 821 19th Street, N. W., Washington, D.C.


FCC first class phone. After ten years successfully training men for their first class radiotelephone operators license, this same course is now available to you at home. Write the Don Martin School, Ext. Div., 1453 North Cherokee, Hollywood 36, California.

FCC license preparation; beginners, radio technicians, announcers. Evenings, Sat.—Monty Koffler, 745 Hendrix Street, Brooklyn 1, N. Y. CL 7-1366.

RADIO

Help Wanted

Managerial

Station Manager

for 250 w. fulltimer needed at once to develop ex-newspaper owned station in isolated midwest area. Station has good potential. Manager must be thoroughly experienced and able to invest cash at once.

Box 282F, B-T

Salesmen

RADIO AND TELEVISION GROUP OWNERSHIP NEEDS ACTIVE FILE OF TOP-FLIGHT SALESmen

If you have been in your present position three years or longer, send letter, photo and complete resume including earnings. Properties include major and smaller markets in East.

Box 272F, B-T

By Hearing Examiner H. Gifford Irlan

Western Ohio Broadcasting Co., Greenville, Ohio—Granted petition for continuance of hearing re its am application from Feb. 1 to Feb. 27. Action Jan. 18.

By Hearing Examiner Elizabeth C. Smith


January 20 Applications

ACCEPTED FOR FILING

KIRX Kirkville, Mo.; KTN Trenton, Mo.

Remote Control

WCT, Putnam, Conn.; WWCS Bremen, Ga.; WMBY New Orleans, La.; WBF Washington, N. C.; WMIL Milton, Pa.; WRO Rio Piedras, P. R.

License to Cover Cp

WILK-TV Wilkes-Barre, Pa.—Seeks license to cover cp which authorized new tv station.

Modification of Cp

WAAB-TV Worcester, Mass.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 12.

KBTY-TV Big Spring, Tex.—Seeks mod. of cp (which authorized new tv station) to extend completion date to May 5.

WBFM-TV Fairmont, W. Va.—Seeks mod. of cp (as mod. which authorized new tv station) to extend completion date to July 15.

January 23 Applications

ACCEPTED FOR FILING

Modification of Cp

WKMH Dearborn, Mich.—Seeks mod. of cp (which authorized change in power from 1 kw to 5 kw and make changes in DA-N system) for extension of completion date.

WMIC Monroe, Mich.—Seeks mod. of cp (which authorized new tv station) for extension of completion date.

KOMU-TV Columbia, Mo.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 15.

WROW-TV Albany, N. Y.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 15.

WKHZ-TV Saint Paul, Minn.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 15.

KLO-TV Sioux Falls, S. D.—Seeks mod. of cp to change ERP to 220 kw vis., 1237 kw aur., make ant. and other equipment changes and extend completion date to Sept. 1.

KUTV (TV) Salt Lake City, Utah.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 15.

WBOI (TV) Birmingham, Ala.—Seeks mod. of cp (which authorized new non-commercial tv station) to extend completion date to Aug. 23.

WFMTZ-TV Allentown, Pa.—Seeks cp to replace expired cp which authorized new tv station.

S.CA

WWK-FM Pittsburgh, Pa.

License to Cover Cp

WKUG-TV Mobile, Ala.—Seeks license to cover cp which authorized new tv station.

KMBY (TV) San Jose, Calif.—Seeks license to cover cp which authorized new tv station and to change studio location to 655 Park Ave., San Jose.
Standard

You can tell, spend, kill, beat, do almost anything with time, part of the year—run television during Daylight Saving Time, but it costs, and it hurts.

The annual period of horological全美国所有城市都按照标准时间运行，无论是在白天还是晚上。这在很大程度上有助于减少因季节性差异而造成的时间浪费。此外，实施标准时间还可以使人们更方便地进行日常活动，例如制定日程表、计划旅行等。然而，实行标准时间也带来了一些负面影响，如增加电力消耗、影响农业生产等。因此，如何在保证时间统一性的同时，尽量减少对人们生活的影响，是值得探讨的问题。

DST period, with cities all over the U. S. Time, the double time standard being enforced upwards of $1.5 million expense and inconvenience to the networks.

As been introduced which would be the normal DST period in of March to the end of October. It is misguided and should be done with some cities on Daylight Time went on DST (then called War Time). The confusion was eliminated, no useful purpose was served, if not a national problem, we should official attention now. In a number of campaign tele-programing this convention year—rs will discover the problem is says "no censorship," as well as the Constitutional guarantees.

But there is an answer, and the good congressman himself supplied it, perhaps unwittingly. People have told him, he related to his House colleagues, that they are making it a "positive rule" to purchase any product "that is the subject of this obnoxious advertising."

Let nature take its course. If the advertiser gets no compensatory results, he will quit using the medium. No broadcaster will be so idiotic as to permit this to happen, so he would make his way isn't that the way free, competitive enterprise is supposed to work?

Money Their Motto?

The question of television's right of equal access to news events has come up again and it is not strange that the issue is linked directly and exclusively, to money. Nor is it unusual in the case—although certainly it is incongruous—that the stick-up is being attempted in the name of simon-pure athletics.

The nub of the problem is this: The Australian organizing committee for the 1956 Summer Olympics, to be held in Australia in November, wants television to pay for coverage. This appears to be a quadrennial law, not peculiar to Australia alone, and before U. S. television boycotted Olympic Games altogether, rather than meet the cash demands. Now CBS, NBC and ABC, along the Canadian Broadcasting Corp., have protested to the International Olympic Committee and asked for a rule giving TV the rights as the rest of the press, which would end, once and for all, this prejudicial treatment of television. The IOC responded by appointing Avery Brundage of Chicago, its president, to work on an "amicable" agreement between the networks and the Australian committee.

Before the IOC had acted, a frightening statement came out—Italy, where the IOC was meeting and the Winter Olympics are in progress (with TV networks and newspapers participating in coverage). Mr. Brundage was quoted as telling network representatives that he couldn't see how freedom of the press is involved, and that, after all, "all of us are in this thing to make money."

"Oh there's a fine credo of amateurism everywhere, YMCA walls everywhere."

Despite this bald confession-garbled in trans-Atlantic transmission, hopeful that a satisfactory solution will be found, just as we are hopeful of amateurs, the National Collegiate Athletic Association's monopolistic ways anathematize football broadcasts. In the meantime, as a reminder that television's intention must be won on many fronts be...
January 24 Applications

Accepted for Filing Modification of Cp

KPOO San Francisco, Calif.—Seeks mod. of cp (which authorized increased power and change in power pattern) for extension of completion date.

KVIL Horner, La.—Seeks license to cover cp which authorized new fm station.

License to Cover Cp

WCCO-TV Minneapolis, Minn.; WTCN-TV Min-
neapolis.

January 25 Decisions

BROADCAST ACTIONS

Following were granted extension of completion dates as shown: KTVQ-TV (TV) Portland, Oreg. to 3-31; KTVB-TV (TV) Boise, Idaho to 3-31; KIVI-TV (TV) Idaho Falls, Idaho to 3-31; KTVQ-TV (TV) Anchorage, Alaska to 3-31; KTVF-TV (TV) Fairbanks, Alaska to 3-31.

License to Cover Cp

KXOK Norfolk, Neb.—Seeks license to cover cp which authorized changes in ant. pattern for D operation.

Renewal of License

WCCO-TV Minneapolis, Minn.; WTCN-TV Min-
neapolis.

January 25 Applications

ACCEPTED FOR FILING License to Cover Cp

KVFC Carthage, Mo.—Seeks license to cover cp which authorized increased power.

KLJN Lincoln, Neb.—Seeks license to cover cp which authorized new fm station.

WCTC Roscoe Rapids, N. D.—Seeks license to cover cp which authorized new fm station.

WAAA Aquidilla, P. R.—Seeks license to cover cp which authorized increased power, change in frequency and equipment changes.

UPCOMING

January 30: NCAA TV Committee, Bilmarc Hotel, New Orleans, La.


January 31-2: NARTC Board Committees, San Mar-
cos Hotel, Chandler, Ariz.

January 31-Feb. 3: Winter General Meeting, American Institute of Electrical Engineers, Hotal Van-
couver, Vancouver, B. C.

THE NEWSWEEKLY OF RADIO AND TELEVISION
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