now there are 4 with 50,000 watts in Minneapolis - St. Paul

1st it was KOWH, (1949) vaulting from last to first in Omaha under Mid-Continental management. Current first place daytime Hooper—43.2%.

2nd Mid-Continental buy: WTIX, (1953) New Orleans, leaping from 11th to first among 11 stations in just 7 months under Mid-Continental management. WTIX now leads morning, afternoon, all day.

3rd in order of time: WHB, Kansas City (1954). Under Mid-Continental management WHB quickly ran away with the radio day, locally and regionally. Current Hooper: 47.7% ! AREA NIELSEN—42.9% ! 70-COUNTY AREA PULSE—first every time period, 25% ahead of 2nd station.

and now WDGY
MINNEAPOLIS-ST. PAUL 50,000 WATTS

Dramatically successful in Omaha, New Orleans and Kansas City, the Mid-Continental formula now brings a “new listen” to the Twin Cities—with the kind of radio most people like to hear. New programming, ideas, music, news plus great coverage will win new audiences for WDGY—and your story. This is the time to buy WDGY—a great value today, destined to be an exceptional value tomorrow! Call Avery Knodel, or WDGY General Manager Stephen Labunski.
The south's **FIRST** TV station

WTVR

RICHMOND

*Serving* Virginia with

**MAXIMUM POWER – MAXIMUM HEIGHT**

**CHANNEL 6**

No other station in this market has any Greater Antenna Height

1049 FEET

And no other Station in this market has comparable TV Facilities to 1049 Feet on **Channel 6**

A service of Havens & Martin, Inc.
Represented by BLAIR TV INC.
"Take this down"

WJIM-TV
Lansing
Covering more of Michigan than any other TV station!
Here's truly one of America's KEY markets—prosperous, diversified, vast. Buying the WGAL-TV Channel 8 Multi-City Market opens your way to 3 1/2 million prospects who own 912,950 TV sets, who have $5 1/2 billion to spend.
FEWER DIRECTORS • Action of NARTB joint boards Friday directing membership referendum on elimination of eight at-large directors after 1957 may be harbingers of other board changes. Currently being talked up is proposal to cut down 17 district directorships to eight regional directors after 1957 convention. Regional idea gained popularity with success of eight-meeting autumn schedule in 1955, replacing original 17-meeting plan.

COMPOSITION OF NARTB Tv Board, comprising 14 members (18 authorized), also may be changed. View is developing in favor of having same number of directors but eliminating requirement that two of them must be from tv-only stations. All tv directors, except one from each member network, are elected on an-at-large basis during annual convention.

NBC HAS NIBBLES • Avo Manufacturing Corp., New York, through Compton Adv., is negotiating with NBC for complete political coverage. Ford Motor Co., previously reported interested, is also dickering. NBC's total asking price is $5-6 million, depending on whether it's singly or multiply sponsored.

ONE OF first appointments to be made to "augmented" Senate Commerce Committee ad hoc committee on television allocations (story page 39) will be A. Earl Cullum Jr., Dallas consulting engineer. Mr. Cullum filed comments in his own name in FCC allocations proceeding, calling for additional vhf channels from 72-76 mc band and from fm, taller towers, cross-polarization, high gain antennas, differences in standards for Grade B coverage for vhf and uhf, among other suggestions.

PROTECTIVE SOCIETY • Whether formal organization of group to protect coverage of vhf stations against encroachment of "drop-ins" and directional antennas will be set up await meeting of score of stations during NARTB April convention in Chicago. Group has asked Washington attorneys to draft opinion, with founding members to kick in $500 each for preliminary work. Behind idea are P. A. (Buddy) Sugg, WKY-TV Oklahoma City; John H. DeWitt, WSM-TV Nashville; Harold Hough, WBAP-TV Fort Worth, and George B. Storer Jr., Storer Broadcasting Co.

MONITORING of individual tv station programs as well as those of networks to check on commercial content is planned by NARTB on Code Review Board. Budget was expanded $8,000 for new function.

GROWING PAINS • When CBS Chairman William S. Paley arrives in Hollywood Feb. 12 for visit, he will find mammoth Television City bursting at seams from growing program production. Top of agenda: for talks with local network officials will be expansion of present four huge studios to six, plus added office space. Owned KNXT (TV) there also needs bigger operating quarters.

NOT ON record at Denver court trial of Canon 35 vs. modern news media (story page 76) is Mr. Colbert, a former witness who originally identified Mr. Cullum as the source of the comments. Colbert was called, but was excused on the ground that he was not an expert in the subject.

MOVIE MANEUVERS • Negotiations have been completed between ABC-TV and Walt Disney Studios for Mickey Mouse Club for next season, with network reported to have agreed to pay $30% increase in program costs over initial year's outlay for hour-long, Mon.-Fri. series.

ABC-TV, dickering for Warner Bros. backing of motion pictures [B&T, Jan. 30; also see story page 48], most likely will wind up buying only part of package. Warner Bros. is known to be negotiating with tv film companies for other portions.

FORD IN WHOSE FUTURE? • Ford Motor Co. reportedly has narrowed choice to Foote, Cone & Belding or Leo Burnett Co. as agency for new medium-priced automobile which it plans to introduce with $12 million advertising budget. But final decision may take several weeks. Last word on agency selection is up to Ford's policy-making administrative committee.

IN WHICH market does RCA consider it is doing best in color set sales? Chicago is answer supplied by set making officials who ought to know. For some reason—they speculate that perhaps publicity surrounding all-color conversion of WNBQ (TV) by April has sparked it—this market shows most excitement (and sales in tinted sets).

SPREADING SPOTS • American Tobacco Co. (Pall Mall cigarettes), New York, through Sullivan, Stautter, Colwell & Bayles, New York, is buying 13-week radio spot announcement campaign in 54 markets located in 10 southern and southwestern states. This campaign is in addition to 52-week spot schedule placed recently.

WILLIAM K. TREYNOR, NARTB station relations manager for past several years, will resign to accept sales post with TelePrompTer Corp.

RADIO RATE RISE • Only seven months after it substantially hoisted spot announcement and time rates (Aug. 1, 1955), WIND Chicago plans again to increase WCFL (ch. 7), 25% (ch. 11), 14% (ch. 12) about March 1. It calls for approximately 20% boost in Class A (6:30 a.m.-7 p.m.) and about 10% in Class B (7 p.m.-11 p.m.), according to healthy financial trends among independent music-news radio stations.

IT wasn't announced when FCC revamped Broadcast Bureau hearing division, but Robert J. Rawson, who has been acting chief since resignation of Frederick Ford two years ago, is due to be named chief of new hearing branch in Broadcast Facilities Branch. At one time Rawson was considered to succeed Ford, but some wrangle developed among commissioners and matter was tabled.

HIGH COURT RECOUSE • It's pretty good bet that WTSP St. Petersburg, Fla. (St. Petersburg Times-Nelson-Foyeet) will ask Supreme Court to review two-to-one decision by the Circuit Court of Appeals upholding grant of Tampa-St. Petersburg ch. 8 to Tampa Tribune-WFLA [B&T, Jan. 23]. Main issue is diversification.

THOUGH thousands of miles at sea, tv entertainment is still in order for some of Navy. Armed Forces Radio Services installing tv station aboard aircraft carrier now operating in Pacific. Like AFRS tv outlets, this to be low-powered vhf and will telecast kinescopes of popular U. S. network shows. When in tactical position with carrier, supporting craft can pickup programs on receivers set up in various recreational gathering points. An even dozen AFRS tv's now operating as morale boosters at isolated bases of Army, Navy and Air Forces. Plan of AFRS: to have 15 in operation by end of year.

February 6, 1956
KTHS (LITTLE ROCK) goes "Great Guns" for Gunn Distributing Co!

This letter indicates the kind of response advertisers can get when they use KTHS Little Rock, for most of Arkansas! To save your eye-sight, we quote:

"Our sales during October-November... average 70% more than last year.

"...we received a gold cup... the Nation's Best Coleman Distributor for 1955!... in '54, we used KTHS as well as all types of advertising media... this year we used only KTHS and can truly say that radio has played the dominant role... most successful promotion ever scheduled by Gunn...

"We will be happy to certify to the wide coverage and pulling power of KTHS. Our dealers all over the state are convinced...

KTHS is the biggest, most effective, most powerful radio station in Arkansas. IT GETS RESULTS. Ask your Branham man for availabilities!

KTHS 50,000 WATTS CBS RADIO

BROADCASTING FROM LITTLE ROCK, ARKANSAS

Represented by The Branham Co.
Under Same Management as KWKG, Shreveport
Henry Clay, Executive Vice President
B. G. Robertson, General Manager
BOOMERANG

ARIZONA GOV. Ernest W. McFarland greeted NARTB board members at their Friday luncheon in Chandler, Ariz., with a happy thought. After being introduced by President Harold E. Fellows as former Senate Majority Leader, ex-Chairman of the Senate Interstate & Foreign Commerce Committee, and author of the McFarland Bill, Gov. McFarland, who is principal owner of KTVK (TV) Phoenix, observed, "I, too, have received a McFarland letter from the FCC."

NARTB Regional Meetings To Be Continued in 1956

NARTB regional meeting format will be continued in 1956, with autumn sessions cut from three to two days, under plan approved Friday by NARTB combined boards at Chandler, Ariz. (early stories pages 42, 46, 47). Meetings will be held between Sept. 17 and Oct. 23.

C. E. Arney Jr., secretary-treasurer for over 16 years, retires July 1 with Everett Revercomb, his assistant up to 1950 and since with National Assn. of Home Builders, taking his place.

Plan to drop eight at-large radio directors (see early stories) was approved by joint board and goes to referendum vote. Small, fm, medium and large station directorships, two for each, will be dropped. Total combined boards after 1957, if approved by membership, will allow 22 radio and 18 tv directors (14 tv directors now on board).

Joint board approved policy statement on importance of access to public proceedings if radio-tv are to be more than mere entertainment media. Robert D. Swezy, WDSU-TV New Orleans, reported as chairman of Freedom of Information Committee. Judge Justin Miller told directors he will be first radio-tv witness today (Monday) at second week of Colorado Supreme Court hearing on media access (early story page 76). Resolution adopted praising Colorado broadcasters for aggressive role in proceedings.

Group insurance plan for station personnel adopted, effective when underwriter is selected. Howard Bell, assistant to president, reported 37 of 47 state associations have accepted invitation to Feb. 21 meeting in Washington.

Next meetings of board will be June 20-22 in Washington and Feb. 6-8, 1957, at Hollywood Beach, Fla. William Fay, WHAM-TV Rochester, named representative to Canadian Assn. of Broadcasters meeting.

Schedule of regional meetings now stands this way: Region 5, Sept. 17-18, Minneapolis; 7, Sept. 20-21, Salt Lake City; 8, Sept. 24-25, West Coast; 6, Sept. 27-28, Kalamazoo City; 2, Oct. 11-12, Washington, D. C.; 1, Northeast, Oct. 15-16, not selected; 4, Midwest, Oct. 18-19, not selected; 3, Oct. 22-23, probably Birmingham.

• BUSINESS BRIEFLY

NUCOA TV-LOOKING • Best Foods, in behalf of Nucoa, reportedly seeking availability for 1/4 minute tv spots in markets other than those it covers as participant in ABC-TV's Afternoon Film Festival. Advertiser is said to be asking for rates for 1/4 minute spot segments or three 1/16 minute spots at five minute rate. Agency: Dancer-Fitzgerald-Sample, N. Y.

TANGEE FOR TEENAGERS • George W. Luft & Co. (Tangee lipstick), Long Island, N. Y., planning to buy three 4-week cycles of radio campaign built around station personalities appealing to teenagers. Campaign will break March 5 in approximately 12 major markets. Warwick & Legler, N. Y., is agency.

RADIO FOR TAREYTON • American Tobacco Co. (filter tip Tareyton cigarettes), N. Y., placing radio spot announcement campaign effective Feb. 13 in number of markets. Length of contract is indefinite. M. H. Hackett Inc., N. Y., is agency.

CANDY CAMPAIGN • D. L. Clark Co. (Clark's candies), Pittsburgh, plans to buy early-morning radio spot campaign in 17 markets. Tentative starting date is Feb. 13, running for 13 weeks. Agency: Sullivan, Stauffer, Collwell & Bayles, N. Y.

Weitman To Be CBS-TV V. P.

ROBERT M. WEITMAN, who resigned last week as vice president for programming and talent of ABC-TV and as vice president of American Broadcasting-Paramount Theatres Inc. (see story, page 83), will join CBS-TV on Feb. 15 as vice president in charge of program development. J. L. Van Volkenburg, CBS-TV president, is announcing today (Monday). He will report to Hubbell Robinson Jr., CBS-TV vice president in charge of network programs.

BUTLER TO SUPPORT 'EQUAL TIME' PLAN

PAUL BUTLER, chairman of National Democratic Committee, is expected to use reservations Stanford plan to amend Sec. 315 (a) "equal time" provisions of Communications Act in testimony tomorrow (Tues.) before House subcommittee headed by Rep. Oren Harris (D-Air.) (story page 54).

Although Mr. Butler had not framed testimony late Friday, he was known to be in sympathy with objectives of bill (HR 6810) which would permit stations and networks to decide on political candidates who could appear on news, interview and forum-type programs, without being subject to "equal time" demands from opponents.

Ideologically, Mr. Butler thinks intent of amendment as stated by proponents—to present candidates of two major and other sizable parties—is "wonderful," but is concerned about what he feels are few stations which might abuse provisions by one candidate advantage over another. He does not feel networks are likely to show bias in presidential campaigns.

Mr. Butler thinks there might be possibility of industry-imposed control over stations to keep them from leaning too far to one side, especially in congressional and local elections.

He also favors some provision to give parties with substantial followings same advantages as two major parties, by some system as percentage of votes smaller party's candidate received in last election, or by petition, both suggested last summer by Washington (D. C.) Post.

CBS Vice President Richard Salant, during questioning following his statement Friday before House group, said if amendment is enacted stations and licensees still will be required to balance programming under public interest mandate of Communications Act.

If licensee favors one candidate, he said, FCC can revoke license and will not have to "wait" until license renewal time (e.g., after election) to remedy abuse. He told congressmen CBS programming must comply with FCC rules, since rules are enforced through affiliates and network's owned stations.

Asked about preferential time charge to candidates, he said this goes toward question of free time; that broadcasters shouldn't have to give away free "what everybody else gets paid for."

Congressmen seemed skeptical that broadcasters could "resist human temptation" and not favor one candidate. Some expressed keen interest in how third party would fare. Mr. Salant said network can ignore significant political trend because of viewer reaction and other factors, including public interest.

He told Rep. Harris that situation might be helped if Congress would give FCC some "guidance" and power to "relax" Sec. 315 (a). He didn't believe it could be solved entirely by FCC in merely amending its own rules.

Mr. Salant was asked for copy of CBS criteria on network affiliation policies and agreed to furnish it, but balked at giving financial information on comparison of CBS owned and affiliated and other stations, saying FCC keeps this information confidential.

Rep. Peter F. Shack Jr. (R-Ill.) asked whether congressional candidate could buy time at station's national spot instead of local rates and was told it probably would depend on size of his district.
Everybody loves KCMO-Radio

KCMO Kansas City's CBS Radio Affiliate on 810 kc. with 50,000 watt coverage

KANSAS CITY SYRACUSE PHOENIX OMAHA
KCMO KCMO KCMO KCMO
RADIO TV RADIO TV
810 kc. 620 kc. 910 kc. 590 kc.
CBS ABC ABC CBS
TV Channel 5 TV Channel 8 TV Channel 5
KCMO WHEN KPHO
WHEN WHEN KPHO
WHEN WHEN WHO
WHO WHW
MEREDITH Radio and Television STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines
Appeals Court Denies Stay In 3 Deintermixture Cases

STAY against FCC's final grants of vhf stations in Corpus Christi, Tex., Madison, Wis., and Evansville, Ind., denied Friday by U. S. Court of Appeals in Washington. Ruling came three weeks after arguments before three-judge court (BWT Jan. 16).

Rulings were two to one, with Circuit Judges John A. Danaher and George T. Washington voting to deny stays, Judge David L. Bazelon dissenting. Announcement Friday said opinions would be issued later.

At issue are the FCC's final grants in cities where strong moves had developed among uhf operators for deintermixture by deleting single vhf channel to make communities all uhf involved. Involved were:

Circuit Judge Danaher and Justice Borkman, in decision filed ch. 62 to Evansville, Ind., denied ch. 27 to WEHT (TV) Henderson, Ky., and ch. 31 WLO-TV Louisville, Ky.

Appeals were made by uhf stations and others interested in deintermixing these three cities. In point of issue was FCC's November 1955 action denying all deintermixture petitions, refusal to hold up final decisions on pending vhf cases. Still pending are 10 final deintermixture decisions, many of them involving so-called deintermixture cities.

Court's action refusing to stay grants implies that FCC is free to resume acting on these vhf situations. For past few weeks, Commission has delayed action awaiting word from court. At same time, appeal of uhf operators against FCC grants remains on court docket for argument and decision on merits.

KFRE Holds Out New Angle In Plugging for Intermixture

UNIQUE ARGUMENT in favor of continuing intermixure (combination vhf and uhf television channels in same city) has been filed with FCC. In reply comments submitted by KFRE Fresno, winner of ch. 12 contest in that city, point is made that if intermixture is not continued, demand for uhf receivers will fall off. This would jeopardize continuance of uhf band for tv, KFRE said, necessary for full-scale nationwide tv system.

KFRE also implied deintermixture advocates means of delaying competition than in overall betterment of tv allocations, since most markets which are object of deintermixture petitions already are uhf converted. Thus, Fresno grantee said, if uhf fails in such areas, failure will be due to competitive factors, not because one v is operating with u competitors.

Other reply comment filed Friday (see early story page 58) was from Ajax Enterprises (Herbert Mayer), grantee of ch. 23 WPBH (TV) Philadelphia and ch. 38 WHMB (TV) Boston. Advocate of deintermixture, Ajax declared result would be aid to surrounding communities like Atlantic City, Trenton and Bridgeport, N. J., and Worcester, Cambridge, Brockton, Lawrence and Lowell, Mass.

at deadline

New Receiving Antenna Claims Sensitive Channel Separation

ANNOUNCEMENT of new tv receiving antenna, due to be made this week by Holloway Electronics Corp., Fort Lauderdale, Fla., will contain startling claim: that it will permit vhf co-channel tv stations to be placed as close as 50 miles; adjacent channel stations as close as 10-12 miles. Presence spacing is 170 miles in Zone I, 190 miles in Zone II, 220 miles in Zone III.

Implications in current allocations proceeding is obvious but FCC and Washington consultants warn there are limiting factors that make dubious all-embracing worth of development.

Antenna system is dubbed I.R.I.S. (Infinite Reflection Interference System). It comprises two rotatable antennas. One is pointed toward desired signal, other at undesired signal. Both signals must come from different directions. Undesired signal is "phased out" by one antenna, so receiver is fed nothing but desired signal. Device is being marketed from $6 to $61 list price, depending on gain needed. Developer is John Holloway, former Raytheon television transmitter engineering executive.

Moviemen Out To Reduce AFM Cut on Tv-Released Films

FOUR-MAN task force of moving picture industry huddled with American Federation of Musicians in New York last week. Aim: to reduce current 5% slice union gets on movies released to tv. Current contract runs through 1958.

In charge of negotiations with AFM are B. B. Kahane, Columbia Pictures; Edwin L. de Patie, Warner Bros.; Fred Meyer, 20th Century-Fox, and Charles Boren, industrial relations vice president, Motion Picture Producers Assn. Industry men maintain union cut is oppressive, is impeding negotiations with tv.

WMUR Manchester Sale Filed

APPLICATION filed Friday asking FCC approval to sale of WMUR Manchester, N. H., from Radio Voice of New Hampshire Inc. to Northeast Broadcasting Corp. for $150,000. Northeast is sole-owners by Madeleine M. Girolimon (insurance interests). Application made clear that tv affiliate, ch. 9 WMUR-TV, is not involved in transaction nor are WMUR call letters being assigned. One of Northeast directors, Warren H. Journay, is former manager of WKBR-AM-FM Manchester. WMUR is on 610 kc, operates with power of 5 kw day, 1 kw night, and is affiliated with ABC and Yankee networks.

Kagan Takes on NBC Film

OPERATIONS of NBC Film Div. have been transferred to NBC's wholly-owned subsidiary, Kagan Corp., NBC President Robert Sarnoff is announcing today (Mon.). NBC film syndication activities continue to be directed by Carl M. Stanton, NBC vice president, who also has been elected vice president of Kagan.

People

EDWARD NICKEY, head of Chicago office of Radio-Tv Representatives Inc., station representation firm, named vice president. FRANK J. HANOSKI, Dun & Bradstreet sales representative, formerly in radio in Coral Gables, Fla., joins New York office of Radio-Tv Representatives as sales executive, effective today (Mon.).

E. JAMES MECAHNEY JR., formerly account executive, Bo Bernstein & Co., Providence, R. I., to WPFW Pawtucket, R. I., as executive vice president. He will be in charge of station's sales and programming.

JOHN M. FORNEY JR., Robert Luckie & Co. agency, Birmingham, Ala., appointed vice president and director of radio and tv.


PHIL MERGENER, Chicago sales representative for Official Films Inc., to sales staff of Ziv Tv Programs Inc., same city.

DAVID KLINGER, executive in CBS-TV business affairs department since joining in April 1950, named budget control manager of department.

Tatum Joins Disney

DONN B. TATUM, director of tv for ABC Western Div., named production-business manager, Walt Disney Studios, effective immediately. One time Don Lee-Mutual vice president, Mr. Tatum has also served as west coast counsel for RCA, NBC and ABC.

Comings, Goings at WLS

BRUCE DAVIES, Chicago radio-tv market reporter at Chicago Livestock Exchange, will join WLS Chicago as farm director effective Feb. 14, replacing Dix Harper, who leaves after six years with Prairie Farmer station, it was revealed Friday. Mr. Harper joins Aubrey, Finlay, Marley & Hodgson Inc., Chicago agency, as account executive for radio-tv on International Harvester account.

In another change, Norman Syse, member of WLS news department, joins WBBM Chicago's news staff this month. Announcement expected this week on further realignment at WLS.

Patent Suit Called Off

After Haffa Donates $100,000

PATENT INFRINGEMENT suit against Webster-Chicago Corp., maker of tape recorders and related products, has been abandoned by Illinois Institute of Technology on heels of $100,000 donation to institute by Titus Haffa, president and majority owner of Webcor. Dismissal order was entered in U. S. District Court after attorneys reached agreement on Dec. 1, 1955. About $40,000 in back royalties covering 14 IIT patents will be paid in settlement, according to John Rettalaiia, Institute president.

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Blythe, Bruce

BROADCATING TELECASTING

Broadcasting Publications Inc.

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*Reg. U. S. Patent Office

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WNHC-TV serves audiences throughout the state of Connecticut, Western Massachusetts, Eastern New York State and all of Suffolk, Long Island. This area, conservatively recorded as 15 counties, represents a potential of 3½ million viewers. As further proof of audience, 91 newspapers and magazines carry WNHC-TV daily program listings, and you know free space is hard to get! Altogether it makes good sense to buy the one station which delivers the entire southern New England market!

WNHC

COVERS CONNECTICUT COMPLETELY
316,000 WATTS MAXIMUM POWER
Pop. Served 3,564,150 - TV Homes 948,702
represented by the katz agency, inc.

Channel 8 • Television
60 Seconds is all it takes...

YEARS of research preceded it, yet the actual discovery of processed rubber came to Charles Goodyear in a flash of inspiration. Perhaps in just 60 seconds.

Today, to discover new prospects for your products—swim caps in the South, ski caps in the North—to move merchandise most anywhere—60 seconds is all it takes on Spot Radio—and...

It costs less to reach more of your potential customers... whoever they are... wherever they might be... at the precise time and place of your choice.

60 seconds—or less—is all it takes to sell them with the right, bright buy—Spot Radio.

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<th>City</th>
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*Also represented as key stations of the TEXAS QUALITY NETWORK

EDWARD PETRY
ORIGINAL STATION
NEW YORK CHICAGO ATLANTA
INSIDE BEVERLY HILLS
IF Mr. and Mrs. America want to see how the movie stars live, they will have to buy the 50-cent map and look for themselves, regardless of what Art Linkletter promised in opening NBC-TV's Inside Beverly Hills spectacular.

Other than some excellent dancing (partly filmed down Wilshire Blvd.), a couple of Tony Martin songs in good mood settings and a dash of Marx Brothers' humor, the show almost didn't get inside.

Occasioned by Beverly Hills' 50th anniversary, the NBC-TV program spoofed the famous little city more than lightly. A big share of its illustrious residents clotted coffee cups in a make-believe restaurant in NBC's color studios at Burbank and watched film inserts of visits with their equally illustrious neighbors. The film clips gave the interval viewer only a fleeting glimpse of this ultimate in suburbia. Often they were awkward front-lawn interviews showing lineups of children and parents instead of homes, although the camera tour of Harold Lloyd's fabulous estate ("16 or 20 acres," he couldn't recall exactly) sparked imagination of what was not seen elsewhere.

An entertainment highlight was the cartoon drama used by U. S. Rubber to impress the safety features of its auto tires.

Production costs: $150,000.

Sponsored by U. S. Rubber, Mabelline, Tums, Kraft Food Co. on NBC-TV as Jan. 29 Sunday Spectacular, in color and black-and-white, every fourth Sunday, 7:30-9 p.m. EST.

Producer: John Guedel; assoc. producer: Harry Sears; director: Dick McDonough; assoc. director: Roy Montgomery; writers: Glenn Wheaton, Mannie Minheim; unit production manager: Gina Jenkins, music director: Gordon Jenkins; art director: Jay Krause; choreography: Earl Barton.

Stars: Art Linkletter, Groucho Marx, Tony Martin, Peter Lawford, Sheldon Leonard, Chico Marx, Helen O'Connell, plus the movie greats whose homes were visited or who appeared as special guests.

POLITICS, U.S.A.

THE WISDOM of keeping recordings of old radio programs was never proved better than on Jan. 29, when America's Town Meeting of the Air dug its grabbag and pulled out "Politics, U.S.A." The half-hour-long documentary made up chiefly of the highlights of political debates on various Town Hall broadcasts over the past 70 years.

Here were Republican Presidential candidates Robert A. Taft, Wendell L. Willkie, Thomas E. Dewey and finally the successful one, Dwight D. Eisenhower. Here were Presidents Franklin D. Roosevelt and Harry S. Truman, the latter delightfully caught in the exuberance of the morning-after-election day of 1948, gleefully imitating H. V. Kaltenborn's reading of vote returns the previous midnight. Here were many more familiar (or at least once familiar) names and voices debating the Third Term, the Fourth Term, government versus business, civil rights and many other burning political issues.

Will Rogers Jr., moderator, had little to do except identify the speakers and it was not his fault that frequently and annoyingly the identifications followed the speeches instead of preceding them. Aside from that minor flaw produced by editor William H. Traum and editorial supervisor Harriet C. Halband deserve plaudits for selecting from what must have been a terrifying mass of material just the right bits to make up a dramatic picture of Politics, U.S.A.

Production costs: Approximately $500-$5000.

Broadcast Jan. 29 as a special documentary item of America's Town Meeting of the Air, ABC Radio, Sun., 8-9 p.m. EST.


Narrator: Will Rogers Jr.

FESTIVAL OF MUSIC
IT WAS ALMOST a surfeit of good music that NBC served up Jan. 30 on the Producers' Showcase "Festival of Music" colorcast. Certainly it was a rare treat to hear Sol Hurok's dozen or so performers who represent the cream of the country's artists. If they didn't live a lifetime in an hour and a half, Nor did all the performers seem quite happy with this recital format. There just wasn't time to relax.

Still it was an exciting evening. Television technique did a lot for the opera favorites that predominated in the program. A camera capsule of the story can make a song, sung in a foreign language, more meaningful than it ordinarily be, would ordinarily manage not to dominate but to enhance the music. Instrumental numbers and Marian Anderson's spirituals, of course, were done in conventional dress, but artful lighting accomplished a stylized effect as beautiful as the dressed-up operas settings. Elaborate production, plus color, made "Festival of Music" the feast it set out to be, with only the chronic complaint after a big meal. The partaker is grateful, but next time let's savor the treats more slowly.

Production costs: $200,000.

Sponsored by RCA Victor and Ford Motor Co., both through Kenyon & Eckhardt, N. Y., on NBC-TV Jan. 30.

Master of ceremonies: Charles Laughton; musicians: Marian Anderson, Renata Tebaldi, Jussi Bjorling, Zinka Milanov, Jan Peerce, Robert Merrill, Gregor Piatigorsky, Artur Rubinstein, Isaac Stern, Rine Stevens, Blanche Thebom, Mildred Miller, Leonard Warren. Producers: S. Hurok; supervisors: Donald Davis, Dorothy Matthes; director: Kirk Browning; associate supervisor: Andrew McCullough; conductor: Max Rudolf; staging: Herbert Graf; scenic: Burr Smidt; costumes: Noel Taylor; ballet master: Zachary Solov; musical director: George Bassman; continuity: Jay Harrison; assoc. director: Dean Whitmore; technical director: Jack Coffey.

SEE & HEARD
BITING THE HAND THAT FEEDS YOU DEPT.

LATEST ENTRY: "The Starlet," a drama about Hollywood life, on The Goodby Playhouse, Jan. 29 (NBC-TV, Sun., 9-10 p.m. EST), which featured the following bit of dialogue:

TALENT AGENT: "Well, there's always tv ..."

INGENUOUS: "Do you think I'm that bad?"

No, dear, you're not, but the play was.

BOOKS

THIS textbook, whose author is professor and chairman of the department of electrical engineering at Syracuse U., presents a detailed discussion of the numerous electronic circuits important in such diverse fields as television, radar, electronic control and instrumentation centers. With residence and home time, Radio Electronics, this book is a revision and enlargement of the author's Electron Tube Circuits, although both books are independent self-contained texts.
Media Buyers  
Account Executives  
Sales Managers...

COME to HARTFORD

SEE

...why almost everyone in the Hartford-New Britain Market (third richest in the U.S.A.) considers WKNB-TV its very own station.

...why WKNB-TV packs such a powerful advertising wallop... 375,000 sets... 91% saturation in Hartford County.

WKNB-TV
Basic NBC
channel 30

STUDIO AND OFFICES
WEST HARTFORD, CONN. — Represented by The Bolling Company, Inc.
Radio’s SRO in Muncie

EDITOR:
WHO SAYS RADIO IS DEAD AS ADVERTISING MEDIUM? SPECIAL EFFORTS BY SALES STAFF AT WLBC DURING LAST TWO WEEKS OF JANUARY RESULTED IN MUNCIE STATION BEING SOLD OUT COMPLETELY FOR MONTH OF FEBRUARY FROM SIGN ON TO SIGN OFF ALL SEVEN DAYS OF THE WEEK. P.S. ORDERS WILL BE ACCEPTED FOR MARCH.

Bill Craig, Comm. Mgr.
WLBC Muncie, Ind.

Advertisement

EDITOR:
The CBS Television affiliate in Norfolk is W TAR-TV. Although WTOV-TV may at times carry CBS Television programs under what we call a per-program agreement, WTOV-TV is not a CBS Television affiliate and I wrote that station on Jan. 30, 1956, asking that it discontinue referring to itself as such.

Edward P. Shurick
National Director of Station Relations
CBS Television, New York

[EDITOR’S NOTE: Mr. Shurick’s statement followed the appearance of an advertisement for WTOV-TV in B-T for Jan. 30, in which the station called itself a CBS affiliate.]

The Pacific Northwest

EDITOR:
Thank you very much for the reprints from B-T’s Jan. 9 issue with its most interesting section on the Pacific Northwest by J. Frank Beatty.
The reprints which I requested I passed on to my friends in the utility industry in that area, particularly to Mr. Paul McKee, president of Pacific Power & Light Co., who is mentioned extensively in the power section, and Mr. Kinsey Robinson, president of the Washington Water Power Co. of Spokane.

Stephen M. Walter
National Assn. of Electric Companies
Washington, D. C.

EDITOR:
I found the contents of your article most interesting.

Russell V. Mack (R-Wash.)
House of Representatives
Washington, D. C.

EDITOR:
We would appreciate your sending us three reprints of this article if they are available.

Frank Norton
Mgr. Commercial Research
Bethlehem Pacific Coast Steel Corp.
San Francisco, Calif.

Legislative Telecasts

EDITOR:
A story on page 68 of the Jan. 16 issue of B-T, reporting remote telecasting of a West Virginia legislative session by WSAZ-TV Huntington, ends with this paragraph: “The event was described by WSAZ as probably the first live telecast in the nation of an elective legislative body in law-making procedures.”

On January 9, 1951, WKY-TV, Oklahoma City, telecast live remote the address of incoming Governor Johnston Murray to a joint session of the Oklahoma House of Representatives and the Senate. WKY-TV since has telecast numerous sessions, another Governor’s address to a joint session (January 1955), a well as committee hearings on pending legislation.

There has been and is no question that WKY-TV was the first to telecast such legislative sessions live. We are happy to see WSAZ-TV has been able to perform the same type of public service. It is our hope that such live telecasts will be a routine activity for all radio and TV stations.

P. A. Sugg, Mgr.
WKY-TV Oklahoma City

Blue Book Comment

EDITOR:
This is a comment on your editorial in the Jan. 16 issue, entitled “It Should Stay Out of Print.” It refers to the Blue Book, a book which I did not like nor the idea behind it. But, down underneath, it served a purpose which was healthy for the business... I do not want to see another Blue Book, but I think that you should continue to point out to the broadcasters that there are a lot of programming and commercial activities and advertisements on the air that need attention—or there will be trouble.

Edgar Kobak, Pres.
WTWA, Thomson, Ga.

Mexican TV

EDITOR:
In your story on expansion by Sylviana in Mexico [B-T, Jan. 16], it is reported that Mexico has three TV stations operating.

Mexico has eight TV stations operating, two of them satellites carrying programs from the national capital into eight of the provinces. The six other TV outlets consist of three in Mexico City, one in Tijuana, one in Cuidad Juarez, and one in Monterrey.
The Monterrey outlet is the newest of the Mexican TV stations, having gone on the air late in August.

Marvin Alisky, Prof., Radio-Television & Journalism
Indiana U., Bloomington, Ind.

[EDITOR’S NOTE: The shortcut of Mexican TV stations was made by Sylviana, copied by a B-T reporter who reprehensibly neglected to check the 1955-56 Telecasting Yearbook.]

Future for Radio

EDITOR:
Please send 100 copies of “Fight For Time” [B-T, Jan. 16], and also 100 copies of the second part of the story [B-T, Jan. 23]. I have many surveys, facts and figures, etc., etc., but this series is one of the finest things I have yet seen. You have done the industry a big fat favor by running it. It should be required reading for every announcer, writer, salesman, engineer, station manager and owner, etc. Congratulations for your efforts on behalf of radio.

Joe Milso, Mgr.
WCPA Clearfield, Pa.

[EDITOR’S NOTE: Joint reprints of “Radio And The Fight For Time” and “Broadcasting Evolution: From Radio To TV” have been made available from the NBC. Future for Radio, are now available at $15 per 100 copies.]

Mixed Nets

EDITOR:
By now you are of course very much aware that there was a typographical error on page 68 of your Jan. 23 book, but for the record may we say that KFMB-TV, ch. 8, is basic CBS and affiliated with ABC and KFSF-TV is basic NBC and they do carry some ABC shows.

Dan Bellus, Prom. Dir.
KFMB-TV San Diego, Calif.

[EDITOR’S NOTE: B-T regrets the mistake in copying which resulted in a mix-up of San Diego TV stations’ network affiliations.

Broadcasting • Telecasting
He's concentrating on one objective: the finest possible representation for a limited number of television stations. This state of mind—unhampered by allegiance to any other medium—is why Harrington, Righter and Parsons salesmen sell so successfully for these top stations. Consistently so.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco
Atlanta

WROW-TV Albany
WAAM Baltimore
WBEN-TV Buffalo
WJRT Flint
WFMY-TV Greensboro
WTPA Harrisburg
WDAF-TV Kansas City
WHAS-TV Louisville
WTMJ-TV Milwaukee
WMTW Mt. Washington
WRVA-TV Richmond
WSYR-TV Syracuse
Fastest-moving film in television!
They don’t sit around long on the shipping-room shelves at CBS Television Film Sales. For here are the stand-out shows in the syndicated film field… the audience-proven programs of the sparkling variety and dramatic impact that gave CBS Television Film Sales the biggest year of its life in 1955.

Whatever your program choice may be—adventure, comedy, drama, Westerns or news—here you’ll find the big-name, top-quality productions… every one a time-tested audience-winner.

And there’s more to come, because expansion is the word for ’56. Nearly a dozen major new properties are being readied. Merchandising and promotion departments are being enlarged. Sales service and distribution facilities are better than ever. There’s expansion and excitement everywhere you turn, from story conference to shipping room!

And there’s a show for your needs at fast-moving CBS Television Film Sales. Take a look at the list below, then call our nearest office—New York, Chicago, Los Angeles, Detroit, Boston, St. Louis, San Francisco, Dallas, Atlanta. In Canada: S. W. Caldwell, Ltd., Toronto.

CBS Television Film Sales, Inc.

"And I say, the Record Shows That KCRA-TV Really Rates in the Sacramento TV Market!"

The Senator

MORE "FIRSTS" THAN ANY OTHER SACRAMENTO TV STATION!

During its Total Weekly Telecasting Period, KCRA-TV has more "firsts" in the quarter-hour viewing periods than any other Sacramento television station—77% more "firsts" than the next Sacramento station!* 


LOOK AT THE RECORD, CALL PETRY AND BUY KCRA-TV

Page 20 • February 6, 1956

as manager of advertising service for the Metropolitan Life Insurance Co., New York, Henry R. Geyelin oversees an operation that places almost one-half of an annual $35.5 million advertising budget into local radio, predominantly as a public service effort to policyholders and the general public.

Mr. Geyelin is probably more broadcast-conscious than most advertising executives of financial-commercial institutions (who have been nurtured on the printed media), because he spent five years with the Allen B. DuMont Labs, serving in both the manufacturing and the broadcasting phases of operation. But his devotion to radio rests strongly on reasons other than sentimental. He has learned in his three years with Metropolitan Life that local radio, like an insurance policy, can pay off handsome dividends in time of need.

Henry Rawle Geyelin was born Aug. 18, 1918, on New York's upper East Side area, where he still maintains a home. He attended school in Switzerland for one year, and studied at the Avon School, Avon Old Farms, Conn., and Yale U., from which he received a B.A. degree in history and art in 1939.

Tall and huskily-built Mr. Geyelin acknowledges a long-time interest in advertising, although his early employment history reflects his lifelong interest in art. Following his graduation from Yale, he worked as assistant to the art director and production manager of Saks Fifth Avenue in New York for one year, and as a salesman at Gimbel's for two months, handling the William Randolph Hearst art collection, which was offered to the public through Gimbels in 1940.

His business career was interrupted in 1940 by an extended tour of duty with the U. S. Navy—six years. He entered service as an appren- tice seaman and was released in 1946 as a lieutenant commander. One striking phase of his naval career concerned a six-month tour of duty in Miami at anti-submarine warfare school, where he served as instructor to French, Brazilian and Chilean naval students. His knowledge of French and Spanish stood him in good stead at that time.

Upon his release from the Navy in 1946, Mr. Geyelin decided on advertising as his life's work, and accepted the post of assistant account executive with Abbott Kimball Co., New York. He remained with the advertising agency until 1948, rising to account executive on such accounts as Black, Starr & Gorham, Hansen Gloves, Del Grande shoes, among others.

With television in its formative years in 1948, Mr. Geyelin recognized the opportunities opening in the field, and joined the Allen B. DuMont Labs, Receiver Div., as advertising and sales promotion manager. From 1948 to 1951 he served DuMont in this capacity, supervising an advertising and sales promotion budget amounting to about $4 million. Mr. Geyelin is credited with establishing one of the first tv cooperative advertising plans and "fixed" rate" payment plan, which drew considerable praise from the industry as a whole.

In 1951, Mr. Geyelin's area of responsibility at DuMont was enlarged and he assumed the post of corporation advertising manager and director of creative activities. He also was delegated the task of determining basic corporate institutional advertising policy, setting up the advertising budget and controlling advertising and sales promotion.

Though the pace at Metropolitan Life is "not quite so hectic" as at DuMont, Mr. Geyelin points out that the challenge is there: he must meet the task of creating good will for a company that has written more than $60 billion in business and must accomplish this objective with a relatively modest budget.

Mr. Geyelin feels that local radio is pre-eminently qualified to tell the Metropolitan Life story to policyholders and the general public. Since 1946, the present public service advertising effort, Good Health for Good Health (information on diseases that are leading causes of death, safety problems and general health subjects) has been running on stations throughout the U. S. Metropolitan Life, until recently, had sponsored Allan Jackson and the News on CBS Radio, as well as local programs, but decided to cancel the network offering and expand its sponsorship on a local spot basis. The company currently sponsors 40 news programs a week in 35 markets.

The reasons that Metropolitan Life finds radio a good medium, Mr. Geyelin said, are that it covers the large cities in which the greater percentage of policyholders are concentrated; gives more health messages at more hours to more audiences; is geared to local emergencies, whereby a schedule of special announcements in a certain area can be instituted if, for instance, a disaster such as a flood or tornado develops there; has value because of local announcers' following, and makes possible cooperation with local health agencies.

Mr. Geyelin married the former Frances Healy of New York in 1948. They live with their child, Antoinette (Toni), 6, in a home on East 95th St.

Since becoming a home-owner, Mr. Geyelin has become a pronounced do-it-yourself hobby-ist. He retains a love for painting, though he confesses he finds little time to pursue this pastime. In the summer, he enjoys sailing in the waters around Mount Desert Island off north- east Maine.

Mr. Geyelin, active in various civic enter-prises in New York, currently is vice chairman of the Red Cross Home Service Committee.

Our respects

to Henry Rawle Geyelin

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SPONSORS WARM TO AP
Because... it's better
and it's better known.

"A bad explosion...
...we'll keep you informed."

Case History No. 17

It was a quiet news night in the AP bureau at Pittsburgh until News Editor Fred Quinn called from WMGW at Meadville, Pa.

"Hear there's been a bad explosion at Andover, Ohio. That's all we know now. We'll keep you informed."

Confirmation of the blast at Andover came through quickly from the AP's Cleveland bureau, which reported that newsmen and photographers were starting for the small northeastern Ohio town.

But Meadville, just across the state line, was closer. Program Director Jim Strickler and Engineer Jack Harvey at WMGW started for the scene.

Communication lines had been knocked out by an electrical storm shortly before the explosion. It was impossible to get through by telephone. Strickler found the roads to Andover jammed with emergency vehicles and drivers crowding in to see what it was all about. But somehow, Strickler got through to be one of the first newsmen on the scene.

After a quick survey of the damage and rescue operations, he drove several miles back to the closest "live" telephone. He relayed the first details out of the area that the explosion had wrecked a restaurant, and the death toll would be high.

Through him, WMGW—and The AP—had the details first, and accurately.

Strickler and Quinn kept on the story throughout the night. They came through with the casualty list and background available at the time. As WMGW listeners had the account first-hand, so did all AP members.

Strickler and Quinn are among the thousands of active newsmen who make The AP better—and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

Those who know famous brands...
...know the most famous name in news is
Muriel Bullis on all accounts

There is glamour in timebuying.

And Muriel Bullis of Foote, Cone & Belding, Los Angeles, personally proves the point. She left the top glamour occupation of show business to buy radio and television time for Rheingold Brewing Co. and other major accounts. In her opinion, the business side of the industry has interest and excitement, too.

Now in charge of all radio and television purchases for Rheingold placed through the FC&B Los Angeles office, which concentrates principally on Southern California, Miss Bullis also assists the agency's head timebuyer there, Lydia Hatton, in selecting the best stations and times for such other accounts as Purex Corp., Sun-kist Growers, Breast of Chicken Tuna Inc. and the Stauffer System (reducing).

"There is nothing as satisfying as selecting a good list of stations to boost a sales campaign and then watch the success stories come in," Miss Bullis said, describing it as something like the thrill of the extra curtain call.

Miss Bullis was born in Vallejo, Calif., on July 30 "not too many years ago," she said, exercising her feminine prerogative. Since her mother was a singer and her father a rancher in different parts of the West and Midwest, she acquired an early liking for music and travel. Although planning a musical career while attending Los Angeles City Junior College, she joined the Waves in 1944 and learned basic office procedure as a secretary at the Navy's supply depot at Oakland.

Her first advertising experience came after release from service in 1946. She joined the Dan B. Miner Co., Los Angeles, as assistant to the media director for newspapers and magazines. Two years later, bitten by the show business bug, Miss Bullis joined the road company of "Oklahoma!" and in the summer of 1949 switched to vaudeville in New York with Eddie Lambert. That fall she opened on Broadway with "Texas' Little Darling" and the following year hit the road again with the original touring company of "South Pacific."

"After another year I'd had enough glamour for a while, so I took a long vacation and then decided to go back to my first love, advertising," Miss Bullis recalled. She joined the advertising department of Sun-kist Growers at Los Angeles in early 1952 and soon was recommended to the Sun-kist agency, Foote, Cone & Belding.

A sports car enthusiast ("I bought an MG before I learned to drive"), Miss Bullis has an apartment-with-pool in the Wilshire Blvd. district of South Normandie Ave. of Los Angeles.
Styled after Monitor and Weekday . . .
that's "DIAL 970"—

Exclusive in Louisville
with WAVE!

**NIGHT BEAT**
"The Pulse of Louisville After Dark"
(9:15—12 midnight)

*Night Beat* is DIAL 970's most unusual program —
"the pulse of Louisville after dark". It's headed up
by Bob Kay who keeps a running commentary on
events as they happen — often direct from the scene.

Ed Kallay and a staff of 22 correspondents cover
sports, with half-time and final scores on all high
school and college games in the Louisville area re-
ported immediately.

In addition, *Night Beat* features local news, human-
interest items, fire and police calls — all framed in
popular music. It's on-the-spot radio at its best —
dynamic, flexible, up-to-the-minute.

**DIAL 970—**
WAVE'S DYNAMIC NEW RADIO SERVICE
FOR A DYNAMIC NEW LOUISVILLE!

**WAVE**
5000 WATTS • NBC AFFILIATE

Other Coordinated DIAL 970
Programs Complementing
MONITOR and WEEKDAY—

**ROAD SHOW** Riding with Louisvillians
in their cars—getting them home relaxed
and informed. Music, news, weather and
traffic reports, time, sports and humor.

**WAKE UP WITH WAVE** Brings
Louisvillians all they need to know to start
the day. News every half hour. Time,
weather, traffic, farm and school news.
Sports scores and other services.

**CAROUSEL** Fun and facts for busy Louisville
homemakers. Club news and interviews.
Book reviews and music. Brass-ring contest.
the truth about...

STA-50G—50 KW AMPLIPHASE—Nevo Ampliphase design greatly reduces number of tubes and power costs, assures lowest operating cost of any 50 kw AM transmitter. Half the tube cost of old 50 kw AM transmitters. Completely self-cooled. Takes less than 80 square feet of floor space. Requires no under-floor trenches. Reduces installation costs.

STA-5N/10N—5 and 10 kw Bi-Level—Features "Bi-level" modulation, accomplished by adding a controlled amount of audio to the rf driver, increases efficiency, reduces power consumption and distortion. Substantial savings in operating and tube costs combine with space-conserving design.

STA-1M/500M (shown with left-wing phasing cabinet)—Forgets low power consumption. Uses only 15 tubes in the BTA-1M, 14 in the BTA-500M, and only four types. Single-control tuning assures ease of operation. Modulated by RCA's famous "Bi-level" technique. Complete transmitters housed in an attractive and practical lightweight aluminum cabinet.

STA-1M/500M—Designed for high-fidelity operation. Transmitters BTA-1MX (1 kw) and BTA-500MX (150 watts) offer single-control tuning, easy "Bi-level" modulation, low power consumption, fewer tubes and fewer tube types. Minimum floor space required...approximately 6 square feet.

REMOTE CONTROL EQUIPMENT—RCA Remote Control Equipment provides facilities to switch program lines, advance 45 kw lines, operateScar's control-off emergency transmitter, control Control switching, power sources, inverters and reset manual overload breakers from any desired control point, regardless of transmitter design or power.

STA-250M—250 WATT Bi-Level—Provides the quiet operation desirable for control room installation. Single one-control tuning. Distortion free "Bi-level" modulation, excellent frequency response. Uses only 10 tubes of three tube types. An ideal "economy package.

STA-1M/500M—Designed for high-fidelity operation. Transmitters BTA-1 MX (1 kw) and BTA-500MX (150 watts) offer single-control tuning, easy "Bi-level" modulation, low power consumption, fewer tubes and fewer tube types. Minimum floor space required...approximately 6 square feet.

STA-1M/500M—Designed for high-fidelity operation. Transmitters BTA-1 MX (1 kw) and BTA-500MX (150 watts) offer single-control tuning, easy "Bi-level" modulation, low power consumption, fewer tubes and fewer tube types. Minimum floor space required...approximately 6 square feet.

STA-1M/500M—Designed for high-fidelity operation. Transmitters BTA-1 MX (1 kw) and BTA-500MX (150 watts) offer single-control tuning, easy "Bi-level" modulation, low power consumption, fewer tubes and fewer tube types. Minimum floor space required...approximately 6 square feet.
FOR 25 YEARS RCA broadcast transmitters have been widely acknowledged as the best. During this period they have been the transmitters most often chosen by those stations which wanted, and could afford, the very best. Thus they early became, and have remained, the standard to which all others are compared.

Unfortunately, some stations have believed that they could not afford such quality—no matter how much they wanted it. Today any station can "afford" one of these top-quality transmitters. In fact, it is hard for us to see how a station can afford not to buy one.

Why is this so? Simply because today RCA transmitters cost only a very little more than the lowest-priced (sometimes no more). And the small extra original cost (if any) is more than made up for by these two facts:

1. **RCA transmitters are generally less expensive to operate.** This is so because in almost every power class RCA transmitters either use less power, or have lower tube cost (in some cases both).

2. **RCA transmitters almost always have higher resale value.** This becomes very important when you go to higher power, or if you should decide to sell your station.

What is the moral? Simply this: don't jump to the conclusion you can't afford RCA. We believe you can, and we would like an opportunity to prove it. Call our nearest AM Specialist (see list). He will be glad to go over your situation with you, give you the benefit of his (and RCA's) broadcast equipment knowledge, and leave with you a complete and fair proposition. With such facts at hand you can make a correct decision. There's absolutely no obligation. You owe it to your station to find out. Act now!
More North Carolinians listen to WPTF than to Any Other Station

50,000 watts 680 KC

WPTF

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

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

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

FREE & PETERS National Representative
AGENCY COMMISSION SYSTEM KILLED BY CONSENT DECREE

Unrestricted fee negotiations will be the rule on Madison Ave. as American Assn. of Advertising Agencies settles antitrust suit. AAAA agrees to quit: (1) insisting on 15% commission; (2) opposing fee-splitting, rebates, house agencies and speculative presentations; and (3) trying to persuade media to deal with "recognized" agencies.

The consent decree enters into last December and is effective in 60 days. That is, the AAAA must bring its policies into line with the consent judgment by that time.


Best judgment among advertising men is that the AAAA consent judgment may spark a re-evaluation by advertising agencies of the present fee system. It is believed in some quarters that a change in method of agency compensation—which has been slowly underway over the past few years—can certainly be expected to accelerate in light of the government victory.

By turning the spotlight on commissions, the decree may lead both advertisers and agencies to reappraise the rates at which they are paying, or being paid, under current contracts. Conceivably, it is conceded, there may be attempts by agencies to get a larger commission in the future—or by advertisers to set a lower one. Or, it is presumed, to evolve new methods of compensation.

Industry members emphasized that this is speculative, and that, in any event, the rate of compensation must be worked out in future agreements between advertiser and agency.

One point where the judgment may have an early effect is in the portion relating to "house" agencies. There was speculation that some advertisers would now attempt to get media to pay commissions to their house agencies—and that some media "that are gasping for business" might be tempted, on the other hand, it was noted, the number of house agencies is declining.

The AAAA emphasized that the judgment indicated that it had denied the allegations of conspiracy and antitrust violations. The decree removes any possibility that some agencies can file treble damage antitrust suits against AAAA or advertisers.

The judgment specified that nothing in its terms could be interpreted to prevent individual agencies' taking actions denied the AAAA. The decree stated that the advertising organization could continue to perform various trade association functions not in conflict with the terms of the judgment.

There was wide speculation that the other defendants would accede to the government's action and file consent decrees. ANPA President Richard W. Slocum virtually conceded that the publishers were seeking such a settlement in his statement issued immediately after the AAAA decree was announced (see separate story below).

The Dept. of Justice, in its antitrust suit, charged that the operation of the advertising agency recognition system, with its "uniform" provisions for a 15% commission, prohibition against rebates by agencies to advertisers and its refusal to recognize "house" agencies, constituted restraint of trade in violation of Sec. 1 of the Sherman Act.

The gist of last week's decree was contained in the following sections:

"(1) Fixing, establishing or stabilizing agency commissions, or attempting so to do;"

"(2) Requiring, urging or advising any advertising agency to refrain from rebating or splitting agency commissions;"

"(3) Designed, in whole or part, to deny or limit credit or agency commission due or available to any advertising agency;"

"(4) Establishing or formulating, or attempting to establish or formulate, any standards of conduct or other qualifications to be used by any media or any association of media to determine whether media should or should not do business with, recognize or approve any advertising agency;"

"(5) Designed to cause any media not to SERIES (1-3)

GAMBLE, SLOCUM COMMENT ON DECREES

"As the judgment states, we have denied the offenses charged and asserted our innocence of any violation of law..."

Mr. Slocum was more vigorous in his comment. The agreement between AAAA and the Justice Dept. has nothing to do with ANPA's position, he said.

"The members of the ANPA," he added, "do much more than operate commercial enterprises. They are newspaper publishers with the responsibility for conducting the nation's news press. Their organizations are constantly ferreting the news especially in Washington where there is still too much tendency to deny news to the public. Reporters and publishers are constantly breaking news which some government officials would like kept in the closet. They don't like it and some like to think in terms of retaliation against the press."

"A consent decree is a polite term for a continuing injunction and the parties controlled by it are subject to contempt proceedings at the will of the Justice Dept. That is not the kind of spot newspaper publishers should voluntarily put themselves into nor should any Administration seek such power of continuing threat against the press."

"ANPA will continue its efforts declared 18 months ago and unfortunately, rebuffed by the Justice Department's avidity to get ANPA into court. That is, to reach a settlement of the litigation which places foremost the vital public interest of an unthreatened press."
do business with, not to recognize or not to approve any advertising agency;

(6) Fixing, establishing or determining advertising rates to be charged advertisers not employing an advertising agency, or attempting so to do;

(7) Designed to have media adhere to published advertising rates or rate cards;

(8) Requiring, urging or advising any advertising agency to refrain from submitting advertising copy, art work, illustrations, detailed plans, market surveys or similar material to any national advertiser in the solicitation of a new account.

(B) Consenting defendant is enjoined and restrained forever from requiring, urging or advising any of its members to engage in, or assisting any of its members to engage in, any activities covered by Paragraphs (1) through (8) of subsection (A) of this Section IV; provided that nothing in this subsection (B) shall be construed to prevent consenting defendant on the written request of any of its members, not solicited by consenting defendant and not on its face showing any action contrary to any paragraph of subsection (A) hereof, from supplying in writing any statistical or other factual material or research study without comment thereon.

(C) Nothing contained in this Final Judgment, or any other order issued hereunder to prohibit members of consenting defendant from severally taking any action denied to consenting defendant by virtue of this Final Judgment; nor shall this Final Judgment be construed to prohibit consenting defendant from:

(1) Circulating among advertising agencies or media information and views relating to their obligations to fulfill all lawful contractual commitments by means of writings or by means of speeches reduced to writing after delivery thereof;

(2) Truthfully and fairly acquainting the public, advertisers, advertising agencies or media by means of writings or speeches designed and available for general consumption in the trade, with the nature, background, services and functions of members of consenting defendant and with the advantages of their employment;

(3) Where necessary or appropriate in proceedings conducted by Federal, State or local Government in such proceedings and responding in any manner to inquiries upon any subject, including specifically, inquiries concerning ethics and commercial practices among members of consenting defendant.

The AAAA announced that there will be no change necessary in the organization's constitution or by-laws. Documents that are being revised, it said, to bring them into conformity with the decree, are:

Agency Service Standards, Standards of Practice, Qualifications for Membership, Form for Application for Membership, and the AAAA Copyright, Standard Form of Order Blank for Publications.

AAAA said it would still require agencies seeking membership to be bona fide independent agencies, free from control by an advertiser or medium owner. It said it would still require each member to "fulfill its lawful contractual commitments" with media.

The agency association issued an eight-page statement summarizing in question and answer form the antitrust suit and the meaning of the consent decree. These are available at AAAA headquarters, 420 Lexington Ave., New York 17, N. Y.

SUIT SKIPS RADIO-TV

RADIO-TV was not involved in the antitrust suit filed by the Dept. of Justice against the AAAA and various printed media organizations. There were several reasons for this.

First and foremost, there is no recognition system in broadcasting. Although NARTB some years ago recommended that broadcasters adhere to a standard contract form, there was no requirement that it be followed.

Also, newspapers allow commission on national advertising; do not on local advertising. Broadcasters, on the other hand, treat as commissionable, all time, plus in many cases, talent and production charges.

Most broadcasters use their own credit department to check new agencies seeking to place business. What these agencies do with their 15% commission is of no concern to the media, most broadcasters believe.

ADVERTISERS & AGENCIES

B-B-T SUFFERS FOURTH MAJOR SETBACK:
PHILIP MORRIS SWITCHES TO N. W. AYER

Changeover slated for May 1 when agency will handle all media for cigarette advertiser. Biow-Beirn-Toigo billings now reduced to about $12 million.

Biow announces it will revert to former name, The Biow Co.

MARKING the first time in 25 years that it will be servicing all media for a cigarette account, N. W. Ayer & Son, New York and Philadelphia, has announced plans to take over the Philip Morris cigarette billing from Biow-Beirn-Toigo. Departure of the approximately $6 million account from the latter agency will end a quarter-century relationship between Mr. Biow and the client.

From 1947 to 1949 Ayer handled the television portion of the Lucky Strike business, but its last media representation of a cigarette account dates back to 1931. From 1910 until that date, the agency handled Camelots for R. J. Reynolds Tobacco Co., with Sigurd Larmson, now president of Young & Rubicam, functioning as a service representative on the account for three years from 1925 to 1928.

Facing a third time the billings head-on—the fourth major account to leave the agency in the past two months—Milton Biow, chairman of the board of Biow-Beirn-Toigo met with 50 top executives and creative department members to tell them that he had set aside $1 million to meet "whatever costs may be necessary" to maintain the agency's standards, and to notify them that the agency will resume its original name.

John Toigo, executive vice president of B-B-T, contrary to reports, will not accompany the Philip Morris account to Ayer, nor will he join J. Walter Thompson Co., which recently acquired the Schlitz Brewing Co. account. It was known that McCann-Erickson had offered him a post. He told B&T that his future plans will be announced shortly.

Philip Morris, which spends two million of its six million in spot radio and television, shifts to N. W. Ayer & Son on May 1. The tobacco company's other brands, Parliament and Marlboro cigarettes, will remain with the present agencies. Parliament is serviced by Benton & Bowles; Marlboro by Leo Burnett Co. Philip Morris Inc. first joined The Biow Co. in 1931. In April 1933 the company sponsored its first radio network show on NBC, three quarter hours weekly, featuring Ferde Grofe's orchestra with Phil Dewey as the vocalist. It was on this program that the agency introduced for the client the slogan, "Call for Philip Morris!"

Philip Morris has been a heavy radio and television user. The firm sponsored I Love Lucy on CBS-TV for several years, but dropped the program last year to put the budget into spot announcements and newspapers.

The three other major accounts which have left Biow-Beirn-Toigo within the past eight weeks are: Pepsi-Cola, to Kenyon & Eckhardt; White-Hall Pharmaceutical Co., to Ted Bates Co., and Schlitz's Beer, which has not yet named its new agency. Ironically, the latter account left the shop because of a product conflict when the agency acquired the Schlitz account—which Mr. Biow resigned almost immediately. Ten days ago, Schlitz announced the appointment of J. Walter Thompson Co. as its agency (B&T, Jan. 30).

At his staff meeting last week, Mr. Biow outlined his plans for the agency's future and promised that "All that The Biow Co. stood for, it will stand again."

He announced that in addition to his present position as chairman of the board, he will resume the post of president, personally taking all responsibility for operations.

"This agency," he told his assembled personnel, "is going straight ahead—with only three objectives: growth, strength and service. The advertising agency business has been the greatest adventure of my life. I intend to find new adventure and succeed with it. I love it for all it represents—as an art, a science and as a business."

"Notwithstanding anything that lies ahead, I am determined that the The Biow Co. shall continue to make vital contributions to American advertising."

The Biow Co., which advanced from an agency billing of $18 million in 1946 to $50...
New Manoff Agency Takes Over Welch's

RICHARD K. MANOFF, vice president, account supervisor and member of the review board of Kenyon & Eckhardt, New York, is resigning to establish his own agency, Richard K. Manoff Inc., effective March 1.

The new agency will be located at 40 East 49th St., New York. The firm will handle the nearly $7 million Welch's Grape Juice account, including Welch's Grape Juice (bottled and frozen), Grape Jelly, Grapelade, Fruit of the Vine, and Welch's Tomato Juice, as well as Welch's Refreshment Wine. The advertiser had announced its resignation from Kenyon & Eckhardt earlier this year because of client conflict when K & E took over the Pepsi-Cola account from The Bow Co.

At that time, it was reported that Mr. Manoff would supervise the Pepsi-Cola account at K & E.

Welch's currently sponsors a portion of the Mickey Mouse Club on ABC-TV, and has a heavy television spot announcement campaign running.

Mr. Manoff has been with Kenyon & Eckhardt for the past two and a half years, as vice president and account supervisor on the Welch's account as well as chairman of the marketing plant board and member of the review board. Before that, he was director of advertising and sales promotion in the food business as well as general manager of a chain store. He also served as assistant to Anna Rosenberg on the War Manpower Commission.

The newly-formed agency expects to announce its personnel and additional accounts shortly.

Thompson Prepares Plans To Service Schlitz Account

TEAM of three vice presidents has been named by J. Walter Thompson Co., to “coordinate” the agency's work on the newly-acquired Schlitz beer account sometime after March 1.

The team will comprise Dan Seymour, vice president in JWT's New York radio- TV department; Cornell Jackson, vice president in charge of the agency's TV operations in Hollywood, and Peter A. Cavallo Jr., vice president in charge of radio-TV in Chicago, which will service the $9 million account (Broadcast, Jan. 30). They will continue in their respective offices.

The Thompson agency will be credited with the account after March 1, although a good part of the advertising schedule already has been placed through Lennen & Newell for 1956. The Schlitz Playhouse of Stars on CBS-TV has been negotiated through next June with an option to November, it was understood.

J. Walter Thompson Co. is expected to make a formal announcement presentation to the J. J. Schlitz Brewing Co. in the ensuing weeks. Meanwhile, preparations for a complete Schlitz account team are underway at the agency's vice president office under George Reeves, vice president and Chicago manager.

Erwin, Wasey Changes Carnation Staff Setup

NEW APPOINTMENTS and reorganization of agency executives handling product accounts for the Carnation Co. were announced Thursday by Emmett C. McCaughney, executive vice president of Erwin, Wasey & Co., Los Angeles.

James T. Vandenbrand was appointed senior account executive coordinating account activities on Carnation and Gold Cross evaporated milks and Topic milk. Fenton Taylor Jr. is senior account executive responsible for the agency's radio-television activities on Carnation evaporated milk and he also will handle all account work on Gold Cross and Topic, it was announced.

Gene Stokes, with Erwin, Wasey's media department since 1954, has been named assistant account executive on Carnation evaporated milk.

Normal F. Best, senior agency vice president, has administrative supervision of Carnation Evaporated Milk Div., Carnation Fresh Milk and Ice Cream Div. and Frieskies dog and cat foods.

TV Ratings

<table>
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<tr>
<th>Network</th>
<th>Top 10 Network TV Programs</th>
<th>Rank</th>
<th>Total Audience</th>
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<td>CBS</td>
<td>1. 644,000 Question (CBS)</td>
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<td>2. Producers Showcase (CBS)</td>
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<td>3. Ed Sullivan (CBS)</td>
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<td>5. You Bet Your Life (NBC)</td>
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<td>6. I Love Lucy (CBS)</td>
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<td>8. Dragnet (NBC)</td>
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<td>10. Your Hit Parade (NBC)</td>
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<th>Top 10 T.V. Programs</th>
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<tr>
<td>1. 644,000 Question</td>
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<td>2. Producers Show</td>
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<td>Ed Sullivan Show</td>
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Barbasol Buys Into 'Monitor'

In a TRANSACTION representing about $250,000 in gross billings, Barbasol Co., Indianapolis, has purchased alternate week sponsorship of 14 "Miss Monitor" weather reports on NBC Radio's "Monitor" weekend service for 52 weeks, effective Feb. 11. The agency is Erwin, Wasey & Co., New York.
### TV NETWORK BUYS AND BUYERS

**SOAP, AUTO MAKERS LEAD LIST OF NOVEMBER'S TOP SPENDERS**

Procter & Gamble and two auto makers—General Motors and Chrysler—led the blue chip parade of heaviest network TV advertisers in November, according to figures based on Publishers Information Bureau reports.

P & G repeated its feat of November 1954 by spending more than $3 million in network TV—its total last November was only about $4,000 below the sum spent in the same month of the previous year. GM, however, upped its November spending more than $600,000, to take second place among the leaders. Chrysler was more than $400,000 ahead of its November 1954 expenditure, winning itself the third-place notch.

The makeup of the top 10 last November indicated a pattern. The same national advertisers appeared among the November leaders in 1955 and in 1954, excepting Lever Bros. which was replaced by General Mills. Whereas an expenditure on the more than $700,000 level earned the national advertiser an entre in the Big Ten in November 1954, the same advertiser had to ante up an additional $100,000 last November to make the grade that month.

Network TV's attraction to the nation's top advertisers continued last November with few major product groups showing a decline in the November comparisons. Most categories, in fact, displayed gains—notably in food and food products, automotive and auto accessories, drugs and remedies, household equipment and supplies, soaps and cleansers, toiletries and toiletry goods. Sporting goods and toys which showed unusual strength, coming up from $40,720 in November 1954 to $49,617 last month.

The 11-month totals showed these groups to have amassed unusual gains:
- automotive, up nearly $16 million; drugs, up almost $7 million; food, increased more than $14 million; household equipment, over $5 million; soaps, up more than $10 million, and toiletries more than $23 million.

### GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS DURING NOVEMBER AND JANUARY-NOVEMBER 1955, COMPARED WITH 1954

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<td>Agriculture &amp; Farming</td>
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<td>$49,740</td>
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<td><strong>$32,032,508</strong></td>
<td><strong>$286,515,485</strong></td>
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Source: Publishers Information Bureau
WHAT DO AGENCIES WANT STATIONS TO TELL THEM?

They want a lot of things they’re not getting—and a lot less of things they are. This is what WFMY-TV Greensboro, N. C., found when 72 agencies answered its query on the subject. The station man in doubt about the value of his promotion will find a wealth of valuable information in the results obtained.

AGENCIES and broadcasters are doing business without thoroughly understanding each other’s common needs.

This conclusion is presented in a survey of agency opinion conducted by WFMY-TV Greensboro, N. C.

The study shows that broadcasters often don’t supply agencies with the type of data they want, in the way they want it.

And many agencies haven’t made clear to broadcasters what sort of information they desire in placing their radio-tv campaigns.

“We have long felt that a closer understanding of mutual problems was needed in the broadcast advertising business,” Gaines Kelley, WFMY-TV general manager, told Broadcasting in explaining results produced by this sounding of the collective agency mind.

The station sent a questionnaire to leading agencies, obtaining 72 replies that included the bulk of top-flight buyers of television and radio time as well as a representative list of smaller agencies.

Answers were obtained to these four questions: What market data is of value? How should market data be presented? What information concerning station is of value? Is information about merchandising aids helpful?

Just what market information is desired by agencies? Overwhelming demand is shown for the two principal market items—population, asked by 82%; number of families, 86%; The fact that some agencies do not want these figures, when stations are believed due to their availability in government and private reference material. The same reasoning is applied to some of the other categories of information.

Well over a majority of agencies (61%) want farm population data; urban population (62%); population by counties (67%); type of industries in area (62%); rank of market in national figures (59%). A bare majority (56%) said they wanted retail sales by food, drug and other categories.

Not quite half of the responding agencies (49%) want effective buying income; income per family (43%), and information showing comparison of market with other markets (39%).

About a third of agencies (34%) said they wanted per capita income; urban income (28%); farm income (31%); number of people employed by various industries (28%). Only 14% said they want figures showing payrolls of industries.

Some of the comments volunteered on the market data questions were interesting. One major agency asked for more complete data on the local area. Another is interested in knowing when the time people get up, to go to work and return home plus details on how hours are spent (in offices, factories and other information on daily activities of the population).

Obviously market data should be kept current; it was pointed out. One of the largest agencies asked for county-by-county breakdowns of tv homes covered, excluding counties covered by stations with the same network affiliation. In other words, it asked for “effective coverage area rather than physical contour patterns.” Similarly another agency asked for data permitting comparison with competitive markets.

Several agencies said they must have uniform market data and like to use standard reference sources to get it.

One major advertiser buying a heavy amount of radio-tv time said it didn’t want market data in presentation pieces as new figures become available nor did it want comparative market facts. This sponsor obviously leaves this work to its agencies.

How should market data be presented? Three out of five agencies (61%) want total figures for the entire coverage area, and 67% desire county breakdowns. Furthermore, figures should be kept up-to-date, 67% insist, and should be offered in consolidated form. Only 44% want new data submitted in the form of presentation pieces, with a number observing that they want “concise” information. Quite a list of gimmicks dealt with the way market figures are submitted. Here are samples:

“Too lengthy it goes to the wastebasket; we’ll ask for minute details when we are ready to buy.” For God’s sake keep it brief; voluminous stuff is basketed but concise stuff is reviewed.” “Send program logs monthly.” “Visual aids and maps are good.”

One of the top agencies said its files aren’t big enough to hold promotional material from 500 tv and 300 radio stations, adding, “Please submit detailed information on request only, and limit mailing pieces to items of outstanding interest.” Another wants logs and program profiles.

Coverage maps prove helpful, it was observed, especially when they have county figures. “This is the most important part of the entire questionnaire,” one buyer said. Another asked for Grade B coverage contour maps, favoring a photostat of the one filed with the FCC.

What information concerning the station is of value?

The agencies indicated their desire for nine types of information in this way:

Network affiliation wanted by 88%.

Length of time on the air, 65%.

Number and size of studios, 22%.

Type, amount of studio equipment, 28%.

Mail count, 39%.

Tv set count, 88%; by counties, 85%.

Personal data, 28%.

Sales success stories, 57%.

Charts on specific programs available for sale, 65%.

According to one national agency with branches in many cities, live facilities are of no interest since most commercial spots are filmed. Mail count is emphasized by another. As to specific programs for sale, one comment went this way, “When we want to buy we would call your representative anyway.”

Need of a list of national advertisers on the station is emphasized by a responding agency which also wants a breakdown of total and unduplicated coverage. It was pointed out that

WHAT MOST AGENCIES WANT:

- Total coverage area data
- Population and family figures, by counties
- Farm and urban population breakdowns
- Comparative rank in U. S. markets
- Information on types of industry in station area
- Network affiliations
- Set count by counties
- Specific programs for sale
- Length of time station has been on the air
- Merchandising aids

SOME WANT, SOME DON’T:

- Effective buying income
- Income per family
- Per capita income
- Retail sales by categories
- Employment and payrolls (by industries)
- Comparison of data with other markets
- Mail count
- Success stories

OFTEN LEAVES THEM COLD:

- Payrolls of individual industries; number employed
- Farm and urban income
- Number and size of studios
- Type, amount of equipment
- Personnel data

THEY’RE AT ODDS ON:

- Importance of merchandising aids in timebuying decisions

THEY’D ESPECIALLY LIKE:

- Concise data, kept up-to-date
- Standardized data (they like uniform reference sources)
- Information on coverage overlap; coverage maps submitted to FCC; data on maps

WHAT GRIPS THEM:

- Bulky and over-elaborate presentations

AND PLEASE:

- Don’t overcrowd commercials
GUILD, BASCOM & BONFIGLI, San Francisco agency placing a 57-station tv series for Foremost Dairies, has sent stations a list of “minimum acceptable” promotional aids that it said would be “an important consideration” in placing the campaign.

The sponsor plans a half-hour tv film program in its nationwide marketing area. A questionnaire list covering 10 types of promotional assistance that might be offered during the proposed series was sent to tv stations by the agency. It covers a broad range of promotions, including newspaper and magazine advertising.

With indications that some stations were unhappy about this blunt approach to the placement of a major campaign by the agency, Richard F. Tyler, media director, told B&T the wording was unfortunate and felt the promotion list should have been labeled “suggested promotion aids” instead of “minimum” aids. The questionnaire was sent to tv stations with this letter over Mr. Tyler’s signature:

“We are anxious to have, at the same time as we are considering time periods on your station for the new Rosemary Clooney show for our client Foremost Dairies Inc., information on services you are able to offer in promoting the show. The merchandising you can provide will be an important consideration in placing the show.

"Each station carrying the program will be provided with a complete merchandising kit containing newspaper mats, film strips, publicity releases, etc. In addition, we will, of course, prepare various types of point-of-sale material for distribution at retail level. “Attached is a check list which we would like to have filled out and returned to us as soon as possible. Please remember that the name of Foremost Dairies Inc., or some other phrase we may designate, such as the "Foremost Family of Fine Dairy Foods", should be included in all promotional efforts."

The promotion list asked stations to check:
1. On-the-air tv promotion: Number of spots for first two weeks (minimum acceptable, 10 weekly); number of spots thereafter (minimum acceptable, 5 weekly).
2. On-the-air radio promotion if associated with a radio station (same as first question).
3. Newspaper ads: Number of insertions on kickoff (2 x10, one prior to opening, one at opening); number of insertions on continuing basis (monthly, 2x6 or representative portion of your regular ads; size of insertions).
4. Tv guide books: Number of insertions (monthly, first ad one page, half-page thereafter); size of insertions.
5. Distribution of point-of-sale material: Number of placements and quantity needed each piece (same as offered for any other major sponsor).
6. Individual letters to the trade: Number per mailing, frequency of mailings (Foremost complete mailing list).
7. Personal calls on the trade: Number of calls and frequency of calls (as called upon by Foremost manager).
8. Other forms of advertising which you would like to have you use in the event you are unable to offer radio promotion:

Channel number, power and height of tower should be included in station information.

Is information about merchandising assistance helpful?

Eighty-four percent of responding agencies want types of merchandising aids spelled out, with 59% preferring that the specific amount of such help be indicated. On the other hand, a bare majority (54%) of those adding specific comments do not base station buying decisions on merchandising.

Effective merchandising is appreciated, many insisted, but comment was made that a lot of merchandising “is of no value.” Other typical merchandising comments:

"It should be tailored to the client."

"It’s desirable but we are mainly interested in coverage and shore, frequency, plus adjacent stations being suited to our type of message."

"To me it’s the clincher, showing the station is anxious for sales of the product."

"A lot of other things would come first. A valuable plus, but we buy on the basis of audience, cost, etc."

"Considerable bearing where there is more than one tv station in area."

Clients are now becoming more aware of merchandising aids and are requesting them, it was noted.

Some of the top-ranked agencies took this type of position on merchandising:

"Helps the station as much as the client."

"This is secondary to coverage, time and audience but may sway final decision."

"We regard as a plus, not a first consideration."

"Other factors being equal, the station that offers merchandising help gets the preference, particularly on long-term schedules."

"Secondary to well-run operation and non-overcommercial so that message will become more important."

"Not a factor, but an extra that we appreciate."

In a space for “other comments,” these points were emphasized:

Ratings such as ARB or Nielsen are a big help; the questionnaire covered all main points; more information on local shows, available for sale, for not; trailers, with a definition of how coverage area is estimated; frequent ratings to reflect program and time changes; station helps in promoting distribution.

Drive Against Deceptive Ads Gets Underway in Chicago

CAMPAIGN to stamp out “false and deceptive” automobile, tv set and refrigerator dealer advertising in broadcast and printed media was announced in Chicago Thursday by States Atty. John Gutknecht. He called on all media to cooperate in the drive. He threatened grand jury action if certain “practices do not desist.”

The Chicago Better Business Bureau has uncovered some examples of “bait and switch” advertising and has effected remedial measures, one of its executives reported last week.

The division is headed by Carl Dalke, who has started a weekly public service series over WMAQ Chicago on dealer practices. Most of the “abusers” lie in the areas of price, finance terms, so-called “extras” and trade-in allowance claims, according to Mr. Dalke.

Mr. Dalke reported Thursday there is no doubt that “service has been hurt and impaired by abuses in the automotive trade.” He said at least 15 dealers on tv and a “legion” on radio had been called by the BBB for questionable claims in programs and spot announcements. BBB has been monitoring radio-tv recordings and scripts, he added, and as a result of the probe, at least nine dealers have made copy revisions since last December.

Broadcast and printed media have refused the questionable advertising of at least two Chicago dealers at BBB request.

Mr. Dalke’s radio series on WMAQ includes tips for prospective car buyers, case histories from BBB files and an explanation of “shady” sales of some dealers.
You can reach
415,835
TV families in the rich market of
RICHMOND
Petersburg and Central Virginia on the
BASIC NBC-TV
station
WXEX-TV channel 8
Ask your Forjoe man for full details!

Tom Tinsley, President  •  Irvin G. Abeloff, Vice-President
New Station KPAR-TV Joins KDUB’s Golden Fleet

KPAR-TV adds Sweetwater-Abilene, Texas to the K-DUB station’s TREASURE ISLAND COMBINATION — with KDUB-TV’s Lubbock market, a double target of over 175,000 sets! Total population is greater than the COMBINED metropolitan areas of Ft. Worth, Cedar Rapids, Huntington and Omaha!

Here is BIG market coverage in Texas’ oil and cotton empire — a treasure chest you unlock only with the “Treasure Island Combination”.

National Repr.: The Branham Company

OWNED AND OPERATED BY TEXAS TELECASTING INCORPORATED
W. D. “Dub” Rogers, President and Gen. Mgr. — E. A. “Bun” Hassan, National Sales Manager
OPERATIONS DESK: 7400 COLLEGE AVENUE, LUBBOCK, TEXAS
Nielsen Names Rahmel Audience Survey Head

APPOINTMENT of Henry A. Rahmel as executive vice president in charge of all Nielsen radio-television measurement operations was announced Monday by A. C. Nielsen, president of the marketing research organization bearing his name.

Mr. Rahmel, a veteran of Nielsen's radio-television division for 11 years and currently vice president in charge of field operations, will administer the Nielsen Radio Index, Nielsen Television Index, national reports and local area service, Nielsen Station Index, and Nielsen Television Service (which shortly launches its second nationwide survey of station-network audiences and set ownership).

At the same time, Mr. Nielsen reported the election of Mr. Rahmel and Chariton G. Shaw, executive vice president, to the company's board of directors. Mr. Shaw will continue to direct Nielsen's personal service activities of Nielsen's national Radio-TV Index as he has for the past five years.

In announcing the appointments, Mr. Nielsen ascribed them to "the ever-increasing scope of our services to the broadcasting and advertising industries." He said they reflect "our growing volume of new business and the strong need to provide maximum service for our large number of clients."

Stevenson Group Establishes Radio-Television Department

ESTABLISHMENT of a radio-television department for the Adflai Stevenson for President Committee (New York State) was announced last week by Richard A. Brown, public relations director of the committee. Elwin Helitzer, director of public relations, Ideal Toy Corp., New York, was named director of the radio-television department and Jane Kalmus was designated associate director. The department shortly will announce the formation of an advisory radio-television committee to be composed of personalities in the radio-television and entertainment fields.

Mr. Helitzer was formerly a staff member of the Syracuse (N. Y.) Herald-Journal and the Glenn Falls (N. Y.) Times. During World War II, he served on the public relations staff of the U. S. Military Government in Europe and Europe.

Mrs. Kalmus formerly was a producer for NBC, working on such shows as the Herb Sheldon Program, Ask the Camera and Where Have You Been. She also has served with the CBS public affairs staff.

Ransom Dunnell to NC&K

RANSOM DUNNELL, supervisor for Standard Oil of Indiana's radio-television account at D'Arcy Adv., New York, has moved to Norman, Craig & Kummel, N. Y., as executive assistant to Walter Craig, in charge of production for the television-radio department [CLOSED CIRCUIT, Dec. 12, 1955]. Mr. Dunnell also has been with Cunningham & Walsh, where he supervised radio and tv for the Chesterfield account.

Fechheimer Named North V. P.

APPOINTMENT of Richard Fechheimer as vice president and account group supervisor on two Toni products was announced last week by North Adv. Inc., Chicago. Mr. Fechheimer, previously vice president and a director of Aubrey, Finlay, Marley & Hodgson, Chicago, will supervise the Toni Home permanent and Top Toni accounts. North Adv. Inc. handles the bulk of the various Toni business.

Recommended Standards Set for Auto Dealers

IF A RECOMMENDED set of standards for advertising and selling automobiles is followed it will restore public confidence in dealers and media alike, delegates to the Washington convention of National Automobile Dealers Asn. were told last week. The standards were developed in cooperation with the Asn. of Better Business Bureaus.

NADA members spent $235 million in local advertising last year plus $200 million in factory-dealer co-op advertising.

In urging dealers to raise the level of their advertising, Frank H. Yarnall, NADA president, said he was "amazed that we have not had more help than we have from media and the motor car manufacturers." He continued, "If the public gets to believe that newspapers, radio and television will permit automobile advertising that is misleading or false, then they have every reason to believe that other advertising is equally misleading or false. When this occurs then the value of advertising diminishes, and the dollars that media now is gaining may be very few in relation to what they will lose in the future. I believe that media have an obligation to police their advertisers to make sure that they do not accept misleading or false advertising. I believe that the automobile manufacturers also have an obligation to see that their products are not advertised deceptively."

Birkett L. Williams, NADA director in Cleveland, and head of NADA's advertising committee, reminded dealers that radio stations and newspapers are involved because "they realize that if the printed and spoken words used in advertising are not translated into deeds, the public will lose faith in advertising as such. At that point advertising ceases to have value and the business of newspapers and radio stations falls off."

Sen. Mike Monroney (D-Okla.), chairman of the Senate Auto Marketing Practices Subcommittee, said the subcommittee plans to investigate dealer advertising, referring to "the stunningly incomprehensible advertising war running at such high cost in the daily press." He blamed dealers for this "gimmick" advertising.

BBD Elects Elliott, Mckee

BBD has elected John (Jock) Elliott Jr., account executive, New York, and John Mckee, account executive, Detroit, as vice president.

Mr. Elliott, with the agency since 1945, has recently taken over the direction of DuPont Cavalcade Theatre. He has been an account supervisor on DuPont, Thomas Nelson & Sons, the Republican National Committee and American Institute of Harley Owners. Mr. Mckee, with the agency since 1948, has been account executive for the DeSoto Div., Chrysler Corp. He formerly was an account executive at Brooks, Smith, French & Dorrance, Detroit.

M-E Schedules L. A. Move

THE Los Angeles office of McCann-Erickson has leased the entire top floor of an office building nearing completion at 3325 Wilshire Blvd., according to Burt Cochran, vice president-Southern California manager for the agency. The new quarters, to be ready in April, will provide 16,000 sq. ft., more than double the space the agency now occupies.

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THE UP-TO-DATE ON SPOT

RADIO TRENDS

1. Programming: Have you noticed a decided trend toward any specific type of radio programs on your station? Is there a definite leaning away from talk and entertainment shows on radio toward music and news—if so, is it "pop" music or light classical music?

Consensus: Very definitely "yes" to "pop" music, news, and personal services. More emphasis on "station personality" and "personality." Not all stations are playing the "top ten" over and over again—lots of variety needed for success from "rock and roll" to Jerome Kern. One answered that stations should have more courage to experiment and mentioned specifically KLZ Denver's well publicized Denver at Night. One respondent said that the networks should program exactly opposite its competitors to appeal to contrary tastes and backgrounds. Another suggested more emphasis on the power of children's shows especially to advertisers not necessarily having an exclusive kid's appeal product.

2. Rate chisels: In the past six months have your stations taken any positive action toward stabilizing rates? (i.e., more realistic pricing, rate card packages, equalized night-time rates.)

Consensus: Very definitely "yes"—many stations have adopted "one-rate policies"—put saturation packages on their cards at a set weekly price. Others reported that they had turned down "chisels." Radio men are coming to the point where they realize you can't improve the product by cutting the selling price.

3. Buying patterns: Has there been a very evident trend toward "super-saturation" radio schedules of short duration vs. the traditional 5x a week for 26 or 52 weeks approach?

Consensus: Very definitely "yes"—a small but growing trend for "saturation" advertisers to stay on radio for longer periods, depending on client's problems. One "rep" reported that 30% of its advertisers using radio are also using the sister tv station.

4. Network vs. spot: Have the innovations in network radio (e.g., "Monitor," "Weekdays," CBS's segmented plan) adversely affected spot radio purchases by national advertisers?

Consensus: Some, but not much. "Spot delivers more listeners"—said many. Others felt that they had "reglamorized" radio.

5. Controversy: In your opinion what is the most controversial issue in radio today? Do you see any solution?

Response: (a) Rate-cutting—when will it stop?
(b) Network vs. Spot.
(c) Will the networks survive in radio?
(d) Rating Services—and lack of proper broadcast research.
(e) Is radio a basic advertising medium or a supplementary one?

6. Radio vs. what: Do you feel that the radio industry as a whole is cooperating in its battle for dollars against other ad media?

Response: 50-50—Some with an emphatic "yes"—that RAB is on the right track. Others were even stronger in saying "no"—mentioning rate cuts, intracene warfare among stations; radio advocates must get direct to the advertiser.

7. Radio trends: What do you (or your organization) feel is the most significant trend or development in radio today?

Response: (a) the trend to music and news programming.
(b) the return to radio by major advertising.
(c) the resurgence of good radio station management—the well managed station is getting richer and the inept are starving.
(d) the emphasis on the localized aspect of radio.

TELEVISION TRENDS

1. In 1956, is it possible for an advertiser with an adequate budget to secure "AA" evening adjacencies in tv (i.e., is it harder or easier than a year or two ago)?

Consensus: Overwhelmingly more difficult than in the past—but it can be done if an agency recommends the move to spot tv during certain times of the year, with advance notice and strong timebuyers.

2. Buying patterns: Into what hours of the tv day do you feel (or know) new tv money is going?

Consensus: Mostly daytime with the emphasis on the afternoon. Other new money going into kids shows and late evening times.

3. Small advertisers: What time periods are being sought by small or medium sized advertisers (in the $500,000 to $1,250,000 class)?

Consensus: It depends on the advertiser's problem—definitely not into prime evening times—mostly either daytime or late evening.

4. Network vs. spot: Have NBC-TV's "Today," "Tonight" and "Home" had any appreciable effect on the amount of dollars going into spot tv?

Response: About 50-50 yes and no—one individual replied that these shows had provided desirable "break" adjacencies. Another replied that "Today," etc. had introduced new advertisers to the wonders of television. Six answered in a strong "no!"

5. TV's opportunity: Where do you feel television has done the least to capitalize on potential opportunities for more audience and bigger dollar gains?

Response: Varied answers. Many said daytime tv needed a bigger push and better shows. Two were in agreement that television had for too long neglected news and national analysis programs. One frank expert said a tv station should program exactly opposite its competitors to appeal to contrary tastes and backgrounds. Another suggested more emphasis on the power of children's shows especially to advertisers not necessarily having an exclusive kid's appeal product.

6. TV vs. what: Do you feel that the tv industry is effectively competing against other media for the advertiser's dollar?

Consensus: Very much a "yes"—TV is of considerable value and aid—but some said tv should be more militant in its crusade for a larger share of the advertiser's budget and that stations and agencies should work more closely together in positively selling spot tv's effectiveness.

7. TV trends: What do you (or your organization) feel is the most significant trend or development in tv today?

Response: Varied; many replied it was the increased importance and better programming during the day (mentioned specifically were CBS's daytime lineup, NBC's "Monitor" and the new afternoon "Film Festival" on ABC-TV). Also considered significant was the move to "spectaculars" on the networks—making possible thorough and more complete treatment of worthwhile subjects. Also mentioned was color. One courageous respondent ventured that the trend was to "conservatism"—"a let's play it safe" attitude (i.e., let's not all follow that lead!)

[The following question and its answer were the same in both radio and tv questionnaires.]

Constructive suggestions: From your own experience, do you have any opinions on why some agencies have more effective timebuying units (or less effective) than others? What do you feel timebuyers should be more familiar with? List any specific complaints or gripe?

Response: (a) Most answered that they had no specific gripe, but that:
(b) timebuyers should be more familiar with markets, take the same interest in sales results and distribution that most space buyers do!
(c) agencies should have personnel policies requiring better trained people for timebuying jobs and giving them—authorities—good buyers deserve the confidence of their account executives and agency management.
(d) [radio or tv] campaigns should be planned way in advance of the starting dates—the 11th hour buy is never the best of what might have been had.
(e) buyers should be in a position to depend more on their judgment and experience than on imperfect formulas and yardsticks.

Page 36 • February 6, 1956

BROADCASTING • TELECASTING
12 National Sponsors To Back Mrs. America

TWELVE national advertisers will spend a total in excess of $3 million between now and May when Mrs. America for 1956 is chosen at Daytona Beach, Fla., it was announced in New York Thursday by Mrs. America Inc., parent organization of the national pageant.

The 18-year-old contest, at first a beauty competition, now strictly devoted to choosing the "most typical American homemaker," is being backed for the third consecutive year by the American Gas Assn., representing 90 gas utilities who alone will spend $1 million in local media.

Allied with AGA's efforts (through Lennen & Newell, New York) are those of Colgate-Palmoile Co., which plans to spend $500,000-600 to promote AD detergent, also through L&N.

Other advertisers and their agencies who were listed as planning to allocate segments of their 1956 budgets to radio-tv tie-ins with the Mrs. America contest: DeSoto Div. of Chrysler Corp. for DeSoto, through BBDO, New York; John Wood Co. (gas heaters), Conshohocken, Pa.; Robertshaw-Fulton Controls Co., Greensburg, Pa., and Gas Appliance Mfg. Assn., through Greenbrier Hotel, White Sulphur Springs, W. Va., April 26-28. From there, the foreign advertising executives will go to Washington, D. C., where they are expected to be greeted by President Eisenhower. Delegates also will attend the 44th annual meeting of the U. S. Chamber of Commerce in Wash-

During the second week, AAAA guests will attend special functions in New York held by the International Advertising Assn., the Advertising Council and the Advertising Research Foundation.

Since all sessions will be in English, arrangements have been made to provide simultaneous translation facilities wherever possible, the AAAA said.

Yankee, Giant Sponsors Set

P. BALLANTINE & SONS (beer), Newark, N. J., and J. Reynolds Tobacco Co. (Camel cigarettes), Winston-Salem, N. C., last week signed to co-sponsor the 1956 New York Yankee home baseball schedule on WPIX (TV) New York. WPIX also will telecast all home games of the New York Giants (sponsorship not announced), marking the fifth consecutive year for both teams on the station and Ballantine's ninth season.

Bankers Trust Co., New York, will bracket the Ballantine-Camel Yankee coverage by spon-

'Conqueror' Promotion

RKO RADIO PICTURES, which is handling distribution for Howard Hughes' "The Conqueror" [BWT, Oct. 28, 1955], has scheduled a concentrated one-month campaign on Mutual during February to coincide with premiere of the motion picture in various cities throughout the country. Unusual phase of campaign is that Mutual will extend its "Her's Holly-

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George Belsey Jr. Transfers To FC&B's Office in Chicago

GEORGE BELSEY Jr., vice president of Food, Cone & Belding, has been transferred from the Los Angeles office to the Chicago office of the agency, it was announced Thursday by Roy Campbell, executive vice president of the western division.

Belsey will assume account management duties on a portion of the General Foods account. During his twelve years with FC&B he has worked on advertising for various major grocery products. Daniel Layman, also a vice president of FC&B at Los Angeles, will succeed Mr. Belsey as account group manager on the Firestone Tire & Rubber Co. and Purex Corp. account.

Pettersen to New Norge Post

CREATION of a new merchandising post, with Jack S. Pettersen as director, was announced Thursday by Norge Div. of Borg-Warner Corp. Mr. Pettersen, who has handled Norge’s merchandising activities, will head its home appliance advertising, sales promotion, dealer programs, sales training and other functions, with an advertising budget estimated at $4 million, according to R. C. Connel, Norge sales vice president. As director of dealer development and later in merchandising, he was credited with helping lift Norge sales from $43 million to $128 million in less than two years.

Leach, BBDO Executive, Dies

FUNERAL SERVICES were held Saturday in Manchester, Mass., for Lawrence Roberts Leach, 45, BBDO account executive, who died Jan. 29 of a heart attack in his home at Old Greenwich, Conn.

Mr. Leach, who was responsible for the agency’s marketing planning on the Campbell Soup Co. account, moved to BBDO in 1954 from Benton & Bowles, New York, which he joined in 1950 following a long-term association with Lever Bros., New York.

Surviving are his wife, two sons, a sister and a brother.

Frank Block Assoc. Names Five New Vice Presidents

FIVE EXECUTIVES of Frank Block Assoc., St. Louis, Mo., agency, have been appointed vice presidents, it was announced last week.

They are Robert D. Firestone, industrial and consumer promotion account executive; Vernon E. Koby, production manager; Robert L. Mahon, copy director; Jack Rafter, consumer and fashion promotion account executive, and Maurice A. Seligsohn, art director.

BUSINESS

Swift & Co., Chicago, starts alternate week sponsorship of Uncle Johnny Coons (Sat., 10:30-11 a.m. CST) on NBC-TV Feb. 25 for 52 weeks. Agency is McCann-Erickson, Chicago office.

VCA Labs, L. A., for Rybutol, vitamin capsules, has signed with CBS Radio Spot Sales for 14-station spot schedule, running through March. Contract was placed through BBDO, L. A.

Chock Full O’ Nuts Corp. (coffee), N. Y., to expand radio-tv spot campaign in Albany-Schenectady-Troy market and 13 upper N. Y. state counties. Campaign starts Feb. 20 and runs 52 weeks. Company also expects to expand Pennsylvania coverage shortly. Agency: Grey Adv., N. Y.

Miller Brewing Co., Milwaukee, and Clark Oil Co., that city, will sponsor 1956 games of Milwaukee Braves, both through Mathisson & Assoc., Milwaukee. Sponsors plan coverage throughout Wisconsin, with supplementary coverage in Upper Peninsula of Michigan, Eastern Minnesota and northeastern Iowa. Broadcasts, originating over WEMP Milwaukee, also will be carried by WTMJ Milwaukee.

AGENCY APPOINTMENTS

Renuzit Home Products Co., Philadelphia, names Arndt, Preston, Chapin, Lamb & Keen Inc., that city, for all products, effective immediately. At same time agency announces Renuzit purchase of twice-weekly, five-minute segment of Don McNeill Breakfast Club on ABC Radio network, beginning Feb. 13.

Telley Tea Co., N. Y., with annual billing of $500,000, appoints Ogilvy, Benson & Mather, N. Y. Account had been handled by Greyer Adv., N. Y.


A&A PEOPLE


Paul Foley, vice president and chairman of Detroit plans board, McCann - Erickson, N. Y., appointed manager of Detroit office. Robert F. Gibbons, associate creative director in charge of radio and tv copy of McCann-Erickson, Cleveland, appointed assistant to general manager of Cleveland office in charge of agency’s radio-tv department.

Reginald E. Gilbert, advertising and sales promotion manager, General Bronze Corp., Garden City, N. Y., to McCann-Erickson, N. Y., as sales promotion supervisor, Owens-Corning Fiberglas group.

Edward A. Cashin, account executive and director, BBDO, N. Y., elected executive vice president and member of executive committee. With agency since 1939, he will be in charge of client relations, concentrating on package products.

Frederick J. Wachter, vice president and copy director, Erwin, Wasey & Co., Chicago office, promoted to vice president and general manager of that branch. He has been with firm since 1943.

Raymond M. Neyhart, with MacManus, John & Adams Inc. since October, appointed manager of agency’s Chicago office. Jack H. Holmes, manager of L. A. office, also will head new San Francisco branch.
Television commercials represent creative energy expended during countless man-hours of hard work.

To let the slightest element in their presentation go wrong is a waste of talent, time and advertising dollars.

That is why WBEN-TV "guides your commercials" from copy checking to control-room shading ... from film room to studio floor.

And no television station in Western New York is better equipped for this important job. Pioneer since 1948, WBEN-TV has developed skills and techniques to the point of perfection that counts most when "you're on the air."

You buy "QUALITY" when you buy WBEN-TV—and it costs you no more. In considering your next TV move in the Buffalo market, consider — first — WBEN-TV.

Your TV dollars count for more on CHANNEL 4.
for AUDIENCE IMPACT...SALESMASTERSHIP...
and TOP PRODUCT IDENTIFICATION
you can't beat...

MOLLY

starring GERTRUDE BERG
and the famous GOLDBERG FAMILY

39 NEW half-hour shows

NEW STORY LINE . . . warmer and more entertaining than ever before.
NEW SETTINGS . . . Molly's new home in the heart of Suburban America.
NEW SITUATIONS . . . with Molly making friends with all her new small town neighbors.

EVERYBODY LOVES MOLLY

...and now that same warm affection can be carried over to your product when you sponsor this great family show. The simple and endearing personality that is MOLLY surrounds your sales messages with the kind of sincere impact that can't be duplicated by any other program... of any type. Now, after twenty-five years of national sponsorship, the show has a brand-new title and a bright new format. It's ready to go to work for your product immediately in just the markets you choose... but you'll have to act fast, before the cities you want are gone! Write, wire or phone today for audition reel and prices.

GUILD FILMS
COMPANY, INC.

460 PARK AVENUE - NEW YORK 22, NEW YORK - MUrray Hill 8-5365
IN CANADA: S. W. CALDWELL, LTD.
CHECK THESE SKYROCKETING NEW YORK A. R. B. RATINGS:

WABD 7:30 P.M. Thursdays

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"QUITE A SALESGIRL, THIS MOLLY..."

... Says Pack Advertising Agency, speaking for its client, Old Dutch Coffee, which reports enthusiastic reaction from all its dealers since it began sponsoring this program last October. Incidentally, ratings for MOLLY's time-slot, which were 1.5 before the show's debut, have now climbed to 11.7... bringing the show's cost-per-thousand down to only $2.67 per commercial minute.

4 MORE GUILD BEST-SELLERS

**I SPY**

Distinguished actor, RAYMOND MASSEY, presents true and exciting stories behind history's most famous spies. 39 half-hour... mystery, intrigue, adventure. Sponsored in over 60 markets.

**CONFIDENTIAL FILE**

Paul Coates' behind-the-scenes report on America... with penetrating close-ups of its people and problems. A new and exciting concept in dramatized journalism. The 1.5-hour show all America is talking about... winning fabulous ratings in over 100 markets.

**15 minutes with FRANKIE LAYNE**

and Connie Haines

All the 'star' entertainment quality of a 1-hour show packed into 13 fast-moving minutes. Ideal choice for small advertisers who want the impact of a 1-hour show on a 15-minute budget. Top-rated show in its time-slot over WCBS-TV, New York.

**the LIBERACE show**

Television's most widely acclaimed musical series for the third consecutive year. Still a few choice availabilities, and you're in luck if one of them happens to be in your market!

GUILD FILMS

460 PARK AVENUE • NEW YORK 22, N Y
MURRAY HILL 8-5365
IN CANADA: S. W. CALDWELL, LTD.
NARTB WANTS MORE TESTS OF TV SET COUNT METHODS

Association board, meeting in Chandler, Ariz., also orders changes in the Television Code, increases budget and indorses a new series of tests covering interview techniques, among other actions.

A NEW series of field tests designed to complete development of a valid and acceptable national audit of tv circulation on a continuing basis was ordered Wednesday by the NARTB TV Board, meeting at Chandler, Ariz.

In a series of actions covering a wide range of industry activity the TV Board ordered changes in the NARTB Television Code. Principal change adds a bail-and-switch clause to the section covering acceptability of advertisers and products.

The new section reads: "Bail-switch advertising, whereby goods or services which the advertiser has no intention of selling are offered merely to lure the customer into purchasing higher-priced substitutes, is not acceptable."

In accepting the report of its Television & Implementation Circulation Committee, the board endorsed a new series of tests covering interview techniques. It asked its Research Committee to submit a proposed budget within 30 days.

An overall association budget for the 1956 fiscal year of $833,000, about $50,000 in excess of the current year, was recommended by the finance committee, headed by William D. Pabst, KFRC San Francisco, at its Tuesday meeting for ratification by the respective television and radio boards. About half of the increase was attributable to salary increases. Added to the pension plan were six employees who had reached 35, and had been with the association at least five years.

At the tv board session Wednesday other actions included designation of Sept. 23-29 as National Television Week, with the cooperation of manufacturers and dealers; provision whereby film producers can be drawn within the code's purview, under ground rules to be drawn by a special committee; approval of plans to publish a quarterly for public consumption under the auspices of the television information committee, with this and other work entailing an $8,000 budget, and an increase of about 20% in the code board budget to provide for stepped-up monitoring.

The TV Board heard progress reports on the legislative and regulatory situation in Washington, along with the status of negotiations with AT&T on transmission tariffs and intercity video relays. The status of pay-tv, translator stations and community antennas also were covered, with authorization that studies be continued.

Committee Name Changed

In bringing the three-year-old tv research project to its last hurdle, the board changed the name of the committee to Audit Television Circulation Committee. Clair R. McCollough, WGAL-TV Lancaster, Pa., Television Board chairman, said the name has been changed "because we are much closer now to the actuality of a continuing nationwide survey and we feel that the scope of the committee's activity, originally confined to studying the possibilities, now should be broadened to anticipate the probability of a pilot study."

It is indicated that about $40,000 will be required for the new series of tests. But it was emphasized that every possible aspect had been explored to avoid the pitfalls of other

Robert Kintner Selected as NARTB Keynoter

TRIBUTE to Robert E. Kintner, president of ABC radio and tv networks, will be paid by NARTB at its April 15-19 convention in Chicago. Mr. Kintner was selected Friday by the NARTB board to receive the association's fourth keynoter award.

The keynote honor was established by NARTB in 1953 when Brig. Gen. David Sarnoff, RCA chairman, was selected for the award. Following Gen. Sarnoff were William S. Paley, CBS Inc. chairman, and Mark Eberidge, vice president of WHAS-AM-TV Louisville and publisher of the Louisville Courier-Journal.

Mr. Kintner joined ABC in 1944 at the invitation of Edward J. Noble, board chairman, and soon became a vice president. He rose to executive vice president and was elected president in 1950.

The NARTB combined boards announced selection of Mr. Kintner at the concluding session of the three-day series of meetings held at Chandler, Ariz. He will deliver the opening address at the April convention.
There's No Ill-Wind in Texas:
Like Amarillo, it's big and healthy

You may have heard about a Panhandle wind-gauge—a concrete block at the end of a ten-foot chain anchored to the top of a ten-foot pole. If the chain and block are blown parallel to the ground, it's too windy to work. No need for paint-removers hereabouts, either. Folks just put the woodwork outdoors, fasten it down, and let the wind blow the paint off.

Like most Texans, citizens of Amarillo have a fondness for tall tales. Actually, the biggest wind on our records was a 75-mile-an-hour gale. Cotton John, our farm editor, says it disrobed a young lady crossing Polk at Sixth. She was spared embarrassment, though, because the same wind blew sand in men's eyes, opened a store door, and sailed her right up to the dry-goods department, where it wrapped her in a piece of red and green calico. Cotton John's got a piece of sand to prove it. He also has a passel of surveys which prove he and we have a loyal following throughout the Amarillo trading area (an area which has made Amarillo the nation's leader in retail sales per household for three years running).
Famous on the local scene...
yet known throughout the nation.

Although known from coast to coast, the Statue of Liberty's inspiration is greatest at home.

Storer Stations, too, have achieved national recognition. But it is their impact upon the local audience that brought truth to the phrase, "for sales success—sell it on a Storer Station."

"A Storer Station is a Local Station."

STORER BROADCASTING COMPANY

WSPD - WSPD-TV
Toledo, Ohio

WJBK - WJBK-TV
Detroit, Mich.

WAGA - WAGA-TV
Atlanta, Ga.

WGBS - WGBS-TV
Miami, Fla.

KPTV
Portland, Ore.

WWVA
Wheeling, W. Va.

WBRC - WBRC-TV
Birmingham, Ala.

WJW - WXEL-TV
Cleveland, Ohio

NATIONAL SALES HEADQUARTERS:

TOM HARKER, National Sales Director
118 E. 57th St., New York 22, Murray Hill 8-8630

LEWIS JOHNSON, Midwest Nat'l Sales Mgr.
230 N. Michigan Ave., Chicago 1, Franklin 2-6498

BOB WOOD, National Sales Mgr.

GAYLE V. GRUBB, Pac. Coast Nat'l Sales Mgr.
111 Sutter St., San Francisco 4, Calif., Sutter 1-8689
The methodology developed under auspices of NARTB, were placed in carefully selected homes. Both telephone and personal interviews with the occupants of these homes were checked against the meter readings over a period of time. The effort to develop an acceptable interview technique has been undertaken to obviate the installation of meters in homes in every county of the nation, a procedure so expensive as to be prohibitive financially.

The field test plans originally were submitted to the Advertising Research Foundation on a consulting basis, and the Foundation agreed that the methodology tests proposed were reasonable. When the new tests are completed, the ATC committee is expected to renew its study of the pilot study. Other members of the research committee are Donald W. Coyle, director of research, ABC; and Oscar Katz, director of research, CBS-TV. Richard M. Allerton, president of research, NARTB, is an ex-officio member.

The board, in approving the new study, commended the implementation committee (ATC) committee and the research subcommittee on their "substantial progress to date." Other members of the ATC committee are Campbell Arnow, WBAT-TV Norfolk, Va.; Richard A. Borel, WBAL-TV Baltimore; Kenneth L. Carter, WAAM (TV) Detroit; Harold Hough, WBAP-TV Fort Worth; Warr Lloyd Quail, WLWT (TV) Cincinnati; Paul Raibourn, KTAL (TV) Los Angeles; James Leon Reich, WTVJ-TV Atlanta; Donald W. Thorne, WCAU-TV, Philadelphia and Lee B. Walles, Storer Broadcasting Co., Miami Beach.

Retiring members of the tv board were honored for their services. The board presented a letter of appreciation to Mr. McCollough at a reception given by Vice Chairman and Mrs. Arnow following the meeting Wednesday. The presentation was made by Judge Justin Miller, former president and consulting counsel to NARTB.

G. Richard Shafo, WIS-TV Columbia, S. C., chairman of the television code review board reported results of the board's meeting in Carmel, Calif. (Jan. 17. A resolution was adopted directing the board to explore with producers and distributors of tv films a plan for voluntary association with and subscription to the code.

The code at present limits its subscribers to those engaged in actual station or network operations.

Code submission. Mr. Shafo said, are being asked to adopt "more reasonable policies consistent with good advertising" in so-called "trade out telecasting". He defined "trade-out" as promotional copy about the current releases of theatrical and motion picture producers, which sometimes appears on live programs featuring star talent, and at other times in film or kinescope clips of actual scenes from such releases. In this resolution, the code creates a code subcommittee, a new seven-man body to which the code has been referred. The code subcommittee, it is expected, will issue a report on the code subcommittee by June.

Adherence To Code Provisions. Participation of film producers, Mr. Shafo explained, would result in wider adherence to a uniform set of code provisions directed toward the extension of decency and decorum in television, and would contribute to the public acceptance and approval of the code. The code was at present limited to subscribers who can be identified in financing the costs of the code.

In approving the recommendations of the Television Information Code Board of Review for promotion time on the air on certain major television programs featuring motion pictures and theatrical talent, containing excerpts from current releases, as originally conceived and executed, did not violate any of the suggestions in the Television Code. In the early developmental days of the practice, such promotion was reasonable as well as entertaining, and was not consistent with the general tenor of straight advertising that was the result of the code. The code's time standards provisions. It should be charged against the commercial time allocation of the sponsor.
NARTB APPROVES RADIO CODE SYMBOL

Stations adhering to association's voluntary Standards of Practice now will be able to use air-identification announcements, board rules at Chandler, Ariz., meeting.

RADIO broadcast stations adhering to the National Association of Radio Broadcasters' Standards of Practice henceforth will be able to use air-identification announcements and visual symbols to show they observe the code.

The NARTB Radio Board, meeting Thursday at Chandler, Ariz., unanimously adopted a plan submitted by its Standards Committee headed by Walter E. Waggstaff, KIDO Boise, Idaho, bringing about a counterpart of the tv code symbol. Besides air announcements, subscribing stations can use visual symbols on stationery and published material.

This resolution, submitted by Mr. Waggstaff, was adopted.

"Whereas radio broadcasters of the United States have voluntarily observed self-adopted standards of practice since the early days of the art, and

"Whereas responsible broadcasters desire to be provided with symbols by which they may proclaim their conscientious observance of the Standards of Practice, and

"Whereas reputable advertisers are increasing in demand for signals of associating with those broadcasters who have won the confidence of their listeners through observance of the Standards of Practice and are eager for means of readily identifying such broadcasters.

"Now therefore be it resolved that it is the recommendation of the Committee on Implementation of the Standards of Practice that there be made available to any broadcaster desiring adherence to the standards certain visual and audio symbols of his intent and practice."

FCC Should Clarify Its Position

Confusion over new FCC concepts regarding commercial practices in radio and so-called "program imbalance" as evidenced by recent citations on license renewals was voiced by radio broadcasters at the recent FCC meeting. Clarification of FCC's position will be sought although no formal action was taken.

The week of May 13-19 was selected for observance of a separate National Radio Week. National Television Week is to be observed Sept. 23-29. Manufacturers and dealers will participate in both events and Radio Advertising Bureau will build its summer promotions around the radio events.

A proposed horizontal increase in power for all am stations to four times the present levels was rejected unanimously on the grounds it would be too expensive for many stations and would involve ARABA complications.

FCC's recent order requiring fm stations entering dual service such as functional music and storecasting to multiplex such service by July 1 was considered. 3. Board members asked NARTB to urge FCC to drop the "must" requirement for multiplexing and to allow simple operation. Transmitter changes costing $4,000-$10,000 and receiving costs of $90-$180 per program were cited as objections to multiplexing. These costs were declared beyond the means of many stations, with 35 stations immediately affected. The board deferred action until a new look is given.

A membership drive to be conducted prior to the April convention was authorized. Total membership is now 1,986 (1,249 am, four network, 324 fm stations, 279 tv networks, three tv networks, 127 associates) compared to 1,867 in 1955.

NARTB President Harold E. Fellows was directed to name a Radio Research Committee to study radio set data and report to the June board meeting. Existing radio data short-change the medium by failure to show accurately the out-of-home circulation, it was reported. The plan would take advantage of new tv research techniques.

Prose Walker, NARTB engineering manager, reported the association will file with FCC by Feb. 15 a petition to extend remote control privileges to all stations. Present remote gear is confined to non-directional stations of 10 kw and under. More than 700 stations would benefit from such an order.

The board voted 15-9 to eliminate the eight at-large directorships—one each for large, medium, small and fm stations. The action was subject to ratification by the full board and the membership, and would become effective in 1957. The Radio Board would be reduced from 29 to 21 members. It was decided to split 14 directors, though 18 are authorized. The four radio and three tv networks each appoint a member to the respective boards.

A resolution adopted by the Radio Board Chairman Henry B. Clay, KWKH Shreveport, La.; Vice Chairman E. K. Hartenbrower, KCMO Kansas City, and E. R. Vadeboncoeur, WSVY Syracuse, for their services. Terms of the three expire this year, and they are ineligible under the two-term limit to run for re-election.

Attending the Radio Board meeting besides Messrs. Clay, Clay, Hartenbrower and Vadeboncoeur were Herbert L. Krueger, WTAG Worcester, Mass.; George H. Clinton, WPAR Parkersburg; Robert T. Mason, WMRN Marion, Ohio; Robert B. McConnell, WISH Indianapolis; William Holm, WLPO LaSalle, Ill.; F. E. Fitzsimonds, KFYR Bismarck, N. D.; Alex Keesee, WFACAA Dallas; W. D. Pahst, KFRC San Francisco; Calvin J. Smith, KFCF, Los Angeles; Don Durgin, KFRO Portland, Ore.; John M. Outler, WBST Atlanta; John F. Pult, WR Detroit; Cecil B. Hoskins, WWIN Asheville, N. C.; J. Frank Jarman. WDNX Durham, N. C.; Forrest Hopkinson, Ky.; Lester L. Gould, CFMA Davenport, Iowa; Edward A. Wheeler, WEAW FM Evanston, Ill.; Don Durgin, ABC; Arthur Hull Hayes, CBS Radio; John B. Poor, CBS, and Charles R. Donny, NBC Radio. Owen F. Uridge, WQAM Miami; James H. Moore, WSLS Roanoke, Va., and Cy Casper, WBBB Ponca City, Okla., were excluded.

Sports Broadcasters Get McConnaughey Compliment

SPORTSCASTERS received kudos from FCC Chairman George C. McConnaughey at the annual dinner of the Sports Broadcasters Assn. in New York last week.

The broadcasting and telecasting of sports has not only served to bring the games into the living room, McConnaughey, a high school and college baseball pitcher, said, but has made listeners and watchers become active participants in sports. This is what is needed, the FCC chairman said, to induce physical fitness in American youth. He referred to the meeting on physical fitness called by President Eisenhower last year, later cancelled, after dismal reports of American youth fitness.

Referring to subscription tv, Mr. McConnaughey repeated what he had said before: It won't be in tomorrow's headlines.

Mr. McConnaughey said watching sports events on tv was the next best thing to being there in the first row on a free pass.

NCAA Television Committee Hears Suggestions for Fall

The National Collegiate Athletic Assn. Television Committee held a three-day hearing in New York last week, at which representatives of networks, advertising agencies and member presented suggestions for the NCAA's television program for 1956. The 12-man tv committee will hold a meeting in Chicago Feb. 13-14-15 to discuss the proposals heard by the group last week.

A spokesman in New York said it is not known whether the Chicago meeting will produce a plan to be submitted to the membership for approval, but said the committee was "hopeful" that one would be forthcoming by month's end. The 50th anniversary convening of the NCAA last month [BT, Jan. 16] voted for a plan that would be restrictive in nature, as has been in effect for the past several years, but assigned to the tv committee the task of working out specific details.

Radio's Greater Circulation Cited by Eastman at Seminar

SPOT RADIO has more circulation today than it had 10 years ago, Robert Eastman, executive vice president, John Blair & Co., said Tuesday in a talk on spot usage and advantages before the Radio & Television Executives Society.

Also on the program was Roger C. Bumstead, media director of David J. Mahoney Inc. (see page 36).

Mr. Eastman detailed radio's attraction to advertisers. He highlighted as satiation impermanent, immediately, as a re-enforcement of a long media campaign and as a complimentary medium to a television campaign. He said radio can be used—and that more advertisers are discovering it—on a continuous basis. Summing up radio, Mr. Eastman said "it adds cement to the advertiser's campaign."

Huntington Takes Tvb Post

APPOINTMENT of George C. Huntington, project director in charge of media research for Dancer - Fitzgerald - Sample, New York, as director of sales development for Television Bureau of Advertising, was announced last week by Oliver Treyz, Tvb president.

Mr. Treyz observed that Mr. Huntington's research and presentation background "will give impetus to the bureau's in-the-field selling activities."

Trachtenberg Joins Rab

IRVING TRACHTENBERG, account executive, General Outdoor Advertising Inc., New York, today (Monday) joins the national sales of Radio Advertising Bureau as sales executive on RAB's beer and transportation accounts. Before his association with GOA, Mr. Trachtenberg was with the New York Daily News and the Oklahoma City Times.
the summit

Another top Radio Independent


Choose WHBF as a major aid to your Quad-City marketing plans in 1956

WHBF TV
Rock Island, Illinois
Represented by Avery Kindel

WHBF AT V

WARREN MAY SELL OLD FILM PACKAGE

WARNER BROS Inc. last week reported that it is "studying" the possibility of selling its backlog of old motion pictures for television use, but said it could make no definite announcement at this time. This disclosure came from Robert W. Perkins, Warner's vice president and general counsel, at the company's annual meeting in Wilmington, Del.

When asked if Warner was negotiating for the sale of 1,000 feature films to American Broadcasting-Paramount Theatres for a reported $20 million, Mr. Perkins said: "We are studying the situation but can announce nothing at present...twenty million is a good price. I'm glad to hear it."

Mr. Perkins said he could not definitely say whether AB-PT was the only company with which Warner is negotiating. Robert E. Kintner, president of ABC, a division of AB-PT, confirmed that negotiations with Warner have been in progress [BPT, Jan. 30], but said he would not venture a guess as to whether an agreement will materialize. The $20 million price mentioned in unofficial speculation is regarded as considerably higher than the figure actually under discussion in the negotiations.

NATL. TELEFILM EXPANDS TO PRODUCTION OF FILM

TvB's Nelson joins firm. Greshler appointed to coordinate film development.

EXPANSION of National Telefilm Assoc. from program distribution field to tv film production activities was announced last week by Ely Landau, NTA president, who said a budget of "at least $250,000" has been set for the next 90-120 days on new program work. Mr. Landau also announced last week that James E. Nelson, formerly of Television Bureau of Advertising, had joined NTA.

Mr. Landau said that a new program development department has been set up within NTA, with Abner J. Greshler, former president of York Pictures Corp., as coordinator. Under terms of his agreement with NTA, Mr. Greshler remains free to continue other activities in the talent field.

NTA will produce pilots for six films planned for network and national sales, according to Mr. Landau. One pilot film already set is The Sheriff of Cochise, which will be produced at the Motion Picture Center Studios on the West Coast later this month.

Mr. Nelson, director of national spot sales at TvB, joins NTA in a top-level executive position, according to Mr. Landau.

Mr. Nelson has been active in both advertising and production phases of radio- and television. Before moving to TvB in 1955 after nine years as head of his own advertising agency, Keystone Adv., he was his own advertising agency, Keystone Adv., he was vice president in charge of radio- and television advertising for Studios of Storm & Klein, and prior to that was with MBS, NBC and his own package radio firm, etc.

Mr. Nelson will report to Mr. Landau and Oliver A. Unger, NTA executive vice president.

Walter Tibbals Named V. P. At Four Star Films Inc.

APPOINTMENT of Walter A. Tibbals as vice president of Four Star Films Inc., Culver City, Calif., was announced last week by William Cruikshank, president of Four Star. Mr. Tibbals, who recently resigned his posi-

tion as vice president in charge of television and radio for BBDO, New York, after a 13-year tenure, joins the Four Star organization to serve as a creative executive in the formulation of new properties and to function as special liaison with associated talent, agencies and clients. His appointment is effective Feb. 15.

A native of New Jersey, Mr. Tibbals entered broadcasting in 1934 when he joined WNEW New York. In 1942 he began his association with BBDO as producer-director, agency representative, and since 1952, as vice president of that firm's Hollywood office. In 1952 he accompanied the Eisenhower presidential campaign tour, in charge of all radio and television addresses.

Screen Gems Inc. to Hold International Sales Meet

SCREEN GEMS Inc. will hold its first international sales convention in New York for four days this week, beginning Thursday, during which 29 sales representatives from 10 branch offices in the U. S. and Canada will attend sessions covering various business phases of the company's operations.

John H. Mitchel, vice president in charge of sales, and Robert Salk, director of sales, will direct the business sessions. Ralph M. Cohn, vice president and general manager, will discuss studio and production operations as they relate to both East and West Coasts. Department heads in sales, research, merchandising, promotion, legal, publicity, traffic and commercials will describe their activities.

Screen Gems currently has seven series in syndication and is considering the production of 10 other series during 1956-57. During the convention, each syndicated series will be reviewed, selling philosophy and techniques of first run sales will be discussed, and sales plans for feature films will be analyzed.

Syndicated Tv Films Seen Big Help in 'Marginal' Time

SYNDICATED television films of quality have turned "marginal" time into "marvelous availabilities," it was reported last week by M. J. Rifkin, vice president in charge of sales for Ziv Television Programs, New York.

A study completed by Ziv's research department showed that in the larger eastern tv markets the formerly "hard-to-sell" 6:30-7:30 period has become "a plum for spot advertisers using syndicated films," according to Mr. Rifkin. He cited ARB figures for December covering New York and Chicago which, he said, showed that syndicated films in this time period and in the 10-11 p.m. slot ranked among the top ten. Mr. Rifkin also expressed the view that tv films will prove successful in daytime slots, which, he said, are considered "marginal" today.

Ziv's research department, Mr. Rifkin added, has undertaken another study whereby producers of in-production Ziv series will be provided with a special monthly report analyzing fan mail reaction to company programs. He said these digests will serve as a guide in planning future episodes in a series.

FILM SALES

NBC Film Division, N. Y., announces sale of Crunch and Des tv series film to Stroh Brewery Co., Detroit, for 17 markets in Michigan, Ohio and Indiana. Sale, negotiated through Mr. Keller & Calvert, Detroit, raises total number of markets on series to 85. Other regional sales completed recently by division were to I.G.A. Stores in Missouri; Regal Beer in Southeast;
"Advertising Age stimulates my thinking and aids our planning"

says NATE N. PERLSTEIN
Director of Advertising
Pabst Brewing Company

"Each week I look forward to reading ADVERTISING AGE. It stimulates my thinking, enables me to keep abreast of what is going on in the field of advertising and definitely aids in planning our advertising campaigns. Not only does our entire Advertising Department read each issue, but it also gets studied by members of our sales and merchandising departments."

Advertising Age is "must" reading for most executives who have a stake in advertising, marketing and media decisions. Every week, its dynamic presentation of advertising news, trends and developments attracts intensive readership—not only by those who place broadcast advertising contracts—but by those whose ideas and convictions influence the position of broadcast media on important advertising schedules.

Pabst Brewing Company, for example, has consistently ranked among the foremost broadcast advertisers. Broadcast has served not only to build Pabst's Wednesday Night Fights into one of the most important and successful programs on the air, but is helping to introduce Pabst's new soft drink lines. Though exact figures are not yet available, Pabst's network TV advertising alone was $1,087,696 for the first half of 1955, and its network radio for the same period, $80,500. Spot broadcast, also, is used extensively on Pabst's various products.

In addition to Mr. Perlstein's copy, 12 more subscription copies of Advertising Age are read and circulated each week among advertising, sales and merchandising executives in Pabst and its subsidiaries. Further, every week 464 subscription copies of AA reach the agencies placing Pabst's advertising. J. Walter Thompson, Leo Burnett and Grey Advertising Agency.

Add to this AA's weekly paid circulation of 8,448 among advertising agencies, its intense readership by top executives in national advertising companies, its unmatched total readership of 120,000, based on 32,000 paid subscriptions, and you'll recognize in Advertising Age, a most influential medium for swinging broadcast media decisions your way in 1956.
Schmidt Brewing Co., and Lucky Lager Brewing Co.

Sterling Television Co., N. Y., has sold _World We Live In_ to Greyhound Bus Lines for WTMJ-TV Milwaukee and _Movie Museum_ to KPTV (TV), Portland, WDFB-TV and KTXV (TV) Muskogee, Okla.

Barry-Grafman & Assoc., Chicago, announces sale of _Mr. and Mrs. North_ to KDLA-TV Duluth, Minn.; _Craig Kennedy_, Criminologist, KMBC-TV Kansas City, Mo.; _Main Event Wrestling_, WPTV (TV) Cadillac, Mich., and _The Butter Crabb Show_, WBNN (TV), Chicago.

KTLA (TV) Los Angeles has acquired rights to 450 one-reel Paramount cartoons and short subjects. Package obtained from U.M.&M. TV Corp., N. Y., includes George Pal Puppetoons, Bouncing Ball Screen Songs, Betty Boop cartoons and others.

**Film Distribution**

Modern Talking Picture Service Inc., tv division, N. Y., offers eight new films free to stations on the West Coast. _The Reef_ is produced for Eli Lilly & Co., Indianapolis.


**Film Production**

Flying A Productions, L. A., is casting new tv series, _King of the Royal Mounted_. Firm plans 26 installments in series based on familiar comic strip and will offer it for national sale about March 1.


**Film People**

Martin J. Robison, with Motion Pictures for Television, N. Y., for some three years, appointed executive vice president in charge of operations for Western Television Corp., N. Y., subsidiary of C & S Super Corp.


Morrie Roizman, former chief editor, March of Time, N. Y., to Robert Lawrence Productions Inc., N. Y., as supervising film editor.

Sean Flannely, formerly Las Vegas newspaper editor and assistant to N. Y. columnist Igor Cassini to public relations staff ofGuild Films Co., N. Y.

Tom Whitehill, production supervisor of commercials, Transfilm Inc., N. Y., father of boy, Thomas Lloyd.

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**Government**

**NO 'DISCRIMINATION' AGAINST PAPERS, FCC COUNSEL BAKER TELLS HOUSE GROUP**

Commission’s chief legal officer testifies that newspaper filings for radio and tv permits, in comparative proceedings, get same consideration as other applicants. Newspaper interest in 30% of tv outlets cited as statistic to back up testimony.

FCC General Counsel Warren Baker last week told a House subcommittee the FCC does not discriminate against newspapers seeking radio and tv licenses in comparative proceedings.

Testifying Wednesday before the House Commerce Committee’s Transportation & Communications Subcommittee, Mr. Baker pointed out that the agency considered newspaper ownership as a factor in making decisions, but that this factor often is not the determining one in awarding broadcast licenses.

FCC Chairman George C. McConnaughey had read a statement to the subcommittee the previous day also denying that the FCC discriminated against newspapers in other information media, in awarding radio and tv licenses. On Tuesday session ended before Mr. McConnaughey was questioned and he did not appear Wednesday because of the pressure of FCC business.

**Beamer-Heselton Borrough**

Mr. Baker was on the receiving end of a barrage of questions from Rep. John V. Beamer (R-Ind.) and John W. Heselton (R-Mass.), both members of the parent committee but not of the subcommittee. Rep. Beamer said he will appear as a witness later in behalf of the bills, one of which he introduced.

The FCC general counsel said the courts have backed up the Commission many times over the years in its consideration of diversification of mass media, and that the FCC had been reversed in some cases where the courts thought this factor had not been adequately considered.

He said the term "discrimination," as used in the proposals before the committee, was one the FCC finds hard to define, adding that the FCC does not feel it has discriminated against newspapers in the past. He said the language in the bill is difficult to interpret and may lead to preference of newspaper applicants over those with interests in other media of mass communications.

One indication that the FCC has not discriminated against newspapers is the fact that as of January 1955 newspapers had interests in more than 30% of all tv stations, he said.

Rep. Beamer said that a Senate-House conference committee, when the McFarland Act was passed in 1952, had struck out a provision from the bill almost identical to the present proposal after the FCC had assured congressmen the agency would not discriminate against newspapers. He said the language in the bill is difficult to interpret and may lead to preference of newspaper applicants over those with interests in other media of mass communications.

Speaking rhetorically, Rep. Beamer asked if the FCC had been "true to that promise." He cited a B&W story on the FCC's diversification policies and practices in the Nov. 1, 1954, issue as an example of the FCC's failure to make some correction that he thought necessary.

Mr. Baker cited FCC's award of ch. 7 at Miami to newspaper-affiliated Biscayne TV Interests Corp. (R-Fla.) and ch. 8 in Tampa in 1954 to the Tampa Tribune as evidence that the FCC does not discriminate against newspapers. The U. S. Court of Appeals has upheld the Tampa grant (B&W, Jan. 23).

Rep. Beamer cited two FCC awards in Ft. Wayne, Ind., where he said the losing newspaper applicants feel "discriminated against." These are the awards of ch. 33 to WKQJ in competition with the _News-Sentinel_ and ch. 69 to WANE in competition with the _Journal-Gazette_.

Mr. Baker said the _News-Sentinel_ newspaper interest was found to be a diversification factor outweighing its advantages and that the _News-Sentinel_ did not take exception to the examiner's initial decision. In the _Journal-Gazette_ case, still in the U. S. Court of Appeals, the FCC found, he said, that certain "past activities" in business practices by the publishers of the newspaper were a factor which outweighed other slight advantages to the newspaper applicant. The matters presently before the court involve newspaper interests in some other cases.

Mr. Baker said he disagreed with the FCC’s view that the appellant has failed to prove the FCC’s action was "discrimination." He said the FCC’s action had been "true to" the provisions of _McClatchy_.

Rep. Heselton asked for details of the FCC’s opinion on the proposed amendment. He also asked that all FCC decisions involving newspaper applicants before and after enactment of the McFarland Act in 1952.

Questioned on the FCC’s decision against the McClatchy newspaper interests in the _Sacramento_ case, Mr. Baker said the examiner had found McClatchy superior in all other factors except diversification of media. The FCC reversed the examiner’s decision favoring McClatchy, however, and awarded the channel to Sacramento Telecasters.

Rep. Heselton asked what recourse McClatchy has in view of the U. S. Appeals Court’s decision upholding the FCC decision when the examiner found "fair" the newspaper superior in all but diversification.

Mr. Baker said the FCC found (contrary to the examiner’s findings) that Sacramento Telecasters was superior to McClatchy in several other respects.

Rep. Heselton asked for FCC briefs covering

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**Box Score**

**STATUS of tv cases before FCC:**

**AWAITING FINAL DECISION: 10**

- Bristol, Va.-Tenn., ch. 6: Canton, Ohio, ch. 2; Chattanooga, Tenn., ch. 3; Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 13; St. Louis, Mo., ch. 11.

**AWAITING ORAL ARGUMENT: 11**

- Boston, Mass., ch. 5: Charlotte, N. C., ch. 9; Hartford, Conn., ch. 3; Indianapolis, Ind., ch. 1; Jacksonville, Fla., ch. 1; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; Raleigh, N. C., ch. 5; San Antonio, Tex., ch. 12; St. Louis, Mo., ch. 11.

**AWAITING INITIAL DECISION: 3**

- Hatfield, Ind. (Wensboro, Ky.), ch. 5: McMinville, Tenn., ch. 4; San Francisco-Oakland, Calif., ch. 2.

**In Hearing:**

- Beaumont—Port Arthur, Tex., ch. 4; Blixtz, Minn., ch. 13; Casper, W. Y., ch. 11; Cheyenne, Wyo., ch. 4; Clovis, N. M., ch. 12; Mayaguez, P. R., ch. 3; Clovis-Parma, N. M., ch. 13; Denver, Colo., ch. 11; Redding, Calif., ch. 7; Toledo, Ohio, ch. 11.
NORTHEASTERN PENNSYLVANIA’S TOP RATED STATIONS

WGBI
RADIO-TELEVISION

Announces
the appointment of

H-R TELEVISION, INC.
REPRESENTATIVES, INC.

AS NATIONAL REPRESENTATIVES

FEB. 1, 1956

WGBI - TV
SERVING SCRANTON
WILKES-BARRE AND
HAZLETON AREA
(1,500,000 PEOPLE)

WGBI - AM - FM
SERVING
SCRANTON AND
WILKES-BARRE
METROPOLITAN AREA

CBS FOR NORTHEASTERN PENNSYLVANIA
what he said were ten cases where newspapers have been denied tv licenses (except the Tampa and Miami cases) since April 1952. Mr. Baker told the Massachusetts Republican there are about 30 cases pending which involve newspaper applicants.

Rep. Oren Harris (D-Ark.), chairman of the subcommittee, asked that the FCC report whether it ever had tried to adopt rules which would act as a bar to newspaper applicants for broadcast facilities prior to 1951, when the American Newspaper Publishers Assn. submitted a proposed anti-discrimination amendment to the McFarrand Act.

Mr. Baker said implementation of the FCC's diversification policy has another purpose than preventing control of several of the media of mass communications. It is a guard to keep from growing toward monopolistic conditions, he said.

Answering a hypothetical question from Rep. Walter Rogers (D-Tex.), he said that in the case of a non-newspaper applicant with no other media interests and a newspaper applicant being perfectly balanced in all qualifications except diversification, the FCC would favor the non-newspaper applicant.

He said the FCC has never denied a newspaper applicant a license in non-comparative proceedings except once in the Mansfield (Ohio) Journal case, where the FCC alleged the newspaper was engaging in antitrust practices. A court later found such violations, vindicating the FCC, he said.

Rep. Harris said Rep. Francis Walter (D-Pa.) has written a letter to the FCC on its decisions in the Allentown-Easton (Pa.) case which has been in litigation several years.

Mr. Baker said the Supreme Court has re-manded the case to the U. S. Court of Appeals, sustaining the FCC's decision. He said there now is pending a request for stay of the Supreme Court mandate, so Allentown can decide whether it wishes to try to take the case back to the Supreme Court.

In Mr. McConnaughey's statement, he said the FCC always has recognized the relative benefits to be derived from diversification of mass media, such as encouragement of competition between broadcast media, avoidance of concentration of control over the avenues of communicating fact and opinion to the public and making available to the public a more varied approach to questions of interest.

This policy of encouraging diversification has been specifically approved by the courts, he said.

Diversification, however, is only one of the numerous factors the FCC must evaluate in any comparative proceeding, he said, and diversification is not necessarily the controlling factor. It may or may not be depending on the facts of the particular case, he said, adding that a preference for diversification may be slight or substantial.

He said a newspaper may prevail despite this factor because of its superiority in program planning, integration of ownership and management, local ownership or past broadcast experience. He cited the newspaper grants in Tampa and Miami to show that "such applicants, because of superiority in other factors, can win out over non-newspaper opponents."

He said newspaper ownership may prove an asset in that the applicant may be able to demonstrate its ability to perform outstanding public service in that community and respond to the community's particular needs.

He said enactment of the proposed legislation may keep the FCC from considering local newspaper ownership as one of the "many factors" to be evaluated.

He said it is difficult to determine what the legislation would or would not do because some of its terms are ambiguous. The term "discrimination" isn't defined, he said, and the FCC is unable to tell the precise meaning of the clause prohibiting denial of an application "solely" because of an applicant's interest in "any medium primarily engaged in the gathering and dissemination of information."

He questioned whether the legislation would prevent use of the diversification factor against newspaper applicants but permit its use against those controlling other mass media.

If it is meant to preclude consideration of all other mass media interests, it would mean the FCC could not even take into consideration the number of other radio or tv interests an applicant might have, he said.

Three New Am Grants Made by Commission

THREE GRANTS for new am stations were made by the FCC last week. These were:

Thomasville, Ala.—J. Dige Bishop, 630 kc, 1 kw day. Mr. Bishop owns 40% of WCFA-AM-FM Andalusia, Ala., and 40% of WDOB Canton, Miss.

Port Lupton, Colo.—Harry Laurence Hill, 500 kc, 500 w day. Mr. Hill is a dairy farmer and orchestra leader.

Ithaca, N. Y.—Thompson K. Cassel Co., 1470 kc, 1 kw day. Mr. Cassel has interests in WCHA-AM-FM-TV Chambersburg, Pa., WATS Sayre, Pa., WTVI (TV) Elmira, N. Y., WOND Pleasantville, N. J., and WDIF Delray Beach, Fla.
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
AMENDED EQUAL TIME PROVISION BACKED BY SALANT, OPPOSED BY FCC MAJORITY

CBS vice president tells House subcommittee that Communications Act section requiring political candidates to be allowed equal air time 'stifles and suppresses public information and knowledge.'

Commission chairman rejects 'vague standard of fairness.'

THE pros and cons of a proposal to amend the "equal political time" provisions of the Communications Act were argued before a congressional subcommittee last week.

The proposed amendment, HR 6810 (and S 2306, an identical bill in the Senate), would allow a radio- and TV-broadcaster or a network to present a political candidate on news, interview, forum, and debate programs without being required to make "equal time" available to the candidate's opponents, as now required under Sec. 315 (a).

CBS Vice President Richard Salant, before the House Committee's Transportation & Communications Subcommittee, headed by Rep. Oren Harris (D-Ark.), urged adoption of the amendment—originally proposed last summer by CBS President Frank Stanton.

FCC Chairman George C. McConnaughy on Tuesday testified against the proposal in behalf of the FCC majority. Comr. John C. Doerfer, also Tuesday, said he was in favor of the proposal, but indicated his stand was not a "full blossom" one.

The proposal has been esposed by CBS and others as a solution to the problem broadcasters face under the equal time provisions. Under the present law when a qualified political candidate speaks on a broadcast station or network, the station or network is required to furnish his opponent equal time, no matter how small the party he represents, under the same conditions.

This has left the broadcaster open to demands by candidates of splinter and minority parties.

Mr. Salant told the House panel Friday that if Congress amends Sec. 315 (a), CBS will offer free time on its radio and TV networks for a modern-day electronic version of the Lincoln-Douglas debates between the major 1956 presidential candidates.

"Put bluntly," he said, "Sec. 315 (a) stifles and suppresses public information and knowledge; its consequence is to inhibit radio and TV from fulfilling its potential role of informing the electorate." He said HR 6810 is designed to reach these defects by providing an effective remedy while at the same time preserving the basic principles which "we believe the Congress sought to achieve enacting Sec. 315 (a)."

He said HR 6810 will not permit favoritism among candidates, but only permits broadcasters to exercise their news and journalistic functions informing the public.

Today, he said, TV can make it possible for 115 million people to see the presidential candidates debate, and radio makes it possible for 140 million to hear them. During the Lincoln-Douglas debates in 1858 only about 75,000 people saw and heard Lincoln and Douglas, he said.

Sec. 315 (a) would bar CBS from broadcasting the debates if they could be arranged next fall, he said, and he predicted the result of "dropping an iron curtain between voters and candidates." He said if debates could have been arranged between Gen. Eisenhower and Gov. Stevenson in 1952 and CBS had presented them, the network also would have been required to give time to each of the 16 other candidates.

The law also tends to "dilute broadcasters' efforts... to present significant campaign issues."

Describing the state of candidates of various parties, Mr. Salant said if CBS were to give time to the two major candidates for President the network would be likely to be confronted with requests for time from all the minor parties and would have to give the same amount of time to all of them.

He cited difficulties also in the network's forum-type programs saying that in that all incumbent congressmen and senators were considered as "candidates" within the meaning of the Act, so that almost all were barred from the programs. Newspapers, he said, are under no such requirements.

Mr. Salant said the assumption that a broadcaster can't be trusted to exercise fairness is a dangerous premise on which to base legislation. If a broadcaster is not considered qualified to make his own journalistic decisions, then "it can only be asked by what standard did the FCC give him a license in the first place," he said.

He said there are other and far more powerful safeguards against the dangers of fair play than a rule of "enforced mathematical equality in these types of programs." One of these, he said, is listener and viewer reaction. If a broadcaster were so flagrantly unfair as to favor one candidate over another, he said, both the public and political parties would be quick to react. He called public reaction the "surest safeguard" against these dangers.

Another, he said, are the basic ground rules of the Communications Act, which require a broadcaster to operate in the public interest, including the airing of all significant viewpoints on any important controversial issue.

He said if the bill is enacted, CBS not only will invite major candidates to appear on its programs but will give greater news coverage to leading candidates and will give free evening time for the major presidential candidates to debate the main issues. "We believe," Mr. Salant said, "that this would provide a significant contribution to our democracy." Mr. Salant presented several editorials and articles from newspapers endorsing the network proposal.

In his testimony before the subcommittee, Chairman McConnaughy concluded that any "limited benefits" from the proposed legislation would be "more than outweighed by the dangers of discrimination to candidates and by the administrative difficulties in enforcement."

Comm. Doerfer, in dissenting to the FCC majority opinion, said he was in favor of entrusting the broadcaster the responsibility for application of the "rule of reason (fairness)" to presenting candidates. He added that there is more to the problem than "meets the eye."

Chairman McConnaughy noted that broadcasters have been subject to "equal time" requirements since creation of the old Federal Radio Commission in 1927, despite "numerous

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attempts to amend or eliminate them."

If the bill were enacted, he said, then broadcasters would have to meet only "a vaguer standard of overall 'fairness' in handling the exempt types of programs"—a fairness imposed by the FCC in the public interest.

"But the question inevitably arises: What sort of treatment short of equal treatment is nevertheless 'fair'?' How big would a third party have to be before becoming entitled to free time? He said if the bill were enacted the FCC would receive an "avalanche" of such questions, with many difficult or impossible to decide.

The FCC now can require a station to comply immediately with equal time provisions, but questions of "fairness" in a station's overall programming come up only at license renewal time. Chairman McConnaughey said, which would give a candidate little comfort after an election had been decided. The FCC chairman also entered in the hearing record comments adopted by the FCC majority Nov. 2, 1955, making essentially the same points as Mr. McConnaughey's statement.

Subcommittee members questioned the FCC chairman on the present system of handling broadcasts by candidates, Rep. Harris remarking that public service or forum programs featuring candidates "virtually have to be taken off the air" in the periods before elections.

Rep. Robert Hale (R-Md.) noted that while many congressmen have their own news broadcasts during their congressional terms, home district stations take these off the air three months before primary elections. Mr. McConnaughey said he believed this is in the public interest.

Answering a question from Rep. Harris, the FCC chairman said he believed most forum type programs benefit both the candidate and the public and that he wished there was a way to keep "some of those fine programs" on the air. But he said he did not favor giving broadcasters leeway to select candidates, despite their acknowledged high ethical standards. He said it places them (the broadcasters) in a difficult or almost impossible position.

Mr. McConnaughey declined to take a position on whether he would favor the bill if it applied only to candidates for President.

To Rep. Hale's question of whether "equal time" provisions should be applied to a broadcast talk by the incumbent President on a subject concerning the national interest, Mr. McConnaughey said he would "depend on what he's saying." He admitted there are "some weaknesses" in this respect.

He said treatment should not be different between the "ins" and "outs," since many groups should have the right to be heard. "We should be careful not to tamper with something sound," he said in a reference to the present law.

Both Mr. McConnaughey and later Mr. Doerfer said they believed equal time demands by Communist Party candidates could be denied by stations, under Sec. 3 of the Communist Control Act of 1954. FCC General Counsel Warren Baker, answering a request by Rep. John V. Beamer (R-Ind.) for a definition of when an aspirant officially becomes a candidate, said this is determined by the laws of each state on primary and general elections. He told Rep. Beamer that the law does not apply to states for candidates, but only the candidates themselves.

Rep. Beamer said he felt the FCC would be called on "some time" to resolve the question of speakers.

Answering a question from Rep. Walter Rogers (D-Tex.), Mr. McConnaughey said that if a candidate appears on a commercially sponsored program, at no cost to himself, his opponent is entitled to equal time, also at no cost to himself, from the station or network. Mr. McConnaughey read this statement from a 1954 public notice by the FCC.

(FCC General Counsel Warren Baker later told B/R that stations and networks, aware of this requirement, usually forewarn the sponsor and secure a promise from the sponsor that time also will be furnished to opponents who demand equal time. Involved is the question of whether the sponsor would be making an indirect contribution to a candidate's campaign if equal time were not furnished opponents.)

Contr. Doerfer, in his statement, said he felt the "door should be kept open to broadcasters to program without being scared" by Sec. 313 (a). He said he was not "so sure" that Sec. 313 (a) would be sustained by the courts. He said the public understands the attempts by a candidate to "aggrandize himself on radio or tv," but that the benefits of his talks to the public are better than "no contact at all."

The growing number of stations makes possible the presentation of diverse political views, he said, urging, "Let's bring to the people the so-called Lincoln-Douglas debates. I would trust broadcasters rather than deny the people the right to hear the candidates."

Mr. Doerfer said a broadcaster would be restrained from presenting one-sided political views because he would lose his audience in such a case. He said he was "not so sure" that a broadcaster should not "shut off" the "fourth or fifth" major candidates and indicated his belief that the country is better off under the "two
party system" than with a large number of parties as in some European countries.

He said he thought radio-TV stations should have the same discretion as newspapers in presenting political questions.

Rep. John B. Williams (D-Miss.), at this point, criticized radio-TV treatment of the question of racial segregation in the South. "It's impossible to turn on the radio without hearing someone campaigning against the southern way of life," he said, adding that this is "most unfair."

Mr. Doerfer replied that a broadcaster is required to "balance" programming and that he saw no conflict in the FCC's ruling allowing a broadcaster to balance his program after a trend (to one viewpoint) has been shown.

Rep. Williams said he thought the FCC "might look into it and perhaps revoke some licenses."

When Mr. Doerfer said that the broadcaster must not be other than fair because the political picture may change, Rep. Rogers noted that an unfair broadcast itself may help fix the political picture.

Rep. John W. Heselton (R-Mass.), referring to Mr. Doerfer's statement that he trusted broadcasters to be fair, said he didn't think the recent CBS-TV Ed Murrow program on agriculture was fair. The program has been criticized by the GOP as unfair to the administration.

Mr. Doerfer replied that the program was not "policed" by either the network or the FCC, but that if a program is unfair, the broadcaster must present the other side. Asked how, he said, "by complaint" to the FCC from "anybody."

The House group's present schedule calls for testimony tomorrow (Tuesday) by Robert L. Heald, chief attorney, NARTB, on the proposed "equal time" amendment and other bills. Edward deGrazia of Kirkland, Fleming, Green, Martin & Ellis, Washington communications law firm, also may testify Tuesday. Mr. deGrazia was not decided last Thursday whether he could appear, but said if he did, he would give his law firm's views on all the bills affecting commercial broadcasting.

It also was understood that Chairmen Paul B. Bland of the Senate National Committee and Leonard Hall of the Republican National Committee have been asked to appear this week on the proposed "equal time" amendment.

The House group also heard FCC statements last week on other proposed amendments to the Communications Act (see stories, this section).

New Bill Increases Ceiling On Campaign Expenditures

A BILL to raise the ceiling on political campaign expenditures—but aimed against political spending by labor unions—was introduced last week by Sen. Carl T. Curtis (R-Nebr.) on behalf of himself and Sen. Barry Goldwater (R-Ariz.).

Sen. Curtis, who is a member of a Senate Election Subcommittee headed by Sen. Thomas C. Hennings Jr. (D-Mo.), said his bill prohibits "the interference of radio and television, forcing workers to contribute to a political party in order to hold their jobs."

Republicans have complained that the national labor unions compel workers to pay dues, part of which are used to support Democratic candidates. GOP senators have objected to a bill (S 636) introduced by Sen. Hennings, which also would raise the ceiling on political expenditures, on grounds it does not prohibit political contributions or receipts by labor unions or affiliated organizations.

The Curtis bill (S 3074) and S 636 both authorize an increase in the amount of political expenditures by a national political committee from the present $3 million to $12.3 million for an election campaign.

S 636 was favorably reported from the Senate subcommittee and the parent Senate Judiciary Committee last year, but Republican membership opposition has been reported on several times on the Senate calendar during both the first and second sessions of the 84th Congress.

Extensive hearings were held on S 636 last year.

The Curtis and Hennings measures also would authorize a candidate for senator to spend $50,000 to $250,000 (presently $10,000-$25,000) and for representative $12,500 to $25,000 (presently $2,500-$5,000).

Court Edicts Urged In Equal Time Cases

THE FCC last week asked Congress to consider legislation to give jurisdiction to federal district courts in determining the rights of political candidates who have been denied "equal time" on broadcast facilities under Sec. 315 (a) of the Communications Act.

The suggestion was made by the FCC in comments on one of the bills which would deny the equal time privileges under Sec. 315 (a) to a political candidate who has been convicted of treasonable or subversive activities, who is a member of the Communist Party or a successor organization or who belongs to a group determined to be a Communist-affiliated organization under the Subversive Activities Control Act of 1950. A companion bill (S 771) is in the Senate.

FCC Chairman George C. McConnaughey, speaking Tuesday before the House Commerce Committee's Transportation & Communications Subcommittee headed by Rep. Oren Harris (D-Ark.), said the FCC does not wish to express an opinion on the "advisability or necessity" of such legislation.

He said the FCC believes such a bill would be constitutional, but determination of whether a person belongs to a subversive group would be the "difficult and complicated" (for the FCC) and delay will be "inviatable." In deciding these matters when an election is taking place, time "is of the essence," he said.

He said the FCC believes all determinations made under the Communications Act are made by a federal district court, which he said is the "most appropriate forum for securing the necessary prompt and effective review of these questions."

Mr. McConnaughey entered in the hearing record comments adopted by the FCC March 9, 1955, and supporting the FCC chairman's statement. The FCC added suggested legislation to give federal district courts jurisdiction in cases where a candidate seeks equal time under Sec. 315 after being denied by a broadcaster.

House Votes Probe Money

THE HOUSE last week approved a resolution (H Res 352) providing $275,000 to the House Un-American Activities Committee for investigations. The committee has been holding hearings on allegations of Communist infiltration of radio and television by persons in the entertainment media. The committee, in its annual report for 1955 [BET, Jan. 21], said active Communists are members of the New York chapter of American Federation of TV & Radio Artists and that radio-TV networks are using the talents of Communists (see story page 63).

FCC Asks Congress To Enact Liability Bill

CONGRESS was asked last week by the FCC to enact a bill (HR 4814) which would relieve broadcasters of liability for defamatory statements made on their facilities by political candidates.

Testifying Tuesday before the House Commerce Committee's Transportation & Communications Subcommittee (headed by Rep. Oren Harris, D-Ark.), FCC Chairman George C. McConnaughey said Sec. 315 of the Communications Act prohibits any broadcaster from publishing a defamatory statement on a candidate's talk.

He said the FCC has taken the view that because of the prohibition against censorship, licenses are immediately revoked for defamatory statements broadcast by candidates, but that there has never been any final interpretation by the Supreme Court on this point.

The bill would except from immunity a broadcaster or employee who participates in a broadcast "knowingly, and with willful intent" to defame.

Chairman McConnaughey said that although approximately 33 states have passed libel protection laws, these laws are not consistent and there remain several states with no laws at all. Inconsistency in state laws are unfortunate where a station's programs are heard in several states, he said.

He said Comr. John C. Doerfer would require that a broadcaster or his employee exercise "at least the slight degree of care to warn candidates in advance concerning the consequences of uttering statements that are clearly libelous or slanderous."

Initial Decision Reversed, FCC Grants KVMC Increase

BENEFIT of additional daytime primary service to 38,963 people under a proposed 1 kw operation for KVMC Colorado City, Tex. (1320 kc, 500 w), outweighs the small amount of service to be lost to KWOE Clinton, Okla., from co-channel interference, the FCC ruled last week. In granting KVMC a construction permit to double its power, the Commission reversed Hearing Examiner J. D. Bond, who in December 1954 recommended that KVMC's application be denied.

The FCC found that KWOE (1320 kc, 1 kw) would suffer interference from the proposed operation in the amount of 2,476 people or 1.63% of the population within its normally protected 0.5 mv/m contour, but that these people are already receiving service from other stations. Although parts of the area which will gain service from KVMC's proposed operation are already served by other stations, no station provides coverage to the entire area, the FCC pointed out.

Examiner Favors Clovis Tv Bid

FOLLOWING FCC sanction of the withdrawal of VIDEOTV's independent competing applicant for ch. 12 at Clovis, N. M., the lone contender for the grant, KICA Clovis, last week received an FCC hearing examiner's recommendation for the grant. Examiner Hugh B. Hutchinson said the unopposed applicant was in all ways qualified to build and operate the proposed station. He found that Video's withdrawal, which was attended by partial reimbursement for its expenses by KICA [BET, Jan. 23], was not induced by improper considerations.

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BROADCASTING  TELECASTING
THROGBOTTOM! What does it take to remind you—
"Scotch" is a brand name for tape!

Pardon us for beating our own drum if we ask you to respect our registered trademark when you mention our product on your programs. If it is impossible for you to use the full name correctly: "SCOTCH" Brand Cellophane Tape or "SCOTCH" Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you for your cooperation.
REPLIES TRICKLE IN ON ALLOCATIONS, FLOOD SCHEDULED TO HIT FCC WEDNESDAY

More than 50 counter comments have been filed on Commission's overall review of tv alignment; 200 comments were filed originally. FCC presumably will get down to action after this round of opinions from industry. Replies follow three basic lines.

FIRST GROUP of reply comments in the FCC's overall review of television allocations principles have begun to come into the Commission.

Deadline for counter comments in the Commission's Docket 11532 is Wednesday (Feb. 8).

In the more than 50 counter comments already filed with the FCC, three basic positions are taken: (1) vhf stations object to suggestions for reduced separations; other restrictions on present vhf stations; (2) uhf stations urge deintermixture or revision of technical factors to permit squeeze-in of extra uhf channels; and (3) educational organizations "cry havoc" at the proposals that educational reservations be deleted.

The Commission has on hand more than 200 comments from all segments of broadcasters on the subject of tv allocations principles and assignments of channels. After Feb. 8, when all replies are in, the Commission presumably will take time down to study and assess the various proposals.

Whether an oral hearing will be required is not known at this time. That will depend, it is presumed on the results of the Commission staff's study of the various recommendations submitted in the proceeding.

Following reply filings have been submitted to the FCC since the Dec. 15, 1955, deadline for submission of original comments:

THE V'S SPEAK

KNTV (TV) San Jose, Calif. (ch. 11), opposes KSAN-TV San Francisco proposal to shift ch. 12 from Fresno to San Jose, ch. 11 from San Jose to San Francisco. Inappropriate.

WCNY-TV Carthage, N. Y. (ch. 7), reply to T.A.M. Craven. Objects to Craven suggestion that another ch. be assigned to Carthage and implication that Carthage-Watertown (Jef ferson County) has any relationship to Onedia County (Utica-Rome).

KOMU-TV Columbia, Mo. (U. of Mo.) (ch. 8), opposes any reduction in separations; would infringe on station's coverage, particularly rural.

WOAY-TV Oak Hill, W. Va. (ch. 4), and WTRF-TV Wheeling, W. Va. (ch. 7), oppose requests that antennas height limitation in Zone I be raised to 1,250 ft. or anything over 1,000 ft. If WSAZ-TV Huntington, W. Va., which petitioned for increases, goes up to 1,250 ft., with full power it would cut into WOAY-TV's area, station reports.

KHOI-TV Kearney, Neb. (ch. 13), and KMLX-TV Hayes Center, Neb. (ch. 6), oppose Hometown Tv Inc. references to dangers of satellite. Hays Center satellite was desire of local residents who raised $140,000 to help build station.

KTVQ (TV) Kirkville, Mo. (ch. 3), opposes CBS, Mullaney, and other plans suggesting reduced separations; also CBS proposal to move KTVQ from Kirkville to Quincy, Ill., and GE proposal to move all tv to uhf.

KDRX-TV Sedalia, Mo. (ch. 6), opposes CBS, Mullaney, and other proposals which would reduce separations; infringe on station's coverage, mainly rural. Also opposes GE plan to move all tv to uhf; situation would be chaotic; economic waste, etc.; opposes Crosley idea of moving chs. 5 and 6 two mc.

WRDU-TV Augusta, Ga. (ch. 12), same as KDRX-TV Sedalia, Mo.

KCNV-TV Temple, Tex. (ch. 6), same as KDRX-TV Sedalia, Mo.

KJTV (TV) Springfield, Mo. (ch. 3), same as KDRX-TV Sedalia, Mo.

THE U'S SPEAK

KBAT-TV Bakfinseld, Calif. (ch. 29), opposes KSAN-TV San Francisco (ch. 32) proposal to move ch. 12 from Fresno to San Jose, ch. 11 from San Jose to San Francisco.

WWGV (TV) Greenville, S. C. (ch. 23), seeks deintermixture by removing ch. 7 from Spartanburg, S. C.

WWOR-TV Worcester, Mass. (ch. 14), began Nov. 16, 1953; suspended Sept. 9, 1955. Worcester receives signals from vhf stations in Boston, Providence, R. I., and Manchester, N. H. Cost was $725,000; cumulative loss put at $560,000 (losing $14,000 per month just before suspension). Seeks move to ch. 11 from Manchester (where it is reserved) to Worcester and to move WOR-TV from ch. 14 to ch. 11.

KBMT (TV) Beaumont, Tex. (ch. 31), cost $25,000 to build. Loss since May 1, 1954: $150,000. Supports CBS and deintermixture. CBS suggested assignment of ch. 12 to Beaumont in place of ch. 31. Beaumont has a station on ch. 6; ch. 4 is in hearing (or upcoming).

WEEK-TV and WTVH (TV) Peoria, Ill. (ch. 43 and 19, respectively), reaffirm position on ch. 12. Opposes CBS plan re giving up on uhf, also CBS Plan II giving up uhf, substituting chs. 6-A, B, and C in Peoria. Stations feel plans are as incompatible as intermixture: "merely trading one kind of inconpatibility for another."

WARD-TY Johnstown, Pa. (ch. 56), cites conversion problems; operating loss of more than $75,000. Wants deintermixture—assign two more vhf to Johnstown (WJAC-TV began in 1949 on ch. 6). Poor uhf town because of terrain. Opposes CBS and other plans which see Altoona-Johnstown as one market. Asks to be able to convert to an existing vhf channel, using reduced separations, directional antennas, etc., for "home town tv."

OTHERS

Loysta U., New Orleans (WWL), applicant for ch. 4, opposes New Orleans (initial decision recommends denial, favors Times Picayune), opposes WPFA-TV Pensacola, Fla., and KTAG-TV Lake Charles, La., which proposed deleting ch. 4 in New Orleans or adding vhfs on reduced separation to Pensacola and Lake Charles. If necessary, prefers second alternative.

KORN Mitchell, S. D. (am station), opposes CBS proposal that ch. 5 be moved from Mitchell to Sioux City, Iowa.

Nick Fillips, Pittsburgh, Pa., urges deinter- mixture, especially for State of Pennsylvania.

Wisconsin State Radio Council opposes any use of fm frequencies for tv.

Favoring subscription television were the following: WHEF-TV Brookton, Mass. (ch. 62); and am stations WDAI Memphis, Tenn.; KWRN Reno, Nev. WBVP Beaver Falls, Pa.; WONE Dayton, Ohio; WPEN Philadelphia, Pa.; KROS Clinton, Iowa; WBBB Burlington, N. C., and WMIT (FM) Mt. Mitchell, N. C.

Central Committee on Radio Facilities of the American Petroleum Institute and Special Industry Radio Service Assn., against any use of 152-156 mc band; also 72-76 mc band. If it is desired to use portion of 88-108 mc band (fm) for tv, asks that whole fm band be opened for reallocaton. They want part of it.

Objecting to any change in the educational reservation plan were the following: Central Calif. Educational Tv Corp.; National Catholic Educational Assn.; Hillsborough County Board of Public Instruction, Tampa, Fla.; Educational Television of Oklahoma; WOAY-TV Oak Hill, W. Va. (ch. 15), opposes Corn- west Educational Tv; Sedalia, Mo.; U. of Utah; U. of Idaho; Mississipi State College; Twin City Area Educational Tv Corp., Minneapolis-St. Paul, Minn.; N. H. Commission on Educational Tv; U. of Florida; Oregon State System of Higher Educa- tion; Duth (Minn.) Public Schools; U. of New Mexico; Florida State U.; U. of Maine; Calif. State Dept. of Education.

Tv Allocations Memo Expected in Fortnight

THAT "detailed memorandum" on tv allocations—promised to members of his 12-man engineering committee (Bet, Jan. 30)—ought to be received in about two weeks.

And in about the same time, the up to now rather quiet, rather quiescent, rather brazenly established last summer by Sen. Warren G. Magnuson (D-Wash.) to recommend an answer to the television allocations dilemma will be augmented by an economist—or at least a market specialist, a communications legal expert, and possibly others representing educational television, fm, and other factions of video broadcasting.

This new look will mean, according to an informed source, that the ad hoc committee is "graduating" from a purely engineering committee.

The committee was asked two weeks ago by the Senate Commerce Committee to set up a nationwide allocations plan which would over- come the disabilities of the present vhf-uhf system established in 1952. It is understood that the plan, when it is brought into being, will be submitted first to the Senate Commerce Committee. The Senate committee, after making such revisions as it may feel needed, is expected to offer it to the FCC as a "suggestion."

Dr. Bowles told Bet last week that the purpose of his committee's working up an allocations plan was to pin down on paper "something to shoot at." He emphasized that the plan would only be a starter to which members of the ad hoc committee, and Senators, could...
add, subtract or revise. In this way, he said, it could serve to focus attention on the whole problem confronting the television industry.

It is understood that Dr. Bowles, following the first meeting of the ad hoc group last June, had paid personal visits to members, conferred with FCC and broadcast officials, and had been up on background through reading transcripts of the 1954 Potter hearings, the Jones and Plotkin reports, and other documents.

It is hoped that the Senate group's final recommendations will not conflict with the FCC's proceeding now underway on the same subject. Basically, the Bowles' committee will seek to establish a backbone TV system which will permit the sight-and-sound broadcast medium to grow, it was learned. Inherent in such an approach, it was understood, are questions of economic support, network and local operations, large city vs. small city outlets, educational television, among other factors.

The order to Dr. Bowles to go ahead with the drawing up of a national television allocation system is understood to be the result of impatience on the part of senators with the lack of FCC progress in resolving the problem. Dr. Bowles is a consulting professor on industrial management at the Massachusetts Institute of Technology and a general consultant to the president of Raytheon Mfg. Co.

Senator Subcommittee Planned To Study Daylight Problems

THE SENATE Small Business Committee said last week it will name a five-man special subcommittee "in a week or so" to look into the problems of daylight broadcasters.

A spokesman said "four or five" members of the Senate group have been contacted relative to the difficulties besetting daytime stations and the subcommittee and staff will make a study to determine if and when public hearings will be scheduled.

He said the daytime broadcasters want to extend their operations or obtain more uniform hours.

Daytime broadcasting is one of 20 subjects which members of the Senate group, meeting Wednesday in closed session, agreed to study. Sen. John J. Sparkman (D-Ala.) is chairman.

Barrow, Staff to Meet ABC, MBS, SRA People

DEAN Roscoe L. Barrow, his network study staff, and some members of the FCC are to meet with ABC officials on Thursday, Mutual officials on Friday, and Station Representatives Assn. officials and members on Saturday. The two network meetings, like those with CBS and NBC during the first week in January, will be designed to acquaint the FCC delegation with the workings and problems of networks. They will be held at ABC and Mutual headquarters, respectively, in New York.

Makeup of the network delegations has not been finally set, but the ABC group is expected to include President Robert E. Kintner and Vice President and Controller Harold Morgan, plus department heads. At Mutual, Executive Vice President John B. Poor and department heads are expected to be among those leading the indirectocrition session.

The SRA meeting, arranged through Managing Director Larry Webb at the FCC group's request, will be held at the Ambassador Hotel. SRA was asked to present factual information regarding the size of the industry, its importance, etc., and a committee of representatives has been designated to prepare a presentation for the FCC. Presumably the SRA group will be headed by Adam J. Young Jr., of Adam Young Inc. and Young Television, president of SRA, and Mr. Webb as managing director.

No doubt, observers feel, one question that will be canvassed by the FCC committee during the SRA session is that of the right of networks to represent affiliates in the sale of national spot advertising— a right that station representatives challenged vigorously before the FCC in the late 1940s.

The FCC group also was reported to have sought a meeting with film company officials.

S.C. Bill Would Penalize Interracial Program Sponsors

THE South Carolina General Assembly last week received a bill that would prohibit state government transactions with companies sponsoring interracial programs on television, radio or other media. The bill was introduced by Rep. John C. Hart of Union, S. C., and Rep. Hart: "Our state is under no obligation, either moral or legal, to do business with concerns that donate money to, or propaganda for, groups . . . working to end race segregation. "Interracial programs," he added, are "sabotaging the efforts we're making in the segregation battle."
Commissioner, testifying before House Commerce Committee's Transportation & Communications Subcommittee, says he will press for rule-making to require area radio-tv towers over 500 feet to be grouped in one place.

FCC Comr. Robert E. Lee last week told a House group he will push rule-making at the FCC to require "antenna farms" where all radio and tv towers over 500 feet would be grouped in one place. He said he will ask for rule-making to require that the antennas of stations in some areas be placed on a single tower.

Thus, he said, airplane pilots could be oriented to avoid such a single air hazard instead of several.

Testifying on two identical measures to prohibit towers of more than 1,000 feet, Comr. Lee, who is chairman of the Subcommittee on Transportation & Communications, said applications for tower construction or increases in height now go through local airspace subcommittees. He said some proposals for high towers have met objections and are now under consideration by the Washington Airspace Panel.

Answering a question from Rep. James L. Dolliver (R-Iowa), he said he believed the FCC has authority to order a tower altered or removed, where military or commercial aviation installations make this essential.

FCC Curbs Opposed

He said the FCC opposes the bills (H J Res 138 and 139), which would prohibit the FCC from issuing a permit or renewal for a station using a tower of more than 1,000 feet, unless the FCC, after considering recommendations by the Dept. of Defense, Civil Aeronautics Administration, Air Coordinating Committee and any other interested party, made a special finding that such a tower is necessary for safety.

Comr. Lee, who is co-chairman of a special group set up by the Air Coordinating Committee, which advises the President on aviation policy, said applications for tower construction or increases in height now go through local airspace subcommittees. He said some proposals for high towers have met objections and are now under consideration by the Washington Airspace Panel.

Transmitter Change

For KGUL-TV Upheld

OVERRIDING dissents by FCC Chairman George E. McQuire and Comr. Robert E. Lee, the FCC last week upheld its September 1954 grant of a transmitter site change for ch. 11 KGUL-TV Galveston, Tex., and denied a protest against the grant by ch. 13 KTRK (TV) Houston, Tex. Comr. Edward M. Webster did not participate.

KGUL-TV has been operating since March 1953 from a transmitter 22 miles northwest of Galveston and 28.5 miles southeast of Houston, the third of the 1953 22-mile cluster. It was granted a site change for a different transmitter location. The last change request, which was granted by the FCC without hearing, evoked objections by ch. 13 KTRK (TV) there.

Among other things, KTRK charged that KGUL-TV was, by opening a Houston studio and through its site-changing proposals, attempting to operate as a Houston outlet. In October 1954, the FCC set the protest for hearing. The following June, FCC Hearing Examiner John B. Peindel of the Fourth Branch of the Los Angeles Division, left the FCC.

As to KTRK's charge that KGUL-TV's Houston studio was actually the station's main studio, the FCC said KTRK failed to produce sufficient evidence to back its claim. When a station opens a second studio, the presumption is that its first studio is the main studio unless convincing evidence can be presented to the contrary, the FCC said. KGUL-TV's proposal complies with FCC requirements on signal strength to the principal city to be served, the Commission pointed out.

As to charges that certain KGUL-TV advertisements and promotional pieces misrepresented the station's true local call, the FCC said there was not enough evidence to establish a "pattern of misrepresentation," although it described the ads as "balancing on the brink of questionable practice . . . ." The Commission found that, although KGUL-TV failed to live up to certain program commitments it proposed in its original application, the record showed a reasonable conformity to its avowed standards.

In his dissent, Comr. Lee said: "The entire history of KGUL-TV is that of a Houston station coming in the back door without rule making and without the necessity of competing for a Houston channel." He noted that "as many as four salesmen have been employed in Houston as against one (only since fall of 1953) in Galveston."

Comr. Lee added: "I am persuaded that we might consider abandoning the firm and fixed rule making for assigning television facilities by rule making and adopt a policy of assigning frequencies geographically by action on specific applications with appropriate safeguards for existing services."

Appointments Made By Broadcast Bureau

TWO top level Broadcast Bureau appointments and a revision of the bureau's organizational chart were announced by the FCC last week.

Joseph N. Nelson, television chief in the Broadcast Facilities Div., was named chief of the Renewal & Transfer Div., and Walter W. Guenther, former assistant chief of the Broadcast Bureau's Consumer Protection Div., was named assistant chief of the Broadcast Facilities Div.

Mr. Nelson succeeds Lester W. Spillane, who resigned last year [BT, Dec. 19, 1955]. Mr. Guenther takes the job following the departure of James B. Barn, chief of the Broadcast Bureau last summer [BT, July 18, 1955].

The Commission abolished the Broadcast Bureau's Hearing Div., and divided its duties between Broadcast Facilities Div. and Renewal & Transfer Div. In Broadcast Facilities it established a branch to handle all hearing cases except those involving renewals or transfers. Those will be handled by the division of the same name.

In related appointments, the FCC named James B. Sheridan, present assistant chief of the Economics Div., Broadcast Bureau, acting chief of the Economics Division, and Douglas J. H. Harlow, acting chief of the Consumer Protection Division, is working as a member of the staff of the network study. It also promoted Floyd W. Wickenkamp from assistant chief to chief of the Engineering Div., Field Engineering & Monitoring Bureau.

Mr. Nelson, 47, is a native of New York. He received his law degree from St. John's U., New York, in 1930. He served with the National Labor Relations Board, Office of Price Administration, and joined the FCC in 1946.

Mr. Guenther, 54, a native of Germany, holds a D.U.I. degree from Besalau, 1927; an L.L.B. degree from Harvard U., 1932 and an L.L.B. from Columbia U. 1930. He taught political science at Catholic U., Washington; served in the Dept. of Justice Office of Alien Property; and joined the FCC in 1953.

VOA Adopts Sarnoff I.D Plan

SUGGESTION by RCA Board Chairman David Sarnoff that the Voice of America use the station's identification, "Freedom and Peace," for some of its broadcasts, has been adopted by the VOA, U. S. Information Agency Director Theodore Streibert has announced. The identification will be used on English and some foreign language broadcasts.
How BIG must the show be?

When a facetious critic asked, "How long should a man's legs be?" Abraham Lincoln replied, "Long enough to reach the ground!"

The 1956 Radio Engineering Show is big only because it must be big to be truly representative of a gigantic industry. 704 exhibitors, 1 out of every 5 firms manufacturing for the industry, will be present.

But these 704 firms represent over 80% of the industry's production. A smaller Show would give only an inadequate picture of the year's progress and new developments.

Being BIG pays off! This truly great event brings out the best...in people, effort and products!

What you get out of it!

- You see what is new in radio-electronic products and engineering!
- You meet the men who make these products!
- You save time...seeing in days a whole year's productive effort!
- You hear the best technical papers in subjects of your own specialty!
- You meet old friends and make new ones, enjoy association and social events!

The IRE National Convention
Waldorf Astoria Hotel, New York City
and RADIO ENGINEERING SHOW
Kingsbridge Armory & Palace, New York City

Registration—IRE Members $1.00
Non-members $3.00

February 6, 1956 • Page 61
GREAT LAKES TV FAVORED BY IRION

Corporation wins initial decision by FCC hearing examiner for ch. 7 at Buffalo-Niagara Falls over WKBW and Greater Erie Broadcasting Co.

PROGRAM PROPOSALS and studio location were the deciding factors moving FCC Hearing Examiner H. Gifford Irion to recommend last week that ch. 7 at Buffalo-Niagara Falls, N. Y., the last vhf channel allocated to that area, be awarded to Great Lakes TV Inc. Mr. Irion's initial decision proposed denial of two other local applicants for the same facility, WKBW and Greater Erie Broadcasting Co. (WWOL-AM-FM).

Great Lakes TV Inc. is one-third owned by the Buffalo-Courier Express (WEBR); 16% by the Laux-Berkman interests (the "Friendly Stations": WPIT Pittsburgh, WSTV-AM-FM-TV Steubenville, Ohio, WIVN and WFPG Atlantic City, N. J.); 16% by Cataract Theatre Corp. (Niagara Falls moving picture theatres), and 33½% by Copper City Broadcasting Co. (WKAL Rome and WKTV [TV] Utica, both N. Y.).

Although, everything considered, all three applicants emerged from the hearing on relatively equal terms, Mr. Irion found that plans for studios in both Buffalo and Niagara Falls as proposed by Great Lakes and Greater Erie gave those applicants a preference over WKBW. On the other hand, Mr. Irion concluded that the programming plans of Great Lakes and WKBW gave more promise of effectuation than those proposed by Greater Erie. Great Lakes, which alone was accorded preference in both studio plans and program proposals, was therefore to be favored for the grant, Mr. Irion ruled.

Neglects Niagara

WKBW, which had proposed a studio at Buffalo only, displayed a "strikeign neglect" of Niagara Falls which, with a population of over 90,000 people, is larger than any city to be served except Buffalo, Mr. Irion said. The examiner pointed out that ch. 7 was allocated to both Buffalo and Niagara Falls as a hyphenated community, and he stressed the "paramount importance" of locally originated service to Niagara Falls. Since all other tv stations serving the area have located their studios solely in Buffalo, a failure to serve both cities by the last available vhf facility virtually would freeze out Niagara Falls from locally originated tv service, Mr. Irion declared.

In comparing Great Lakes and WKBW, Mr. Irion said that if WKBW's greater integration of ownership and management, and the former's superior studio location plans were "to be equated in a qualitative sense," WKBW's preferences in areas of local ownership and diversification of mass media would "tilt the scales" in its favor. Also, had WKBW directed a "reasonable" amount of programming either coming from or directed to Niagara Falls, the Great Lakes preference might have been overcome, the examiner speculated.

Although he conceded that a grant to either Greater Erie or WKBW would better serve to diversify communications media, Mr. Irion watered down this preference by saying: "In one sense a grant to Great Lakes would tend to diversify ownership of mass media in the Buffalo area since the competing newspaper, the Buffalo Evening News, is already licensee of a tv station as well as am and fm stations [WBEN-AM-FM-TV]. Thus the awarding of a construction permit to Great Lakes, in which the Courier-Express has an interest, might be expected to strengthen that newspaper's competitive position in the community. . . ."

As between Great Lakes and Greater Erie, Mr. Irion found that the former's proposal for all-English programming would better serve the public interest than a heavily-laden foreign language schedule as planned by the latter, even though the community to be served contained a large foreign population.

Mr. Irion characterized as an "enigma" the failure of the Courier-Express to carry the program logs of WWOL. But "... it must be conceded that newspapers have a margin of editorial discretion just as broadcast licensees have discretion with regard to their programming . . .," the examiner said.

Mr. Irion criticized Leon Wyszatzicky, Greater Erie principal, for being "derelict" in conforming to FCC regulations in the operation of WWOL; his maintenance of the station indicated an "apparent indifference," the examiner said. Referring to allegations that Mr. Wyszatzicky editorialized in his speeches during Buffalo mayoralty campaigns, Mr. Irion said: "Although the speeches were apparently sponsored, it must be said that they came perilously near being editorial expressions from the licensee." While none of these "derelictions," by itself, would rule out Greater Erie, the culmination of them works in its disfavor, the examiner concluded.

FCC Becomes Official Member Of Air Coordinating Group

THE FCC has been officially made a standing member of the Air Coordinating Committee. President Eisenhower signed an executive order to that effect last week.

Although the Commission has always sat with the top-drawer ACC—established in 1946 to advise the President on aviation problems and developments—it has never enjoyed formal status. The FCC has been, however, a regular member of the ACC's Technical Div., which handles among other things requests for aeronautical approval of tall broadcast towers (Airspace Panel).

As a full-fledged member of ACC, the Commission will sit as an equal with the following other members of that board: Air Force, Army, Navy, Bureau of the Budget, Dept. of Commerce, Federal Aviation Board, Office of Defense Mobilization and the Bureau of the Budget (non-voting). Conr. Robert E. Lee has been named as the FCC's representative on ACC matters, the most significant of which was its sponsorship of a study concerning tv antennas more than 1,000 ft. above ground. This resulted in recommendations regarding marking abandoned towers, urging the establishment of antenna farms (so all tall towers are located in a single location), and the assumption by the FCC of authority over receiving antennas. These are being studied by the FCC at this time.

McClatchy's Second Appeal In Sacramento Grant Heard

U. S. COURT of Appeals in Washington heard argument last week on the appeal of McClatchy Broadcasting Co. against FCC's 1955 refusal to award a construction permit for Sacramento Telecasters Inc. (KBET-TV Sacramento, Calif.) to move its transmitter and studio from the location prescribed in the original grant.

McClatchy, which owns KFBK Sacramento and was the unsuccessful applicant for ch. 10

See FOR JOE for K-JOE

K-JOE

1000 WATTS DAYTIME
NON-DIRECTIONAL

Shreveport, La.
there, claimed that the reasons for the FCC's grant to Sacramento Telecasters was made questionable by the move. In spite of McClatchy's objections, the Commission approved the move. McClatchy appealed.

The arguments last week was heard by Circuit Judges Wilbur K. Miller, David L. Bazelon and Charles Fahy. Arguing for McClatchy was Thomas H. Wall; for Sacramento Telecasters, J. Roger Wollenberg; for FCC, Henry Geller.

McClatchy's main appeal against the ch. 10 grant in Sacramento to Sacramento Telecasters was turned down unanimously by the same court two weeks ago. The court held that the Commission had the right to determine whom to choose for a tv grant provided the decision was not arbitrary nor capricious [BT, Jan. 30].

Miami, Fresno Tv Grants Attacked in Appeals Court

FCC actions in granting new tv stations in Miami, Fla., and Fresno, Calif., were attacked in the U. S. Court of Appeals in Washington last week. Both appeals asked that stay orders be issued against the tv grants.

WITV (TV) Fort Lauderdale (ch. 17), which has been fighting to prevent the issuance of final decisions in the two Miami vhf cases, appealed last month's FCC grant of Miami ch. 7 to Biscayne Tv Corp. [BT, Jan. 23].

And KARM Fresno, Calif., unsuccessful applicant for that city's ch. 12, appealed against the Commission's grant of that vhf facility to KFRE Fresno [BT, Jan. 16].

WITV claimed that it had been denied its rights because the FCC refused to permit it to intervene in the Miami ch. 7 case or to stay issuing the final decision.

KARM charged among other things that two commissioners illegally voted in the final decision without having participated in oral argument.

HOUSE GROUP QUESTIONS COLLINGWOOD COMMENT

Committee invites CBS newsman Collingwood to give evidence concerning existence of alleged blacklist of Communists.

THE HOUSE Committee on Un-American Activities last week took issue with Charles Collingwood, president of the New York local of the American Federation of Television & Radio Artists, who labeled as untrue a committee report that active Communists were within the local's ranks [BT, Jan. 30, 23].

Mr. Collingwood had said that AFTRA's constitution bans such membership and questioned why, to the best of his knowledge, the committee had made no attempt to elicit information on the matter from officers or paid executives of the New York local.

The committee's letter of last week charged Mr. Collingwood's reply indicated "a far-reaching unfamiliarity with the committee hearings in New York last August, and with the essential probing for infiltration in the radio and television industry." Hearings have established "beyond any doubt" the scope and nature of concerted Communist activity in the entertainment field and within professional unions, according to the committee.

Mr. Collingwood's assertion that a blacklist was used by radio and tv stations to root out Communist sympathizers was challenged by the committee. "Many of the witnesses in our hearings, despite—and subsequent to—their identification as Communists, were continuing to find employment," the committee said, charging that if such a blacklist existed it seems inconceivable that these individuals would continue to be employed.

The committee invited Mr. Collingwood to submit probative evidence of such a blacklist. The House group also declared "it is significant that the election of the so-called anti-blacklist candidates in the recent AFTRA election has been greeted enthusiastically by the Communist press."

A spokesman for Mr. Collingwood told BT last Thursday that the CBS news commentator had not as yet received the committee's letter. He said that when the note is received, Mr. Collingwood plans to consult with the AFTRA New York board before taking further action.

WGR-TV Drops Protest

PROTEST by WGR-TV Buffalo, N. Y., against the $312,000 purchase of ch. 17 WBUF-TV Buffalo by NBC was withdrawn last week [BT, Jan. 23]. The move was authorized by the executive committee of the WGR board.

George F. Goodyear, president of WGR-TV, said that the ch. 3, NBC-affiliated station, had instituted the protest "in all good faith because we believe, and still believe, that purchase of WBUF by NBC or any other network is not in the public interest."

Continuance of the protest hearing—which began its preliminary phases early in January—was no longer justified, Mr. Goodyear said, when the FCC refused to stay its approval of the purchase.
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## Broadcast Schedule

### For February 1956

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### News

- [CBS News](#)
- [MBS News](#)
- [NBC News](#)

### Sports

- [CBS Sports](#)
- [MBS Sports](#)
- [NBC Sports](#)

### Weather

- [CBS Weather](#)
- [MBS Weather](#)
- [NBC Weather](#)

### Entertainment

- [CBS Entertainment](#)
- [MBS Entertainment](#)
- [NBC Entertainment](#)
Methodist Church to Release 'The Way' Video Film Series

THE Methodist Church's Radio & Film Commission, in cooperation with the Broadcasting & Film Commission of the National Council of Churches of Christ in the U.S.A., will launch on Feb. 15 what is called "its biggest tv film venture to date" by releasing a series of 13 teleplays titled The Way.

The series, filmed on an initial budget of $290,000, already has been booked on 15 stations, and a spokesman for the Methodist commission Tuesday said that "at least 22-25 more have expressed a desire to run them." He added that by the end of 1956 the church expects to boost this number to 175-250 outlets.

Speaking in New York recently coincident with the advance showing of The Way, Bishop Donald Harvey Tippett, in charge of the Methodist Church's San Francisco area, said that the church, agreeing with its founder John Wesley that "the world is my parish," felt duty bound to enter tv.

A pre-release campaign for the series got under way last week with the distribution to 40,000 Methodist churches of a 33-page "pastor's workbook," containing promotional ideas, posters, mailing cards and audience-building leaflets. Also announced: plans to expand the church's tv activities by asking the NCCC for a $1 million budget over the next four years.

Gurvitz Takes Radio-Tv Post On New York Stock Exchange

ROBERT GURVITZ joined the staff of the New York Stock Exchange last week in the newly-created post of manager of radio and television public relations [Closed Circuit, Jan. 30]. Mr. Gurvitz served most recently with the radio-tv public relations staff of Grant Adv., New York, and previously had been with Cecil & Prestrey, New York.

He will be responsible for servicing requests from radio and tv stations and networks for information on the exchange. The decision to establish the new post followed a mounting number of requests from radio-tv outlets for stock brokerage data.

468 Stations to Participate In World's Local Radio Drive

WORLD Broadcasting System will launch "Radio's Big Little Man" promotion, a campaign designed to focus advertiser and audience attention on local level radio through a series of contest and merchandising drives, on 468 stations Feb. 15; it was announced last week by Pierre Weis, general manager of World.

Mr. Weis said that during the past few weeks, stations have ordered promotional material from World, including 16,400 metal figures of the husky little giant that symbolizes the promotion, 1½ million color stamps, 78,000 posters, 47,000 streamers and 314,000 pennants.

Coda 'New Music' Service Indexes All New Records

CODA PUBLICATIONS, Studio City, Calif., has instituted a new record index service for radio stations. Called "New Music," it furnishes 3 by 5 file cards on each new record release by all studios, giving rights, publisher, time, artists, composers, speed tempo, flip and program notes for disc jockeys.

The cards come in different colors, with each color designating a certain speed. Each "New Music" client also will receive a monthly bulletin listing all recordings made the past five months.

**PROGRAM SERVICES**

USE EITHER ONE OR BOTH to open a bigger sales door in the Detroit Area!

CKLW covers a 15,000,000 population area in 5 important states. The lowest cost major station buy in the Detroit area.

CKLW-TV penetrates a population grand total area of 5,295,700 in which 85% of all families own TV sets.

**HOME OF THE FAMOUS Hawaiian Room**

Just 3 minutes from New York City's Grand Central Terminal and conveniently near to the Fifth Avenue shopping district, the Lexington is centrally located. Its 801 outside rooms are all equipped with combination tub and shower bath, circulating ice water, full-length mirror, 4-station radio. Television. "New York's Friendly Hotel"

**Hotel Lexington**

Near the United Nations
LEXINGTON AVE. AT 48th ST., N.Y.C. 17

CALL YOUR TRAVEL AGENT
FEBRUARY 1956
Total U. S. Stations on Air: 461
Commercial: 443; Educational: 18
Total Cities With TV Stations: 294
Total TV Homes: 32,000,000
(U. S. Census Bureau, June 1955)

HOW TO READ THIS LISTING
Each station or group is listed in the city where licensed.
Triangle (△): station on air with regular programing. Date of grant is shown for permits, followed by planned starting date.
Channel number is in parentheses, followed by national network affiliations and also representatives' estimated sets in coverage area and station's highest one-hour rating.
Set figures are provided by stations. Queries on set figures should be directed to stations.
Asterisk (*): non-commercial outlet.
Dagger (#): not interconnected.
Data on station color equipment: N, equipped for network color; LS, local color slides; LF, local color film; LL, local live color.

ALABAMA
ANDALUSIA—
WAJQ (2) 3/9/55-Unknown

BIRMINGHAM—
WAPI (13) NBC; ABC; Blais; 365,400; N; $800
WBFJ (18) 3/9/55; ABC
WJAC-TV (5) CBS; Katz; 366,400; N; $750
WJLN-TV (46) 11/19/52-Unknown

DOCTOR.—
WSML-TV (2) CBS; NBC; Walker; 31,200; $150

DOTHAN—
WTVV (9) CBS; ABC; Young; 26,310; $150

MOBILE—
WTVV (19) NBC; ABC; Headley-Reed; 142,000; N; $450
WNOV (8) CBS; Avery-Knodel; 187,000; N; $450

MONTEMA—
WCOV (46) See footnote

PENSACOLA—
WDOC-VV (30) CBS; Raymer; 76,750; N; $250

MUTILAH—
WTIQ (1) 3/9/55-Unknown

SELMA—
WSLA (8) 2/24/54-Unknown

ARIZONA
MESA (PHOENIX)—
KVCA (12) NBC; Raymer; 141,340; N; $450

PHOENIX—
KCOG (10) CBS; Hollenberg; 143,800; N; $500
KPHO (5) Katz; 141,340; N; $450
KYCA (3) ABC; Weed; 152,000; N; LS; LS; $400

TUCSON—
KOPO-TV (13) CBS; Hollenberg; 24,458; $225

YUMA—
KIVA (11) CBS; NBC; Raymer; 72,153; $200

EL DORADO—
KBRR (16) NBC; Pearson; 40,000; $200

FORT SMITH—
KSFA-TV (22) NBC; ABC; CBS; Pearson; 38,904; $150

JONESBORO—
KJTM-TV (8) 1/12/55-Unknown

LITTLE ROCK—
KARK-TV (4) NBC; Petry; 126,083; N; $400
KATV (7) CBS; ABC; Blais; 150,000; N; $400

COLOrado
COLORADO SPRINGS—
KRDO (12) ABC; Bolling; 61,701; $200
KLDV (12) NBC; Pearson; 64,600; $125

DENVER—
KXVR (8) ABC; Free & Peters; 334,101; $600
KLC-7 (7) CBS; Katz; 234,101; N; $650
KOAA-TV (4) NBC; Bolling; 434,101; N; $650
KTVU (3) ABC; Hoag-Blair; 234,101; N; $350
KRMA-TV (14) 7/13/52-Feb. 56

GRAND JUNCTION—
KBCW (5) NBC; CBS; ABC; Holman; 16,420; $120

Pueblo—
KASJ (5) NBC; Pearson; $3,450; $150

CONNECTICUT
BRIDGEPORT—
WCTB (1) 7/25/53-Unknown

HARTFORD—
WCTB (1) 11/25/53-Unknown

WCMF (56) 11/25/53-Unknown

Travellers Home Service Corp. (Initial Decision 7/25/53)

NEW BRITAIN—
WNBR-TV (30) NBC; Bolling; 317,506; N; $500

NEW HAVEN—
WNBC-TV (6) ABC; CBS; Katz; 948,702; N; $1,000

WEXTV (90) H-R; 6/24/53-Unknown

WILLIMANTIC—
WNLV (28) 11/25/53-Unknown

NORTHWIND—
WNCT (6) 11/25/53-Unknown

STAMFORD—
WCTF (27) 11/25/53-Unknown

WATERBURY—
WCHR (15) ABC; Stuart; 215,400; $200

DELAWARE
WILMINGTON—
WITW (17) ABC; DuM; Meeker; 2,051,000; N; LS; LF; $1,000

DISTRICT OF COLUMBIA
WASHINGTON—
WMAL-TV (4) ABC; Katz; 600,000; $750
WRC-TV (4) NBC; NBC Spot Sta.; 754,000; N; $360
WTOP-TV (8) CBS; CBS Spot Sta.; 700,100; N; LS; $1,500; $500
WTTG (5) DuM; Bolling; 700,000; $900
WVTW (29) 3/1/53; $600

FLORIDA
CLEARWATER—
WUSW-TV (23) NBC; CBS; Katz; 957,320; N; $500

DAYTONA BEACH—
WESH-TV (2) McGilvra; 7/8/54-4/1/56

FORT LAUDERDALE—
WTVT (17) ABC; DuM; Forjee; 268,000; (also Miami); $900

FORT MYERS—
WINK-TV (11) CBS; ABC; McGilvra 11,710; $200

FORT PIERCE—
WFTV (11) 4/18/53-Unknown

JACKSONVILLE—
WTVJ (36) ABC; NBC; Perry; 98,000; N; $360

WJNE (5) ABC; ABC; CBS Spot Sta.; 204,656; N; $700

WONS-TV (30) Stars National; 8/12/53-Unknown

Jacksonville Bcast. Corp. (Initial Decision 4/18/53)

MIAMI—
WBBM (23) NBC; CBS; Katz; 257,830; N; $500

WTVJ (7) 2/26/53-Unknown

WJXM (4) CBS; Free & Peters; 347,600; N; $900

WTVJ (13) See Fort Lauderdale

WMFL (33) 12/15-Unknown

Biscayne TV Corp. (7) 12/15/53-Unknown

MIAMI BEACH—
WXXAT Inc. (10) Initial Decision 3/10/55

ORLANDO—
WDBO-TV (6) ABC; CBS; NBC; Bolling; 156,450; $200

WORZ Inc. (9) Initial Decision Aug. 10

WMAF (18) 9/21/53-Unknown

PENSACOLA—
WFLA-TV (3) ABC; CBS; Bolling; 170,000; N; $200

WPDA-TV (15) See Footnote

ST. PETERSBURG—
WSUN-AM (38) ABC; Venard; 295,503; $400

TAMPA—
WFLA-TV (8) NBC; Blais; 238,168; N; LS; $500

WTVT (13) CBS; Avery-Knodel; 301,200; N; LS; LF; $500

WEST PALM BEACH—
WEAT-TV (12) H-R; 917,575; $200

WTVJ (21) CBS; ABC; Katz; 761,700; N; $500

WINO-TV (5) NBC; CBS; DuM; Venard; 301,900; $200

SAVE this monthly TELETESTATUS section which is performed for your convenience.
Additional copies are available. Write Readers Service Dept., Broadcasting • Telecasting, 1735 DeSales St., N. W., Washington 6, D. C.
1. "Non, species of cabbage," said Fifi, "Who thinks of nuptials, alors, till you trap her ze minks?"

2. But Christophe committed a formidable lapse that cost him his gal, when he picked out his traps.

3. For no gal acts charmante when given a garment ineptly concocted of freshly-caught varmint!

4. MORAL: It's always open season for the sales you want—when you use the right approach. Here it's Dayton's first and favorite WHIO-TV.

To get what you go fur in Dayton,

THE SHOW MUST GO ON

You won't find many great area markets with a higher set-to-population ratio—86.1% by yesterday's count. You won't find many combination urban-rural markets with a higher standard of living. And it would be hard to find any market—anywhere—more thoroughly sold by one dominant* station, morning, afternoon and night. Ask our National Tracker and Trapper George P. Hollingbery for the facts behind the story:

*December 1955 ARB gives WHIO-TV ALL TEN of the first ten programs in the area.
**NEW TV STATIONS**

**THE following TV stations started regular programming within the past month:**

- **KHALD-TV** (Laredo, Tex. (ch. 11))
- **KOSA-TV** (Odessa, Tex. (ch. 11))
- **KPAR-TV** (Sweetwater, Tex. (ch. 12))
- **WSAV-TV** (Savannah, Ga. (ch. 3)).

**NEW TV Stations**

**THE following TV stations started regular programming within the past month:**

- **KHALD-TV** (Laredo, Tex. (ch. 8))
- **KOSA-TV** (Odessa, Tex. (ch. 7))
- **KPAR-TV** (Sweetwater, Tex. (ch. 12))
- **WSAV-TV** (Savannah, Ga. (ch. 3)).
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<tr>
<th>TIME</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
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<td>Noon</td>
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<td>12:15</td>
<td>Let's Take A Trip</td>
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<td>Kellogg Wild Bill Hickok</td>
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<td><strong>ABC</strong></td>
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<td>Toni Valiant Lady</td>
<td>Gen. Milla Valiant Lady</td>
<td>Clean Up Stites E.</td>
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<td>Amer. Home Products</td>
<td>Amer. Home Products</td>
<td>Noon</td>
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<td>Love of Life</td>
<td>Love of Life</td>
<td>(participating, 30 wks.)</td>
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<td><strong>CBS</strong></td>
<td><strong>NBC</strong></td>
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<td>Pat &amp; Guiding Light</td>
<td>Colgate-Palmolive</td>
<td>National Dry</td>
<td>12:15</td>
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<td>Pat &amp; Guiding Light</td>
<td>Pat &amp; Guiding Light</td>
<td>The Big Top</td>
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<td><strong>NBC</strong></td>
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<td>Colgate-Palmolive Feat. Your Nest</td>
<td>Colgate-Palmolive Feat. Your Nest</td>
<td>Mr. Wizard</td>
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<td><strong>SATURDAY</strong></td>
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<td><strong>SUN</strong></td>
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| Cbs: Capt. Kangaroo, 9-9:30 a.m.; Winky Dink and You, 10:00-11:00 a.m.; Mighty Mouse Playhouse, Sat., 11-11:30 a.m.; Tales of Texas Ranger, (Curtis C. "Dick" Grainger, General Mills alt. wks.), Fri., 11-12 noon (see footnotes); Strike It Rich, 11-12 noon (see footnotes); 
| NORC: Pinky Lee Show, 10:00-11:00 a.m.; Paul Gambel Show (Tout's Rlts), 10:30-11 a.m.; Fury (General Foods), 11-12 noon; Mr. Wizard, 11-12 noon. | 11:15 |
| **SUNDAY** |  |  |
| **CBS** | **ABC**  | **CBS**  |
| Cbs: Lamp Unto My Feet, 10-11:30 a.m.; Look Up And Live, 10:30-11:30 a.m.; Camera Three, 11-12 noon. | 11:15 |
| **MONDAY-FRIDAY** |  |  |
| **CBS** | **ABC**  | **CBS**  |
| Cbs: The Morning Show, 7-8 a.m.; Captain Kangaroo, 8-9 a.m. (participating sponsors); D. Moore and Arthur Godfrey Time, 10-11 a.m. (see footnotes); Strike It Rich, 11-12 noon. | 10:15 |
| NORC: Today, 7-9 a.m. (participating sponsors); Ding Dong School, 10-10:30 a.m. (see footnotes); Find Beauty (Art Lic.), 10-11:30 a.m.; Home, 11-12 noon (participating sponsors). | 11:15 |

**FOOTNOTES:**
Evens: Programs in italics: Nothing: Time, EST: EST: LE: 8:00 a.m. est.; 7:30 a.m.; All times are est.; *Cbs: Telegraphing; R. Eastern network M: Midwestern.

BROADCASTING • TELECASTING

Toledo:
- W菩D-TV (13) CBS, ABC, NBC; Katz; 358,740; $1,700
- W 희N-TV (79) 10/26-12/04-Unknown

Youngstown:
- WFUN-TV (21) NBC; Headley-Reed; 120,663; N; $200
- W 희N-TV (21) CBS, ABC, DuM; Raymer; 180,888; N; $325
- WTVX (73) 11/25-Unknown

Zanesville:
- W 희H-TV (18) ABC, CBS, NBC, DuM; Pearson; 50,006; N; $125

Ohio:

Klamath Falls:
- KFJU-TV (2) Grant; 12/2-5/54-Unknown

Medford:
- KIPS-TV (5) ABC, CBS, NBC; Haag-Blair; 33,200; $200

Pontiac:
- KFLP (13) ABC; Hollinger; 340,000; N; $600
- KOIN-TV (8) CBS; Spot Sla.; 340,000; N; $200
- KPTV (22) NBC; Spot Sla.; 356,442; N, L, P; $395
- KTVX (8) North Pacific Tel. Inc. 6/23-5/Unknown

Rhode Island:

Providencia:
- WJAR-TV (10) NBC, ABC; Weed; 1,404,002; N; $1,000
- WPRI-TV (12) CBS; Blair; 1,404,003; $1,000

South Carolina:

Anderson:
- WACO-TV (40) CBS; Headley-Reed; 127,559; N; $250

Camden:
- WACA-TV (15) 6/33-Unknown

Charleston:
- WCSC (18) ABC, CBS; Free & Peters; 226,831; N; $300
- WUSN-TV (2) ABC, NBC; Headley-Reed; 202,831; N; $300

Columbia:
- WIS-TV (10) ABC; Free & Peters; 171,043; N; $300
- WJOK-TV (67) CBS; Raymer; 110,000; N; $250

Florence:
- WBT (8) CBS; Spot Sla.; 154,112; $300

Greenville:
- WFBG-TV (4) NBC; Weed; 387,544; N; $525
- WGVQ (23) ABC, CBS; Headley-Reed; 130,000; N; $200

South Dakota:

Florence:
- KDEO-TV (3) Satellite of KELO-TV Sioux Falls

Rapid City:
- KOTA-TV (3) CBS, ABC, NBC; Headley-Reed; 13,254; N; $250

Sioux Falls:
- KELO-TV (11) ABC, CBS, NBC, H; 178,487; N $250

Tennessee:

Chattanooga:
- WDEF-TV (12) NBC, ABC, CBS; Brham; 165,139; N; $250

Johnson City:
- WJHL-TV (11) ABC, NBC, ABC, DuM; Pearson; 185,318; $250

Knoxville:
- WATE (5) NBC, ABC; Avery-Knodel; 225,130; N; $500
- WTVX (26) CBS; Pearson; 182,400; N; $300
- WSB-TV (18) 1/15-Unknown

Memphis:
- WHBQ (13) CBS; Katz; 610,127; N; $900
- WMC-TV (5) NBC; Brham; 204,400; N; $600
- WING (3) CBS; Katz

Nashville:
- WLAC-TV (8) CBS; Katz; 443,666; N; $550
- WSM-TV (8) ABC; Hollinger; 277,630; N; $425
- WSM-TV (4) NBC; Petry; 76,750; N, L, F; $70

Texas:

Abilene:
- KBBC-TV (9) ABC, NBC, DuM; Pearson; 59,700; N; $250

Amarillo:
- KXAN-TV (10) ABC, CBS, H-R; 81,228; N; $400
- KXGC-TV (4) NBC; DuM; Katz; 61,826; N; $300

Austi
- KBCT-TV (7) ABC, CBS, NBC; Raymer; 150,740; N; $250

Beaumont:
- KBTM (9) ABC, NBC, DuM; Forjee; 60,000; N, L, LF, LS; $250
- KXDF-TV (8) CBS, ABC; Free & Peters; 197,700; N, L, LF, LS; $250

Big Spring:
- KBST-TV (4) CBS; Pearson

Corpus Christi:
- KXED-TV (28) NBC, ABC, CBS; (program bases); Young; $5,850; $200

KXAS-TV (6) Free & Peters; 12/25-5/54; Sx SIX TV Inc. (11) Initial Decision 1/26/56

Dallas:
- KRLD-TV (4) CBS; Brham; 553,740; N; $1,100
- WFAA-TV (6) ABC; Petry; 355,625; N; $1,000

El Paso:
- KXOD-TV (4) CBS, ABC; Brham; 65,271; N; $250

KXSM-TV (9) N; $200

KXK (13) H; 3/15-Unknown

Fort Worth:
- KXWK (1) ABC, NBC; Free & Peters; 550,000; N, L, LF, LS; $500

Galveston (Houston):
- KGLU-TV (11) CBS; Spot Sla.; 450,250; N, $700

Harlingen (Brownsville, McAllen, Weslaco):
- KBB-R (4) CBS, ABC; H-R; 83,724; N; $250

(plus 9,000 Mexican coverage)

Houston:
- KFRC-TV (2) NBC; Petry; 470,000; N; $650
- KTXR (13) ABC; Blair; 470,000; N, L, LF, LS; $700

KUHT (8) 450,000

KUHT (5) 450,000

KXJJ-TV (28) 8/15-Unknown

KXUL (11) See Galveston

Laredo:

KHAD-TV (8) CBS; Pearson

Longview:
- KTVE (32) Forjee; $5,256; $173

Lubbock:
- KKBD-TV (11) NBC, ABC; Raymer; 104,763; N; $250
- KDUB-TV (13) CBS; Brham; 115,741; N, L, LF, F; $250

Lumpkin:
- KETV (11) NBC; Fraye; 276,750; $1,700

Midland:
- KMDT-TV (3) NBC, ABC, CBS, DuM; Vanard, Brown; $1,729; $200

Odessa:
- KOSA-TV (7) CBS; Pearson

San Angelo:
- KTXL-TV (8) CBS, ABC, NBC; Vanard; 43,500; N; $200

San Antonio:
- KCOR (4) ABC; O'Connell; 62,000; N; $200
- KENS (5) CBS, ABC, Free & Peters; 293,007; N, L, LF, LS; $1,000
- KOAL-TV (4) NBC, ABC; Petry; 292,607; N, L, LF, LS; $700

Mission Telecasting Corp. (12) Initial Decision 4/19/55

Sweatwater:
- KPAM-TV (12) CBS; Brham

Temple (Waco):
- KCBN-TV (6) NBC; Hollinger; 138,626; N; $250

Texas A&M (also Teexxana, A&M):
- KCMC-TV (6) CBS, ABC; NBC (per program basis); Vanard; $16,600; N; $250

February 6, 1955 • Page 73
another
BLAW-KNOX tower
for WJAR-TV

.. specially designed for combinations of graduated and variable wind loads

This 786 foot guyed, pivoted base, type TG television tower was designed and fabricated by Blaw-Knox .. to special specifications drawn up by the structural consultant of WJAR, Providence, Rhode Island.

WJAR's new tower has nine permanent prestressed guys, spaced at 40° intervals, at each of two levels. Of unusually rugged construction, it is designed to withstand combinations of graduated and variable wind loads.

The 786 foot guyed tower provides the additional height desired for greater extended coverage by WJAR-TV .. as compared with the 450 foot self-supporting Blaw-Knox type H40 tower formerly used by WJAR. This self-supporting tower, incidentally, has stood firm against all hurricanes since it was erected in 1947.

The advanced design and fabrication of WJAR's new tower typifies the kind of design and fabrication service which Blaw-Knox offers you .. to meet your specific requirements.

To get complete information on all types of Blaw-Knox Antenna Towers, write for your copy of Bulletin No. 2417. Or send us your inquiry for prompt service, specifying height of tower and type of antenna.

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

ANTENNA TOWERS

Guyed and self-supporting—for AM • FM
TV • radar • microwave • communications
RADIO-TO HAVE SAY IN COLORADO

Broadcast testimony begins today before Colorado Supreme Court in effort to lift ban on mikes and cameras. Media witnesses, led by Judge Miller, follow week of testimony by newspaper photographers.

TELEVISION AND RADIO begin testimony today (Monday) before the Colorado Supreme Court in Denver on behalf of the right-to-lift tv cameras and audio gear in the courtroom. Judge Justin Miller will be chief witness for the broadcast media.

The state's highest court enters the second week of a hearing that is expected to point the way toward the right of electronic media to share reporting privileges with the newsman who record current legal history with a pencil.

Judge Miller, NARTB legal consultant and ex-boxer, will testify, and a number of other witnesses will testify to support or oppose the right-to-lift in the case involving an airplane that exploded in mid-air was found by the court to be "getting bad publicity."

The first days of the trial, which opened last Monday, dealt with the early days of newspaper photographers. Testimony was offered by National Press Photographers Assn. witnesses, including several Colorado judges. Judge O. Otto Moore, of the Supreme Court, is presiding and will be the only member of the full court.

Denver broadcasters face Judge Moore today prepared to demonstrate that tv and audio coverage can be unobtrusive. Live tv coverage will be provided on a closed circuit, since Judge Moore specified at the start of the trial that visual and aural coverage for public consumption would not be allowed. Sound-on-film coverage by Auricon cameras of morning sessions will be exhibited in the afternoon. Cameras will operate from a booth and miniauture microphones will be used.

The radio tv team includes attorney Richard Schmidt, counsel for Denver area stations; Judge Miller; Vincent Wasilewski, NARTB general counsel; Robert Weisberger, KXFI Grand Junction, for Colorado Broadcasters Assn.; P. A. Sugg, WKY-AM-TV Oklahoma City; Ken Wayman, KTV (TV) Sioux City; Joe Fassnacht, KBTV (TV) Waco, Tex.; Marshall Faber, KBTV (TV) Denver, technical consultant to the Denver group, and Sheldon Peterson, KLZ-AM-TV Denver, secretary of the group.

Testimony on behalf of radio-tv will take about 1/2 days, it was estimated.

Electronic media came into last week's newshorphy testimony during cross-examination of NPPA witnesses. On several occasions Judge Moore questioned witnesses, including fellow members of the state courts, on the role of radio-telelevenements. At one point he observed that his grandchildren retained information learned on radio-tv better than what they were taught by others. He wondered if live telecasting of sentencing of a criminal, for example, might not serve as a deterrent to juvenile delinquency.

Judge James Noland, testifying for NPPA, said courtrooms are public forums, with the public entitled to know what goes on in them. He contended the American judicial system depends on public access to the courtroom. Noting that newspaper reporters are allowed to cover trials, he asked what is the difference between a newspaper reporter and a newspaper photographer using his camera. If the photographer is a disturbing influence, he added, the judge has power to maintain order.

A brief argument of newspaper, newsmen - on - record and other than a small, unobtrusive camera came.

Photographers were allowed to take pictures at last week's sessions but were not permitted to publish them.

Former Judge R. L. Sauter, Sterling, Colo., was questioned during his testimony by Judge Moore on the privacy of courtrooms. "There's no privacy in a courtroom that holds several hundred people."

Others opposing Canon 35 included District Judge Fred M. Daynes, Fort Collins, and A. J. Arthur Phelps, Pueblo, a former district judge. J. Nelson Truitt, Denver attorney, testified in favor of Canon 35 on the ground the courtroom is being reduced to the carnival level. Answering a question by Judge Moore, he said he did not favor removal of press tables in courtrooms. Judge Moore observed, "We are having some trouble in finding a constitutional difference between picture coverage and written coverage."

Fred Mazzula, Denver lawyer, said in outlining the NPPA case that banning of a photographer "is tantamount to a denial of his constitutional rights." Joseph Costa, NPPA board chairman, said, "The American people are just as much entitled to see a story as reading it."

A statement from James C. Hagerty, radio-press secretary of the White House, observed that photographers "are as much newsman as other newsman in news coverage of the President. His statement was read by Milton Freier, Washington photographer for United Press.

A brief was submitted by Elisha Hanson, counsel for American Newspaper Publishers Assn. Noting the public demands pictures because they convey information, he said, "Just as the art of photographers has been greatly developed, so, and with an equally fast stride, have come these two new forms of communication - radio and television. Just as photographic equipment has been improved over the years, so have we witnessed the improvement of means of transmission of words and pictures by radio and television to such an extent that both can be used today to report court proceedings without impairing in any way the essential dignity and decorum of the courtroom."

He argued the courts are under an obligation not to impose arbitrary or capricious restraints upon the reporting of their proceedings. Again citing radio and tv, he said:

"The American people, through their press, their radio and their television, receive each day more information of interest to them than any other people in the world."

"While we are enjoying our newspapers, our radio, our television, our screen, our theatre, our freedom, the peoples of other nations are daily being deprived of such privileges."

"In the last four decades we have observed individual liberties disappearing at a rapid rate in countries where formerly they were cherished as much as we like to think they are cherished . . . It is this difference between the doctrine of restraint imposed by so many other nations and the American doctrine of freedom from restraint by government that makes it possible for the American people to be better informed than the citizens of any other country in the world today."

Mr. Henson recommended the court submit the record in the case to the joint committee of the American Bar Assn., American Society of Newspaper Editors, NARTB and ANPA.

Crosley Names Three, Will Move Sales Office

PROMOTIONS and additions on the executive staff of Crosley Broadcasting Corp., Cincinnati, were announced last week by Crosley President R. E. Dunville.

Harry Mason Smith, vice president and general sales manager for Crosley stations, has been appointed vice president in charge of radio. D. E. Luger, vice president and manager of WLWD (TV), Crosley station in Dayton, Ohio, has been named vice president in charge of sales.

Mr. Smith has been named vice president in charge of sales.

Mr. LASKER Mr. SMITH

BROADCASTING • TELECASTING
Sill, Samuels Purchases Of Radio Stations Told

TWO former broadcasting-advertising executives have bought radio stations, it was learned last week.

Jerry Sill, former executive vice president of WHUM-AM-TV Reading, Pa., and a veteran advertising executive, has completed negotiations to buy WHOO-AM-FM Orlando, Fla., from Edward Lamb for $225,000, it was understood.

Hartley Samuels, former general manager of WABC New York, has bought WDLB-AM-FM Marshfield, Wis., from Lloyd L. Felker and associates for $150,000. Negotiations were handled by Allen Kander, station broker. WDLB operates with 250 w on 1450 kc.

The Sill purchase, which is conditioned on Mr. Lamb's securing a favorable final decision in his controversy with the FCC's Broadcast Bureau over Communist association charges, is the second Mr. Lamb has transacted for those stations. More than a year ago, Mr. Lamb arranged to sell the Orlando stations to Maury Lowe and associates for $295,000, but this was cancelled late last year. Mr. Lamb bought the Orlando stations in 1952 for $290,000. WHOO operates on 10 kw day, 5 kw night, on 990 kc, with ABC affiliation. It is represented by Forjo & Co. Inc.

Also pending FCC approval is the purchase of the Lamb-owned WOTD and WRTB (FM) Toledo by Booth Radio & Television Stations Inc. for $122,500.

Other sales reported last week:

WOKO Albany, N. Y., was bought by Carl Lindberg, president-general manager of WPIK Alexandria, Va. (Washington), and associates from James T. Healey and group for $75,000. WOKO operates with 5 kw on 1460 kc. Allen Kander also handled this sale.

WDEH Sweetwater, Tenn., has been bought by Marvin I. Thompson, commercial manager of WXXV Knoxville, Tenn., and associates from F. L. Crowder, for $52,500. Sale was negotiated by Blackburn-Hamilton Co., station broker. WDEH operates on 800 kc with 500 w, daytime. Mr. Crowder continues to own WHBT Harriman, Tenn.

Among the sales approved by the FCC last week was the $37,760 purchase by Earl M. Johnson, former MBS executive, of WCAW Charleston, W. Va. Mr. Johnson bought control of the station from William D. Stone and associates.

Two Promotions Announced By Storer Broadcasting Co.

PROMOTION of James P. Storer to merchandising manager and Clemens X. Castle to director of engineering for Storer Broadcasting Co. was announced last week by Stanton P. Kettler, vice president in charge of operations.

Mr. Storer has been merchandising manager of WGBS, Storer station in Miami. He started in broadcasting in 1950 in the program department of WGBS, becoming merchandising manager three years later. He will headquarter in the company's New York office.

Mr. Castle joined Storer as a staff engineer in February 1951. Prior to that he was chief engineer at WJIM-AM-TV Lansing, Mich., and a senior engineer with the consulting firm of Raymond M. Wilmotte. He will continue to report to Glenn Boundy, vice president in charge of engineering.

TWO GREAT CALIFORNIA MARKETS

ONLY KNTV Delivers BOTH

1. San Jose & fabulous Santa Clara County
2. Salinas-Monterey & the great Central Coast Counties (Monterey, Santa Cruz, San Benito)

THEY'RE RICH — CALIFORNIA'S FOURTH MARKET

Taxable retail sales 1955 (NOT including food & gasoline) $816,000,000

AND GROWING — THE FASTEST GROWING AREA IN CALIFORNIA!

population 1955—635,000 (Santa Clara County with a population of 456,800 had a 5 yr. INCREASE of 57.2%)

ONE BUY gets complete Grade "A" coverage KNTV

CHANNEL 11 San Jose

Represented Nationally by The Bolling Company.
WGR-AM-TV Buffalo
Paul A. Schoellkopf, a director of several companies, said: "We do not have any preconceived plans as to where we will locate additional operations. Extensive investigative plans to determine such facilities will commence immediately."

Headquarters of the new company are expected to be moved to New York City.

WBS's Jan. Sales Up 38.5%
WBS's Benningville, S. C., marked up a 38.5% increase in January business over the same month of last year, it was announced last week by Neil Terrell, general manager. Eighty-six per cent of the increase is composed of national and regional spot, and 14% by local advertising.

TRANSCONTINENT ORGANIZED
TO OBTAIN MEDIA PROPERTIES

A NEW ORGANIZATION—Transcontinent Television Corp.—has been formed to buy and build radio and television stations "in the United States and in other countries whenever economically attractive opportunities present themselves," it was announced last week by the firm's chairman of the board, Paul A. Schoellkopf Jr.

Other officers of the Buffalo, N. Y.-based corporation are Vice President Seymour H. Knox III and Secy.-Treas. Felix Piech. Members of the board of directors, besides the board chairman, are: Mr. Knox, David Channing Moore, George F. Goodyear, and Mr. Piech, all directors, and J. Fred Schoellkopf, chairman of the executive committee. Transcontinent officials hold a substantial amount of stock in
NBC Spot Broadside Stresses '56 Concept

SPOT radio as a "booster medium" as well as a "powerful primary selling force" for advertisers is stressed in a new, documented presentation being announced today (Monday) by H. W. (Hank) Shepard, director of radio sales for NBC Spot Sales.

"Too many advertisers today judge spot radio from a 1948 point of view," Mr. Shepard said, pointing out that as a primary medium or a supplementary force, spot radio "deserves serious consideration each time an advertising campaign is planned, and it merits the agencies' best creative effort."

Mr. Shepard described the presentation as "a broad frontal attack to get advertisers to think in 1956 terms about national spot radio and what it can do to sell goods and services." First targets, he said, will be a selected group of advertisers not now using spot radio. The presentation is not available for general distribution.

Since the advent of television, the presentation asserts, "spot radio, of all media, has undergone the most revolutionary change"—has been reprogrammed and repriced, and its "great combinability characteristic" has been uncovered while it also "has continued to produce outstanding results" for advertisers who used it as a primary sales medium.

The presentation tells advertisers that "no advertising medium alone can reach all of your prospects," and cites research data to demonstrate that point.

The presentation agrees with newspapers' contention that "all sales are local"—but points out that "spot radio's reach is longer and more thorough," and that retail advertisers, "who know local marketing best, are today leading the way to spot radio."

WAKE Greenville, S. C., Wins Suit Brought by Hearst-INS

WAKE Greenville, S. C., received a favorable jury verdict Tuesday in common pleas court in a suit filed by Hearst-INS to collect $9,144 from the station in rental alleged to be due for news service. Judge Bruce Littlejohn presided at the trial.

WAKE contended it had given notice in 1952, a year before expiration of a three-year contract, that it desired to drop the service as soon as possible. Six-month notice was required. The plaintiff sued to recover rental for a five-year renewal of the contract, contending WAKE had not sent a discontinuance by registered mail. WAKE argued that the plaintiff had actually received its letter. William Walter was counsel for WAKE.

L. E. Richards, Lola Spitz

Take KEXX Managerial Posts

L. E. RICHARDS, station manager at KIWW San Antonio, Tex., and his assistant in that post, Lola Spitz, have become general manager and station manager, respectively, of KEXX San Antonio. The appointments were announced last week by Manuel D. Leal, KEXX president.

Mr. Richards was associated with KITE San Antonio for two years before moving to KIWW to organize the second Spanish language station to go on the air in that city. Miss Spitz was associated with KBUD Athens, Tex. and KEYL-TV (now KENS-TV) San Antonio before joining the staff of KIWW.

KHFM (FM) Signs 21 Accounts For Commercial Multiplexing

KHFM (FM) Albuquerque, N. M., after less than a month of operation with commercial multiplexing, reports 21 accounts already have been signed for that type service. Station began commercial multiplexing Jan. 9 as the first such outlet in the country, according to KHFM.

KHFM ordered its first multiplex equipment from Harkins & Hershfield last July, following a final FCC decision regarding the FM station's use of the service [B&T, July 4, 1955]. The first shipment of receivers was delivered in December and the transmitting equipment early last month. Schafer Custom Engineering Co., Burbank, Calif., made the complete installation.

KHFM signed its first multiplex account to begin Jan. 9 with five more clients added during the ensuing week. At the present time, KHFM has one sub-carrier on 67 kc, supplying background music 16 hours a day, with a second sub-carrier operation on 49 kc slated to begin operating this week.

The FCC ruling last summer said that functional music programs could be continued after July 1 provided they are aired via the multiplex.
Promotion to Herald Change of KYW, WPTZ (TV) Calls

NBC has prepared an extensive promotional campaign to herald the change in call letters of its stations in Philadelphia to WRCV and WRC-AM, effective Feb. 13. The stations, currently using the call letters of KYW and WPTZ (TV), were acquired from the Westinghouse Broadcasting Co. in exchange for NBC's outlets in Cleveland, WTM and WNBNK-TV.

The promotional effort will be spotlighted by coverage on Feb. 1-15 on NBC-TV's Today (Mon.-Fri., 7:30 a.m. EST). The program will originate on Feb. 14 and Feb. 15 in Philadelphia. On the afternoon of Feb. 13, a 12-car entourage of NBC personalities will parade from the office of Mayor Richardson Dillworth to 1619 Walnut St., now re-named the NBC Bldg. Other means of calling attention to the call letter changes will be full-page advertisements in Philadelphia newspapers, on-air announcements, outdoor billboards in Pennsylvania and neighboring cities, car cards on transit systems, mailing pieces and personal appearances of WRCV-AM-Radio personalities.

Transmitter Sent Swiftly
To WHNC Henderson, N. C.

WHNC Henderson, N. C., whose transmitter was destroyed in a fire a fortnight ago, lost little time in securing a new one through the speedy cooperation of Gates Radio Co., Quincy, Ill.

Six hours after WHNC General Manager Nathan Frank telephoned the Gates Radio Co. office in Washington, D. C., a 1 kw transmitter was on its way by express to the station from the Gates plant at Quincy, according to L. G. Cervone, Gates general sales manager.

WRON Ronceverte, W. Va., Gives Tokyo Rose Job Offer

TOKYO ROSE, whose voice was beamed by Japanese propaganda authorities to United States troops in the Pacific during World War II, has been offered a job as a radio announcer in this country—but she had to hear about the offer from broadcast and newspaper accounts.

William E. Blake, manager of WRON Ronceverte, W. Va., made the offer in a letter sent to Rose (Mrs. Iva D'Aquino) just before she was released from the Federal Reformatory for Women at Alderson, W. Va., 11 miles from Ronceverte. But since Mr. Blake was not on a list of persons from whom Mrs. D'Aquino could receive mail during her prison sentence, the letter was not delivered to her, according to Gladys Livesay, WRON women's director.

Mr. Blake, who was a World War II paratrooper in the Pacific, was quoted as saying in his letter:

"I was a frequent listener to your broadcasts during the war, from Australia to the Philippines... your experience, talent and ability would be an asset to this station."

Weed Elects Fitzsimmons

ELECTION of Edwin J. Fitzsimmons, general sales manager of Weed Television, to vice president in charge of sales, has been announced by Joseph J. Weed, president of the station representation firm [AT DEADLINE, Jan. 23].

Mr. Fitzsimmons joined the Weed organization in 1944 after having had experience in advertising and sales with the New York Times, the New York Daily Mirror, his own magazine representative firm and the agency field.

Station Greets Competitor

AN UNUSUAL burst of friendliness greeted the formal acquisition of WTAM Cleveland by the Westinghouse Broadcasting Co. on Jan. 22 when rival WGAR there inserted a paid advertisement in three daily newspapers in the city welcoming the Westinghouse radio outlet and expressing wish for "success to the management and staff of WTAM." Roland V. Tooko, vice president of WBC in Cleveland, wrote a "thank you" note to Carl George, manager of WGAR, and voiced the belief that the stations would be "friendly competitors" because both believed "in the same thing... the power and importance of radio." Westinghouse had obtained WTAM as well as WNBEK (TV) Cleveland from NBC in exchange for WBC's outlets in Philadelphia, KYW and WPTZ (TV).

KLIF Answers Attack On Station Editorials

ATTACK by a Dallas Herald columnist on the first editorial efforts of KLIF Dallas "is the prelude to a coming flight throughout the nation between newspapers and radio for news supremacy," according to Gordon McLenon, KLIF managing director.

KLIF's first venture into editorializing dealt with the state's insurance commission, suggesting it would be a good place to start "a gigantic cleaning job" in parts of the state government. The broadcast drew a suggestion from the Herald's radio-tv column that the station had overstepped the limitations of good broadcasting practices, according to Mr. McLenon.

KHOL-TV's McPhilamy Dies

A. B. McPhilamy, sales manager of KHOL-TV Kearney, Neb., died suddenly Jan. 29, nine days after celebrating his 50th birthday. Mr. McPhilamy was named KHOL-TV sales manager in December, 1954 prior to which he had been vice president in charge of sales for the Plenty Products Co., Tulsa, Okla. He is survived by his wife, Ilda, and a 17-year-old son, Bruce.

WDSU-TV to Build New Tower

INSTALLATION of a new 975-ft. transmitting tower and construction of a building to house all necessary engineering equipment will be completed by early June at WDSU-TV New Orleans, according to Edgar B. Stern Jr., president of WDSU Broadcasting Corp.

WNBQ (TV) Signs 'Kukla'

LOOKING toward complete conversion to all-color operation sometime in April, WNBQ (TV) Chicago has signed Burr Tilstrom's Kukla, Fran & Ollie for a series of weekly colorcasts under sponsorship of Whirlpool Corp. (washing machines), St. Joseph, Mich. Contract was handled by Kenyon & Eckhardt Inc., Chicago.

REPRESENTATIVE APPOINTMENTS

WPOR Portland, Me., names Kettell-Carter, Boston, New England representative.

WSGN Birmingham names Venard, Rintoul & McConnell, N. Y., national representative except in the Southeast, where James S. Ayers Co., Atlanta, will represent the station.

REPRESENTATIVE PEOPLE

Art Berla, chief radio-tv spot timebuyer, RBDQ, N. Y., to sales staff of H-R Television Inc., station representative.

John McWeeny, formerly liaison representative on outdoor and other media, J. Walter Thompson Co., Chicago, to sales staff of Venard, Rintoul & McConnell Inc., same city.

E. David Rosen, Donald M. Roberts and C. Graham Tebhe Jr., all juniors at Yale U., appointed general manager, business manager, and sales director, respectively, for the Ivy Network, New Haven, Conn., national sales representative for seven college radio stations.
STATION PEOPLE

Collis A. Young, formerly sales manager, WCMI Ashland, Ky.-Huntington, W. Va., to WIZE Springfield, Ohio, as station manager.

Charles Harley, formerly salesman with Philco Corp. and Colgate-Palmolive Co., appointed merchandising director, WBBM Chicago succeeding Dan Martin, promoted to WBBM sales representative.

Bob Brannon, KSFO San Francisco, to KGDM Stockton, Calif., as program director.

M. Dale Larsen, formerly in promotion department of Minneapolis Star and Tribune, to KTVH (TV) Hutchinson, Kan., as promotion manager.


Travis Brown, formerly sales manager, KYSM San Mateo, Calif., to KBIF Fresno, Calif., sales staff.

Paul Martin, director of sales promotion and publicity, WIP Philadelphia, to Philadelphia Daily News as promotion manager.

Eddie Barker, newscaster, KLRL Dallas, appointed executive newscaster.

Dick Keys, formerly staff announcer, WSTV Stubenville, Ohio, to WHIZ Zanesville, Ohio, as sports director. Bob Banfield appointed program director at WHIZ, replacing Bob Wagner who has moved to WCHS Charleston, W. Va., as sports director.

John Schulz, formerly station manager of WFRV-TV Green Bay, Wis., returns to WBBM Chicago sales staff. He was associated with WFRV-TV from April to December last year and previously was sales representative at NBC Spot TV Sales, Chicago.

Jack Tompkins, farm service director, KCMC-AM-FM-TV Texarkana, Tex., to KWTX (TV) and KOMA Oklahoma City as assistant farm director.

Glitter Bortz and Eric Bose to sales staff of WSAI Cincinnati, Ohio. Miss Bortz was assistant to general sales manager, Crosley Bestc. Corp., Cincinnati, and Mr. Bose was account executive, WTHI-TV Terre Haute, Ind.

Aiden R. Richards, in charge of production service department, KSL-TV Salt Lake City, Utah, appointed executive producer.

Dick Cheverton, formerly news director, WMT-AM-TV Cedar Rapids, Iowa, to WOOD-AM-TV Grand Rapids, Mich., as news director.

Betty Thomas, formerly advertising and sales manager, Bert Levi Brokerage Co., L. A., manufacturers representative, to KFWB Hollywood, as merchandising director. She succeeds Reul Belford, to KOOC Salem, Ore., where he has bought interest.

Rush Evans, formerly sports director, KSER Pittsburgh, Kan., to KRBC-TV Abilene, Tex., as chief announcer.

Doug Mitchell, former news and sportscaster, WNAC-TV Boston, to KALL Salt Lake City and Intermountain Network as news director.

Larry Cooper, production-director, KHKW-TV St. Louis, promoted to education and public service director.

Robert Hanger, news director, WEKY Richmond, Ky., to WPON Pontiac, Mich., as news director.


James Sullivan, discharged from U. S. Army, to announcing staff of WLYC LaSalle, Ill.

Michael Couzzi, stage manager, KNXT (TV) Los Angeles, promoted to director.

Jeannie Porter, CBS network personality, to WTIC Hartford, Conn., as hostess for Family Living program.

Ralph D. Herbert, public service director, KBET-TV Sacramento, Calif., elected to Board of Directors of Sacramento Adv. and Sales Club.

Hugh Woolsey, formerly with engineering department, KXTV (TV) St. Louis, to staff of KWK-TV same city as director.

William Allan Trowbridge, WIRO Ironwood, Ohio, to sales department, WHTN-TV Huntington, W. Va. Also to WHTN-TV sales staff: David Sable, vice president of Travel Inc., Huntington, and Saber Tweel.

James Russel to sales staff, WBAL Baltimore.

Martin Barsky, WDEL Wilmington, Del., to sales staff, WGLV (TV) Easton, Pa.

James A. Lebenthal, former Life Magazine movie correspondent in Hollywood, to KFSF-TV San Diego, Calif., as staff producer-director.

E. Saxon Wyatt, formerly morning staffer, WVCH Chester, Pa., to WPFH-TV Wilmington, Del., as TV projectionist.

Harold Kuwahara, former newspaper reporter, to KGMB-TV Honolulu, Hawaii, as newscaster in Japanese language.

Norman Van Brocklin, quarterback for Los Angeles Rams professional football team, to KABC-TV Los Angeles as sportscaster.

Ted Harley to WPLY Plymouth, Wis., as announcer.

Robert L. Arel, formerly announcer, WTCM-FM Hartford, Conn., returning to WTIC after serving two years with U. S. Army.

Jim Love, composer and recording artist, to WCBS New York with a Monday-Friday program.

Alvin Herskovitz, recently discharged from U. S. Army, named to copy department, WICC Bridgeport, Conn., replacing Peter Schachtel, resigned. Anthony M. Brunton, formerly with news staff, WSTC Stamford, Conn., to news staff of WICC Bridgeport, Conn.

Roi Ottley, author and columnist, signed by WGN Chicago for new interview-story series.

Jay Neely, recently discharged from U. S. Army, named director-announcer at KSBK Shuri, Okinawa, English-language commercial outlet.

Sylvia Scott, wife of Edward I. Vinnicombe, director of McCormick & Co., Baltimore, hosted of weekly program on WMAR-TV Baltimore.

Paul E. Lindstrom, head of continuity department, WJBA Jackson, Mich., to WIRE Indianapolis in similar capacity.

NATIONAL EFFECTS SEEN IN NABET DENVER STRIKE

AFL-CIO newspaper says that strike was brought on by KOA-AM-TV’s ‘thinly disguised union-busting effort,’ charges story in B’T aided strike by not reporting 25% wage cut.

LONG STRIKE of NABET technicians at KOA-AM-TV Denver has “potential nationwide ramifications,” according to the NABET edition of the AFL-CIO News, which described the strike as the first in radio-tv since the recent AFL-CIO merger.

The publication said the 42 NABET employees struck Dec. 19 “in a wage dispute after management, in a thinly disguised union-busting effort, demanded the employees take a 25% wage cut. The struggle is being watched closely nationally by union and management people alike. If the KOA employer succeeds, stations all over the country will attempt the same tactics against NABET elsewhere and all other unions in the industry.”

According to the News, the strike “has received a big assist from the pro-management trade magazine, BROADCAST • TELECASTING, which in its Jan. 9 issue did not report the fact that the union was being asked to take a 25% wage cut.”

William Grant, KOA president-general manager, in a letter to James H. Brown, NABET representative, said at the start of the strike: “In proposing a new contract to the union, the management of KOA proceeded from two basic premises: One, in no case will existing salaries or wages be reduced; and two, KOA will match, and in most cases better, the wages and working conditions provided by competitors [B’T, Jan. 9].”

(Efforts by B’T to contact Clifford F. Rothery, NABET international president, at the time its Jan. 9 article was written were unsuccessful, since he did not acknowledge or return telephone calls at his San Francisco address.)

The AFL-CIO News article mentioned that Bob Hope was 39.7% KOA voting stockholder, with associates controlling 48.7%. The union plans to picket the comedian when he returns to this country from England, it was stated.

Picket lines at KOA-AM-TV have been honored by all AFL-CIO unions but the AFTRA local, according to the News, and the strikers have received “an indifferent but valuable assist from the Denver Post which gave factual coverage to NABET’s side of the story.”

A list of station sponsors was sent to 25,000 union members in the state, it was stated, and “approximately a fifth of the 75 sponsors had removed their business from KOA voluntarily, and the rest were being asked to do likewise. Sponsors, however, were being buttered up by the KOA management. Stockholders own directly or indirectly through family or other associations more than half the sponsoring firms on KOA.” The News added that Garland Dutton, president of the NABET local, reported “a management effort aimed at keeping sponsors on the station by giving them commercial time for little or no charge.”

NABET Out to Organize All of Broadcast Industry

TOTAL union organization of the broadcasting industry is the goal of the NABET International Executive Council, according to the NABET edition of the AFL-CIO News. In an article on NABET’s plans, Clifford F. Rothery, international president, said the council decided to conduct a vigorous drive “to complete the unionization of radio and tv by...”

Mr. Rothery said “never before we have experienced such brazen misuse of the laws and abuse of the functions of government agencies against the union rights of radio and tv workers. Never before have we encountered so much virulent anti-unionism on the part of the employers in this industry.”

Radio-tv, he continued, “is being rapidly and radically transformed by entry into the industry of hundreds of new station licensees and thousands of new workers that have engulfed us in a sea of ‘open-shopism’ if the tides are not stemmed by the strong drive of organization.”

FCC was charged by Mr. Rothery as responding to “the call of the employers to snatch the fruits of victory” in the KPH (TV) San Francisco case by suspending licenses of several technicians after investigating sabotage charges. He claimed the National Labor Relations Board “has arbitrarily refused to provide its services to workers in the smaller radio and tv stations.”

Discussing radio-tv automation, Mr. Rothery said NABET will not hinder legitimate technical developments but will insist that savings of automation be shared with workers. NABET also will fight for a 30-hour week without pay reduction, he said, as well as pension plans and similar benefits.

He warned FCC that it must “stay out of labor disputes” and said, “Strike-breaking under the guise of regulation is not the law of our land.”

AFTRA Post to Conaway

APPOINTMENT of Donald F. Conaway as national executive secretary of the American Federation of Television & Radio Artists has been announced by the union. He replaces Alex McKee, who had been serving temporarily in that capacity pending selection of a successor to the late George Heller.

Mr. Conaway is an attorney and for the past seven years has been associated with Henslee, Monken & Murray, Chicago, general and regional counsel for the Brotherhood of Railroad Trainmen.

$565,639 to Guild Members

SCREEN ACTORS GUILD reports that $565,639 was distributed during 1955 to Guild members in residual payments on television entertainment films. The union added that $140,159 was distributed to members for television rights in theatrical pictures.

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WEITMAN RESIGNS, LEWINE MOVES UP

ABC-TV vice president, who joined network in AP-PT merger as head of programming and talent, leaves in a surprise move. His successor, Robert F. Lewine, receives second promotion in a fortnight.

ROBERT M. WEITMAN, in a surprise move, resigned last week as vice president in charge of programming and talent for ABC-TV and as a vice president of American Broadcasting-Paramount Theatres, ABC's parent organization. Robert F. Lewine, vice president and director of the ABC-TV network program department, was named to succeed him.

AP-PT President Leonard H. Goldenson, in announcing Mr. Weitman's resignation, said it was accepted "with great reluctance" and that Mr. Weitman would announce his future plans at an early date. This marks the second resignation of a top-level executive who moved to ABC from United Paramount Theatres when ABC and AP-PT merged into AP-PT in February 1953. Robert H. O'Brien, who became ABC executive vice president at the time of the merger, returned to his duties as financial vice president and secretary of the parent company more than a year ago.

Other key operating executives whose ABC associations came through the UPT organization are John H. Mitchell, who has risen from station manager to his present post of vice president in charge of the ABC-TV network, and Earl H. Hudson, vice president in charge of the ABC West Coast Division.

Mr. Lewine will report to Mr. Mitchell. The promotion, announced by ABC President Robert E. Kintner, is his second in a fortnight. Director of the ABC-TV network program department since September 1954, he added a vice presidency to this title last month (B&T, Jan. 21).

Before joining ABC in February 1953 as eastern program director, Mr. Lewine was radio-tv director of the Hirshon-Galrfield agency in New York. Before that he organized the television and film departments of Rockhill Productions, served as an independent motion picture producer and television consultant and, in 1945-47, held various executive posts with Cine-Television Studios.

Mr. Weitman, in his role of programming and talent vice president for ABC, has been credited with key roles in securing a number of name stars for the network, including Danny Thomas, Ray Bolger and George Jessel.

In announcing Mr. Weitman's resignation, Mr. Goldenson said: "His leaving brings to a close a long and very pleasant relationship with our company. I am sure he will be missed by his many friends and associates here."

CBS, Fighting Como Rating, Eases Gleason's Feelings

CBS-TV was still trying last week to strengthen its Saturday night line-up but had produced no clear-cut results except, apparently, a smoothing of comic Jackie Gleason's ruffled feelings.

Concerned about the NBC-TV Perry Como Show's higher ratings in the Saturday 8-9 p.m. spot, CBS-TV officials were considering the possibility of moving the Gleason Honey-moonsers show back from 8:30 p.m. to 8 p.m. Mr. Gleason let out a blust, including a threat to sue. CBS-TV authorities reported, however, that apparently Mr. Gleason had got the mistaken impression that the network was thinking of dropping Stage Show, a Jackie Gleason Enterprises production now appearing in the 8 p.m. period. They said he appeared satisfied when assured that this was not the plan.

A complicating factor in CBS-TV's efforts to juggle the lineup is that Two for the Money must, under existing commitments, follow Mr. Gleason. It's now seen at 9 p.m.

Rines Joins NBC Committee

WILLIAM H. RINES, general manager of WCHS Portland, Ore., has been elected to the nine-man NBC Radio Affiliates Committee. He fills the committee vacancy created by the resignation of Chris Witling following the latter's elevation from president of Westinghouse Broadcasting Co. to the consumer products vice presidency of WBC's parent company, Westinghouse Electric Corp. (B&T, Nov. 14, 1955). A successor to Mr. Witling as vice chairman of the committee will be named at a meeting in the "near future," authorities reported. The committee is headed by James M. Gaines of WOA1 San Antonio.

Shriner Signs CBS-TV Pact

COMEDIAN HERB SHRINER, star of CBS-TV's Two for the Money (Sat. 9-9:30 p.m. EST) has signed a five-year contract with the network, Hubbell Robinson Jr., CBS-TV vice president in charge of programs, announced Jan. 31. Mr. Shriner, whose contract with Goodson-Todman Inc., packagers of the program, ends simultaneously with the sponsorship commitment of P. Lorillard Co. and W. A. Sheaffer Pen Co., will be featured in his own 60-minute program this fall, Mr. Robinson said.
Weaver Suggests Help Of TV Films in Drives

TV FILM producers should cooperate with The Advertising Council and share in the responsibility for informing the public on the Heart Fund and other public service campaigns, NBC Board Chairman Sylvester L. (Pat) Weaver Jr. suggested last week.

In an address kicking off the 1956 Chicago Heart Fund drive, Mr. Weaver, chairman of the national drive, credited mass media, particularly radio-tv, with fostering the growth of the American Heart Assn. and alerting public recognition of heart disease problem. He also lauded radio-tv-theatre artists for supporting the heart crusade.

Noting that many do not support The Advertising Council or American Heart Assn., Mr. Weaver asserted that "a vigorous leadership in American business" must not delegate policy decisions on public service participation. He added:

"And to those who are relatively new to American communications, like the producers of film shows for television, let me remind them that they have entered the big time now, and their attitude toward public service, such as leaving time in filmed series for Advertising Council messages cannot be fully justified by arguments about technical difficulties or policy complications or any cross-breeding of such exurbanite double-talk. These shows must carry public service messages as part of the information system of the country."

The NBC board chairman said the American Heart Assn. "owes a very special debt to broadcasting" for launching the heart program in 1949 through Ralph Edwards "walking man" contest on Truth or Consequences. He claimed that Medici and other documentary programs afford evidence that "health education pays off" in viewer-listener interest as well as in public service.

CBS Radio Appoints Martin

APPOINTMENT of Jack Martin as manager of news service department for CBS Radio is being announced today (Monday) by William D. Shaw, the radio network's sales manager. Mr. Martin succeeds Eric Salline, who has been appointed manager of station relations for CBS Radio [B&T, Jan. 30; also see layout above].

Mr. Martin has been in the news service department since March 1953. He joined CBS Radio in 1952.

KARD-TV to Join NBC-TV

AFFILIATION of KARD-TV Wichita, Kan., with NBC-TV, effective May 1, was announced jointly last week by Harry Bannister, NBC vice president in charge of station relations, and William J. Moyer, vice president and general manager of KARD-TV. The station, on ch. 3 with 100 kw, is owned and operated by the Wichita Television Corp. and is equipped to carry network-originated color programming.

Mr. Stone in New CBS-TV Post

LOUIS T. STONE, business manager of CBS-TV's program department, has been named director of CBS-TV talent commitments, effective immediately, it was announced last week by W. Spencer Harrison, network vice president in charge of legal and business affairs. In his new post, Mr. Stone will assist in the handling of major talent negotiations and contract relations. Prior to joining CBS-TV in 1951, he was executive assistant to David O. Selznick and an executive with ASCAP.

WISN Basic ABC Affiliate

WISN Milwaukee became a basic, primary affiliate of ABC Radio last Wednesday, it was announced by Edward DeGray, national director of station relations for the radio network. WISN, which is owned by Heart Inc., had been a secondary ABC Radio affiliate since last May. The station operates on 1150 kc with 5 kw.

WCYB Joins ABC

WCYB Bristol, Va., operating on 690 kc with 10 kw, owned and operated by the Appalachian Broadcasting Corp., has joined ABC Radio as an affiliate, Edward J. DeGray, ABC Radio national director of station relations, announced last week.

Four Stations Join Keystone

ADDITION of four new affiliates was announced last week by Keystone Broadcasting System through Blanche Stein, station relations director. Stations are WDZ Decatur, III.; WDBF Delray Beach, Fla.; KTLO Mountain Home, Ark., and WPID Piedmont, Ala. Keystone now claims 872 station subscribers for its transmitted programs.

Bob Burns Dies

BOB BURNS, 64, hillbilly comic of the '30s, died in Hollywood Thursday of cancer. He had been in a coma six days. His physician said he was the victim of a kidney cancer, which spread after surgery. He had been inactive since 1954. During the last decade he had amassed a fortune in San Fernando Valley real estate. At the peak of his radio career he combined Arkansas hillbilly lore with tunes performed on a home-made item he called a bazaooka.

Conversion Converted

ABC-TV is planning "the largest single tv studio in New York" at its west side headquarters. The network, which three years ago converted a large stable into three tv studios, then reconstructed them into two studios, is now clearing up a last remaining wall to make it a vast arena once more, measuring 176 by 73 ft. and providing 11,700 sq. ft. of floorspace. Engineers are replacing the wall with a 15-ton single-sheet steel partition that can be raised or lowered by electricity, should two studios be needed simultaneously. First program to originate from the new studio will be the hour-long "Springtime U. S. A." musical extravaganza on Voice of Firestone March 19.
COLOR TV'S DAYS AS A MONEY-MAKER AREN'T SO VERY FAR OFF, RCA PREDICTS

Manufacturer says the greatest percentage of its tv set dollar volume will be in color in 1957, and that color sets will be a profit item by the end of this year. Bottom price will drop below $695 by Christmas, newsmen are told at tour of Bloomington, Ind., facilities.

RCA, which publicly revealed its color tv mass production line at its Bloomington, Ind., plant last week, predicted through top spokesmen that:

- the greater percentage of RCA's tv set dollar volume in 1957 will be furnished by color receiver sales.
- by this Christmas, the "rock bottom" price of RCA's color sets will drop below the current $695 level. (It was indicated that the first cheaper-priced RCA color receiver would make its appearance in the fall line, which the company will be pricing in June with the price tag expected to be lower.
- RCA will start operating in color at a profit this year, and, before the year is out there may be an industry shortage of color tubes.
- RCA, which now is producing about 80 black-and-white sets an hour at peak on the assembly line, said its color assembly line at Bloomington is geared to operate at a peak capacity of some 60 color sets an hour—one color receiver assembled and ready for shipment every minute.

At a news conference in Bloomington, Robert A. Seidel, executive vice president of RCA Consumer Products, optimistically reported that in 1957 "Color tv will be the ball game." He said that both volume and profits from color tv would be "noted" by the end of this year.

As shown to newsmen, the Bloomington plant has five tv set assembly lines—including assembling, testing, checking, and packing. One of these lines now is producing color tv receivers only. The other four lines are worked on two, eight-hour daily shifts; the color line currently is on one shift, eight-hour daily basis. Another color line—not shown last week—was said by RCA to be turning out color sets at the Indianapolis plant.

Mr. Seidel, emphasizing that RCA during this year expects to make and sell more than 200,000 color tv receivers, said the company has spent more than $3 million to convert all of its facilities at Bloomington to color. "This means that, at any time we desire, every production line here can be switched to the making of big color receivers. We have simplified the manufacturing process to such a degree that most of our present employees now engaged in the production of black-and-white sets can be transferred immediately to color work," he said.

He stressed that RCA can now make color tv sets at a pace to keep up with the demand—when the demand warrants it, RCA will up its Bloomington color operation. At the same time, however, it was noted that RCA's color tube production—located mainly at its Lancaster, Pa., plant—is not filling the demand for the product. RCA color tubes are used both by RCA and other companies.

W. Walter Watts, executive vice president, RCA Electronic Components, noted that "some progress was being made by other tube producers in the making of RCA's color-tube type; among them, Thomas Electrons of Passaic, N. J., which will start within a month or 45 days; Sylvania and Tung-Sol. These companies will produce the tube on a "limited" or "sampling" basis.

While not officially disclosed, BT was informed that RCA's color tv tube production now is running at about 20,000 per month. RCA's goal is 30,000 per month this fall, although Mr. Watts told the newsmen he was optimistic the figure would be higher.

Although the Bloomington news tour was devoted principally to color tv manufacturing, a network sweep took in the NBC TV network stations—among them, WGN, Chicago, KTRK, Houston, KIRO, Seattle; and WDKA, Atlanta. WGN's studio was highlighted by an appearance of color pictures of Jackie Cooper's "Perry Mason" program. Both WPTZ and WCAR-TV, network affiliates, were shown on NBC's "practical" evening programs, in addition to spectaculars, presented in color.

Mr. Pinkham said it was possible that with NBC and CBS color shows on the air, the fall may see "important" color shows on the air each night of the week with several color shows "on key evenings like Saturday and Sunday."

In the tour of Bloomington plant facilities, newsmen were shown actual assembly of RCA color sets, both consoles and consolettes. Starting with the punching and soldering of the chassis, the assembly progresses through the various stages of adding circuitry, placement of components, until completion of the chassis. The final phase is the combining of chassis, picture tube, cabinet, knobs and dials.

Although no figures were disclosed, computation shows that perhaps something in the vicinity of 10,000 color tv sets would be turned out per month at the Bloomington plant. This figure, however, is merely a guidepost and far from accurate—depending on speed-ups and conversely, slow-ups of the line. This, of course, does not include the Indianapolis operation.

RCA officials would not comment directly on current development under way on color tv receivers but the impression was left that the firm is now designing a set that will be priced lower than the current bottom price of $695 for the RCA 12-inch color set.

RCA officials pointed out that the "important roadblock to color progress" has been "speddy" among dealers who have been employing "business caution" in handling color tv receivers. Dealers "must feel they can sell in volume and at profit," it was said.

Also revealed: RCA now has invested "in excess" of $70 million in color; the firm would be "happy" to help out any tv manufacturer having color problems; RCA has placed orders for color tubes from manufacturer competitors; color sets will not progress downward in price at the same progression rate as was the drop in black-and-white some years back; an estimated 20% of RCA's color sales is made up of sets bearing $695 price tags, and about a "half dozen" competitors are in production.

Bt also received a quick estimate from RCA that the firm now has on hand orders for "10,000 to 50,000" (depending on how firm orders are now) color tubes from major tv set manufacturers.

Mr. Seidel said that a little more than a year ago, RCA was able to produce 10 color sets an hour compared to the 60 per hour of today. He said RCA has broken ground for new $3 million plant facilities both at Bloomington and Indianapolis to take care of color-sparked expansion. "Assuredly," he said, "the price of color sets will be adjusted downward as production increases and we are able to take advantage of the economies of mass production."

RCA's color receivers now sell at prices ranging from $695 to $995. Mr. Seidel said that RCA expects to sell color sets at these prices...
even after RCA makes available lower-priced color receivers.

Mr. Watts said RCA is adhering to the round, metal aperture mask type of color tube. He said new equipment installed by RCA is designed to handle this tube only because "in our opinion, no other proposed color tube is near the mass production stage."

In the manufacture of RCA color tubes, Mr. Watts said the firm has completed an $8.5 million, two-year program, adding about 220,000 sq. ft. of floor space to its Lancaster facility with employment expected to increase at least 50% during the year.

The modern Bloomington plant, occupying 427,000 sq. ft. on an 81-acre tract, employs about 3,800 people. The production lines are each nearly a half-mile long.

Also present were Charles P. Baxter, vice president and general manager of RCA Victor television division, and George Leizenweber, manager of the Bloomington plant. Mr. Baxter outlined RCA's plans for merchandising color sets, noting the decrease in service costs now in effect ($99.95 for a year including installation and unlimited service, a reduction of $40 from the previous price) and touching upon the use of all media to advertise color sets and thus bolster color tv sales plans.

Mr. Pirkham detailed previously-announced plans for increasing color facilities at NBC in New York and in Burbank, Calif., plus the planned conversion by April of NBC's Chicago station (WNBQ [TV]) to all color programming. He said other NBC-owned stations would follow suit "step by step."

He said more than 100 NBC stations now can transmit network programs in color with a coverage area of some 93% of all existing tv homes. Mr. Pirkham also said that more than 30 NBC affiliated stations are equipped to originate color films with about a dozen "in the biggest markets" also equipped with their own five color cameras "and are regularly scheduling their own color shows."

More Than 20,000 Color Sets Planned by Emerson in 1956

ALTHOUGH Emerson Radio & Phonograph Corp., Jersey City, loses about $100 on each color set sold, the company plans to produce between 20,000 and 25,000 color tv receivers in 1956, Benjamin Abrams, president, told stockholders at the annual meeting in New York Wednesday.

"The Emerson console set models sells for $794 and the full console for $894. Mr. Abrams added that color receivers soon would become a profitable item for Emerson. He repeated an earlier forecast that company sales for the fiscal year ending Oct. 31, 1956, would top 1955 levels, but declined to forecast profits.

Capital expenditures for 1955, Mr. Abrams said, totaled about $1 million more than "normal expenditures." He placed 1956 capital spending at about 50% of the amount spent in 1955.

NEW L. A. FACILITIES DEDICATED BY RCA

NEW PROCESSING and warehouse facilities to meet increasing western demand for tubes were dedicated in Los Angeles Wednesday by RCA Victor Western Div. at 6355 Washington Blvd. H. R. Maag, vice president of RCA in charge of the Western Div., and George Anderson, newly-appointed warehouse manager, were host to leaders of associated industries at an open house.

D. Y. Smith, vice president and general manager of RCA's Tube Div. at Harrison, N. J., headed a group of eastern officials present for the ceremony. Mr. Maag and Mr. Smith said the West's unprecedented growth made the added distribution facilities necessary.

The new building has a capacity of two million radio and tv receiving, power and cathode ray tubes at a time and will serve California, Nevada, Utah, Arizona and New Mexico. The tubes are tested, labeled and packaged here after being shipped from the East in bulk.

MAGNAVOX TAKES OVER SPARTON LINE OF RADIO AND VIDEO SETS

ACQUISITION by the Magnavox Co., Ft. Wayne, Ind., of the radio-television business of the Sparks-Withington Co. (Sparton radio, television and phonograph sets), Jackson, Mich., was announced last week by Frank Freimann, Magnavox president. Terms of the purchase were not disclosed.

Under the agreement, Magnavox obtains "certain movable assets associated with the manufacture and conduct of the Sparton radio and television line," but does not acquire any of the manufacturing facilities of Sparks-Withington, according to Mr. Freimann. A line of radio-tv sets will be manufactured by Magnavox in its own plants and will be sold under the brand name of Sparton, Mr. Freimann said.

He pointed out that up to now, Magnavox has sold to dealers in largely metropolitan markets but that the Sparton acquisition will give the company access to rural markets, where Sparks-Withington has concentrated its distribution.

Mr. Freimann estimated that the Sparton business will add $15-20 million in radio-phonograph-television sales to Magnavox's annual volume. He listed the company's volume for the last six months of 1955 at $35 million.

REMOTE CONTROL EQUIPMENT TO BE EXHIBITED IN CHICAGO

FIRST public presentation and demonstration of new printed electronic communication and control devices, including a unit with application in remote control of radio transmitters, will be conducted by Bell & Gossett Co., Morton Grove, Ill., in Chicago Feb. 21 at the Chicago Athletic Club, it was announced last week.

Four new products slated for exhibition include a digital remote control selective calling system with triggering system for controlling multiple circuits in planes, ships and guided missiles. The triggering system also can be applied in remote control of radio transmitters, it was explained.

With new-type aircraft, there is need for more highly developed automatic position reporting equipment, according to R. E. Moore, executive vice president of Bell & Gossett. "No equipment capable of performing such tasks has been available heretofore, taking into consideration the limited availability of radio frequencies," he added.

Bell & Gossett engineers have been experimenting with printed telecommunication devices for several years, with outside consultation of electronic and communication specialists. It has pioneered in the development of heating and air cooling systems.
'55 WAS BOOM YEAR FOR RADIO, TV SETS

Tv production placed at 7,756,521, surpassing former record of 7,463,800 manufactured in 1950. Radio sets reached 14,894,695, highest total since the 16.5 million produced in 1948.

THE YEAR 1955 was a record one for television set manufacturers, with radio having its best year since 1948. Tv set production set an all-time record—7,756,521 receivers compared to 7,346,715 in 1954. Previous record for tv sets was established in 1950 when 7,463,800 were produced.

Production of radios, 14,894,695 sets, reached the highest point since 1948. This is 4.5 million sets above the 1954 output.

In announcing the 12-month figures, Radio-Electronics-Television Mfrs. Assn. said the previous high year in radio production was 1948 when 16.5 million sets were produced. That total still reflected the post-war demand following several non-productive years.

Production of 1,786,330 radios in December, a five-week work month, approached the monthly record set in April 1948 when just under 2 million sets were produced, according to RETMA. Production in December 1954 totaled 1,261,775 radios.

December output of tv sets dropped to 604,626 from 631,654 in four-week November and below the 833,423 turned out in December 1954. RETMA reported that 89,606 of the December tv sets were equipped with uhf tuning facilities at the factory, for a total of 1,181,788 uhf sets were produced in 1955. Of the December radios, 40,305 had fm tuners, for a total of 256,356 fm radios for the year. Another 1,609 tv receivers having tuners for the fm band were produced in December, with 22,727 for the entire year.

Following are radio and tv set production by months during the year 1955:

<table>
<thead>
<tr>
<th>Month</th>
<th>Radios</th>
<th>Auto Rad.</th>
<th>Clock Rad.</th>
<th>Total Radios</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>654,582</td>
<td>280,121</td>
<td>374,461</td>
<td>1,250,075</td>
</tr>
<tr>
<td>Feb.</td>
<td>702,514</td>
<td>232,820</td>
<td>469,694</td>
<td>1,361,935</td>
</tr>
<tr>
<td>March</td>
<td>831,156</td>
<td>300,840</td>
<td>530,316</td>
<td>1,662,332</td>
</tr>
<tr>
<td>April</td>
<td>585,174</td>
<td>193,421</td>
<td>391,753</td>
<td>1,170,350</td>
</tr>
<tr>
<td>May</td>
<td>567,204</td>
<td>161,357</td>
<td>395,847</td>
<td>1,124,369</td>
</tr>
<tr>
<td>June</td>
<td>589,973</td>
<td>181,930</td>
<td>408,043</td>
<td>1,179,946</td>
</tr>
<tr>
<td>July</td>
<td>344,395</td>
<td>141,114</td>
<td>203,281</td>
<td>690,790</td>
</tr>
<tr>
<td>Aug.</td>
<td>647,903</td>
<td>300,213</td>
<td>347,690</td>
<td>1,305,496</td>
</tr>
<tr>
<td>Sept.</td>
<td>935,515</td>
<td>417,802</td>
<td>517,713</td>
<td>1,889,820</td>
</tr>
<tr>
<td>Oct.</td>
<td>759,723</td>
<td>398,087</td>
<td>361,636</td>
<td>1,519,446</td>
</tr>
<tr>
<td>Nov.</td>
<td>631,654</td>
<td>389,316</td>
<td>241,338</td>
<td>1,264,298</td>
</tr>
<tr>
<td>Dec.</td>
<td>604,626</td>
<td>396,535</td>
<td>208,091</td>
<td>1,111,252</td>
</tr>
<tr>
<td>Total</td>
<td>7,756,521</td>
<td>3,592,882</td>
<td>2,207,545</td>
<td>12,555,369</td>
</tr>
</tbody>
</table>

DuMont Named Asst. Mgr.

ALLEN B. DUMONT Jr., son of Dr. Allen B. DuMont, chairman of the board and founder of Allen B. DuMont Labs, has been named assistant to the manager, television receiver division, F. P. Price, division manager, announced last week. Mr. DuMont, with the labs since 1953, started as a trainee and was division district manager for Du M o n t in New York State before being named to his present post.

Flynn Joins Federal Co.

THOMAS C. FLYNN has been appointed public relations representative for the Federal Telephone & Radio Co., Clifton, N. J., a division of International Telephone and Telegraph Corp., Mr. Flynn formerly did public relations work for Allen B. DuMont Labs, David O. Alber Assoc., public relations counselors, WOR New York and CBS. He has also been a member of the editorial staff of The New Yorker magazine.

GE Appointments Announced

JAMES W. NELSON Jr., manager of electronic tube research of General Electric Co.'s Microwave Lab at Stanford Industrial Park, Palo Alto, Calif., has been named manager of the labora-

Mr. DuMont

MANUFACTURING PEOPLE

George J. Kennedy, assistant commercial sales manager, Graybar Electric Co., N. Y., appointed general commercial sales manager. Mr. Kennedy, with Graybar since 1946, succeeds H. F. Litchfield, retired.


Edward J. Van Houten, wage and salary administrator, Allen B. DuMont Labs, Clifton, N. J., named assistant director of industrial relations.

Orrille L. Mabee, supervisor of production control, General Electric Co. cathode-ray tube sub-department, Syracuse, N. Y., named manager of materials of Syracuse cathode ray tube plant.


Daniel Lazare, supervisor of project planning and technical services, Sylvania Electric Products Inc.'s physics lab, Bayside, N. Y., appointed head of technical services.

Col. Loren B. Gallther, Signal Corps, USA (Ret.), formerly director of Evans Signal Laboratory of Signal Corps Engineering Laboratories, to Magnavox Co., Fort Wayne, Ind., as director of engineering, government industrial division.


R. C. CRISLER & COMPANY, INC.

BUSINESS BROKERS SPECIALIZING IN RADIO AND TELEVISION STATIONS

We are pleased to announce that

MR. PAUL E. WAGNER is now associated with our firm, and will make his headquarters in our Cincinnati office.

Fifth-Third Bank Bldg.,
Cincinnati 2, Ohio
Dunbar 1-7775

41 E. 42nd St.,
New York, N. Y.
M. H. Hill 7-8437

February 6, 1956 • Page 87
Assn. D.C., elected to station, WWBZ Vineland, WSNJ Bridgeton, Club on station. announced by Notre Dame June half and college faculty members radio-tv programs Teacher Workshopaminations required Wayne bois, Federations & Martin Seifert, Community Mrs.. Education to the Committee on Educational Television of the National, has social credits work for national voluntary committee is is provided for the "Shell Out" talent for the bag has been claimed for the "Shell Out" benefitting the March of Dimes, Tuesday March of Dimes, to eight New Brunswick, Ala., provided local programs, with the exception of its facilities and a window to the Starliner, WZIP, The complete series now is lends all-out aid during campaign just completed. SPECIAL PROMOTIONS by radio and television stations throughout the nation again have been a major factor in the success of another March of Dimes campaign. The 1956 driver ended last week. Stations reporting to B&T on their efforts during the annual campaign include: WTIC Hartford, Conn., which with the Hartford newspaper, The Courant, staged for the 16th year a Mile O' Dimes promotion with special daily broadcasts scheduled throughout the campaign. The goal actually is five miles of dimes, but invariably more than twice that amount is raised, and this year proved no ex-

Wayne U. Courses on TV WTVM (TV) Detroit, educational station, was to air for academic credit, beginning today (Monday), three courses offered by Wayne U., Detroit. This is the first time Wayne has participated in such a program the school reported. The ch. 56 station will carry courses in parliamentary law, conversational French and anthropology. Ordinary class procedure will be followed except that students registered in the tv sections must come to the campus to take examinations required for completion of the course.

Teacher Workshop Scheduled SESSIONS on the planning and writing of radio-tv programs will be held for high school and college faculty members during the annual summer workshop conducted by the U. of Notre Dame June 18-July 6, it has been announced by Prof. Thomas J. Stritch, head of the university's journalism department. Faculty members who produce radio-tv programs and attend the workshop may apply one and-a-half credits toward advanced degrees, he said.

U. ofiami, Fla., has offered $2,600 scholarship to WTJF (TV) Miami for prize in essay competition sponsored by Jim Dooley Fishing Club on station.

S 관한 내용의 교육 전문가가, Will Use Commercial Ty戰

The complete series now ready includes a five-minute tv film and one-minute, 20-second and 10-second radio and tv spots. There are six separate spots for radio, seven for tv.

**POLIO FUND DRIVE GETS HEAVY SUPPORT**

Cincinnati, Ohio, stations WCPO-AM-TV, WQXI, WSAI, WCIN, WCKY, WLW and WZIP, all of which plunged the appearance of the Starliner, train carrying radio and tv performers, and broadcast the train's arrival to the city. Sherwood R. Gordon, president-general manager of WSAI, who is this year's chairman of Cincinnati's March of Dimes.

WTVJ (TV) Miami, in a special telecast, made it possible for 13,000 Miami mothers to receive last minute instructions from Joseph F. O'Connor, national fund-raising director of the March of Dimes, prior to Miami's "Mother's March."

WAFB Baton Rouge, La., auctioned off the "original and authentic Dungaree Doll!" to raise money for the campaign.


WAPL Appleton, Wis., moved broadcast facilities into an H. C. Prange Department Store window to stimulate interest in the drive. KTOL (TV) Tulsa, originator of Tulsa County's first March of Dimes telethon in 1950 and conductor of the event in succeeding years, was joined this year by KVVO-TV Tulsa and KTVX (TV) Muskogee in sponsorship of the program.

Wow-TV, Omaha, Neb., had its director of special events, Ray Clark, spend seven hours in an iron lung to publicize the polio campaign. KTRE-TV Lufkin, Tex., joined KPRC-TV Houston, Tex., for a regional, two-day telethon. KRBC-TV Abilene Tex., raised $13,000 in a "Poliothon."

KLIX-TV Twin Falls, Idaho, listeners contributed $35,416 as a result of its weekend telephone. KNTV (TV) San Jose, Calif., showed a film on polio, "Victory in View," to launch that city's campaign.

KJDI Holbrook, Ariz., staged a "Slave Auction," raising $525.

**EDUCATION SHORTS**

**EDUCATION PEOPLE**

INTERNATIONAL

CBC GIVES REASONS FOR DROPPING BBM

Government-owned stations say measurement bureau's service is no longer adequate, survey methods are out of date, TV set count not necessary and asks for re-examination of financial structure.

IN A MOVE which has the entire Canadian broadcasting and advertising industries wondering, the Canadian Broadcasting Corp. has resigned from the Bureau of Broadcast Measurement and has asked the bureau to postpone its 1956 national survey, planned to go in the mails Jan. 24. CBC has been a member of BBM since BBM's inception in 1944 and supplied approximately 22% of its finances, which in 1955 amounted to about $18,260 of the $83,000 total.

CBC's general manager, J. A. Ouimet, sent a copy of his letter of resignation and its reasons to all BBM members in mid-January, following a meeting Nov. 24, 1955, with BBM directors in Ottawa at which the reasons dealt with in Ouimet's letter were discussed in detail.

On January 18, BBM President Vint wrote to CBC that the 1956 national survey could not be delayed. "To delay or cancel it now would necessitate agreement amongst all BBM members. We feel that any arbitrary action on our part which would delay it would not be acceptable to the majority of our members," he stated in his letter.

BBM plans to answer in detail all the questions raised by CBC. These questions, which BBM directors felt had been adequately answered at the November meeting, dealt with BBM methods of operations, need for a different type of national survey in view of the inroads of television and BBM finances.

CBC paid dues for 19 radio stations as BBM members. In its statement of resignation it pointed out another survey this year will not reveal much new information about coverage or circulation and may produce information of a misleading character in TV areas. CBC suggested setting up a committee of research specialists from advertising agencies, market research organizations, Dominion Bureau of Statistics, BBM and CBC to plan with broadcasters and advertising agencies the type of information which would be most helpful in working out program schedules and in buying time. BBM, having a large surplus, should finance a pilot study on recommendations of this committee for both TV and radio, the CBC suggests.

CBC also feels that there should be a re-examination of BBM's organizational and financial structure, "to meet the realities of the present situation in broadcasting which is vastly different from that which existed 12 years ago when the organization was established." CBC feels that BBM data is no longer adequate to meet the information requirements of the broadcasting industry, and that its survey methods are out of date. It is of the opinion that a TV set count is not necessary, but could be left to the Dominion Bureau of Statistics, Ottawa, which will take a census this year.

Regarding finances, the CBC letter asks whether the high fees charged by BBM are necessary in view of a surplus of $41,736 estimated for 1956 and of $33,888 estimated for next year. Since BBM is a cooperative non-profit organization, CBC asks what use
BBM will make of the surplus. (BBM officials told BWT that the 1956 survey preparation and mailing alone cost $30,000, which could not have been financed without a planned surplus for this purpose.)

At the November meeting BBM was represented by President Charles R. Vint, Colgate-Palmolive Co., Toronto; Horace Stair, N. Stovin & Co., Toronto; Bob Campbell, Walter Thompson Co., Ltd., Toronto; Bill Hawkins, CFSO Owen Sound, Ont., and Clyde McDonald, BBM executive director. CBC was represented by Ronald McKeen, Ernest Bushnell, assistant general manager; Walter Powell, commercial manager; E. A. Weir, former commercial manager; Neil Morrison, audience research director, and Maurice Valiquette, legal department.

Seven Canadian Radios, Tvs Announce New Rate Setups
NEW RATE CARDS have been issued by seven radio and television stations in Canada, most of which have already gone into effect. CHRC Quebec, CHAC Montreal, CHOR Edmonton, CJRA Regina, Qué.; CJQB Belleville, Ont. and CFCF Calgary, Alta., have issued new rate cards.

Tv stations CBFT Montreal, Qué.; CBMT Montreal, and CBUV Vancouver, B. C., have released their rate cards with rates starting at $900 an hour Class A time on CBFT, $680 an hour on CBMT, and $500 an hour on CBUT. One minute spot announcements from 7:30-10 p.m., Class AA time, are $225 on CBFT, $170 on CBMT, and $125 on CBUT.

The CBC television network has issued a new rate card now listing 33 stations across Canada, both English and French. Total Class A one-hour time on all stations is $10,130.

**Canada's Independent Tvs Will Pay More Fees in '56**
CANADA'S 28 privately-owned television stations will pay $111,600 in 1956 fees to the Composers, Authors & Publishers Asn. of Canada (CAPAC) and BMI Canada Ltd. Stations will pay $90,000 instead of $53,000 to CAPAC in 1956 and annual fees will range from $1,000 for new stations to $6,000 for older stations. BMI Canada Ltd. will collect $21,600 from 13 independent stations, with annual fees ranging from $150 to $1,839.

New fees were sanctioned by the Canadian Copyright Appeal Board at Ottawa, Ont., early in January. Fees payable by privately-owned radio stations to CAPAC will be at the rate of 1 1/4% of the station's gross revenue on a monthly basis, with fees being charged for the second previous month for which the license is issued. BMI Canada Ltd. will charge radio stations a total of $98,296 this year as against $55,346 collected in 1955.

**Ontario Radio, Tv Stations May Carry Beer, Liquor Ads**
EARLY POSSIBILITY of institutional beer and liquor advertising on radio and television stations looms with report that Canadian Breweries Ltd., interests at Toronto, Ont., have bought television rights for the Canadian Big Four football games next fall for about $900,000. The governors of the Big Four group meeting at Winnipeg, Manitoba, late in January are understood to have accepted a bid for $900,000 for three years from the interests, represented by the Royal Trust Co., Montreal, Que., and the purchaser was reported to be acceptable to the Canadian Broadcasting Corp. for sponsorship of the telecasts.

Regulations in Ontario to allow advertising of beer, wine and liquor are now under review by a special commission, and will be studied by the Ontario provincial government soon. Following the decision of the Ontario government, the Ontario Liquor Control Board will be informed on the policy, and then decision will be up to the CBC whether to allow such institutional sponsorship on radio and television, as is now permitted Quebec province.

**Canada Expects to Reduce Its Expenditures for CBC**

THE CANADIAN GOVERNMENT expects to spend almost $1 million less on the Canadian Broadcasting Corp. in the coming fiscal year than in the current fiscal year ending March 31, according to estimates tabled in the House of Commons at Ontario, Ont., Jan. 26. For the 1955-56 fiscal year, expenditures by the Canadian government in $26,114,470, whereas for the year starting April 1 estimated expenditures are $25,167,825.

The drop in expenditures takes into account the growing number of educational stations (paid to the Dept. of Education) and the shortening of the day and the amount of time on the air stations, with annual sales of $6,250,000 to the CBC and will remit transmitter license fees from private radio and tv stations (paid to the Dept. of Transport) to the CBC. The annual grant and the transmitter license fees are included in the total.

**B&B Opens Toronto Office**

BENTON & BOWLES has opened a Toronto branch at 1407 Yonge St., with William E. Barber, New York as manager. Allan Storr Butler Jr. from the New York office has been appointed radio and television director of the Canadian office. William O. Morrison was named as an account executive of the new office, which will handle television advertising of Studebaker-Packard of Canada Ltd., Florida Citrus Commission and Procter & Gamble Co. of Canada Ltd.

INTERNATIONAL PEOPLE

Bob Hunter, sales manager, CKBB Barrie, Ont., appointed manager.

David G. Hill, assistant manager, CKDA Victoria, B.C., to manager, and Allan Kleinman, sales manager of CKNW New Westminster, B.C., for past six years to local sales manager of CKDA.


Fred Uscher, production manager, CJVI Victoria, B.C., appointed local sales manager, and Dick Batey, news, sports and special events director, to production manager.

Phil Stone, sports and promotion director of CHUM Toronto, Ontario, to program director.

Dorwin Baird, editorial director, CJOR Vancouver, B.C., elected alderman in Vancouver civic elections.

**WBKB (TV) CLEARS FOR POLITICS**

WBKB (TV) CHICAGO is pitching at the politics to buy spot time, using an idea conceived by ABC Vice President Sterling C. Quinlan. To ease the traditional political time problem, effective March 12, two 30-minute segments each Monday evening to accommodate announcements purchased by aspirants for the Chicago election primaries April 10. Each program's format will be devoted to musical entertainment.

**MOTOROLA 'PIXIE PAC'**

A COMBINATION gift box and counter display unit, the "Pixie-Pac," has been introduced by Motorola Inc., Chicago set manufacturer, as a point-of-sale device to promote its pocket-size portable radios. The unit contains a Pixie portable radio, a camera-type carrying case, a personalized listening device and set of two batteries. Suggested list price is $43.35.

**BEGIN EDUCATION SERIES**

NEW YORK UNIVERSITY office of radio-tv in cooperation with WCBS-TV New York has launched a new series of 26 weekly educational programs Saturdays, 2-2:30 p.m. EST. Titled "Yesterday's World," the series examines the culture and society of ancient man, in association with New York's Metropolitan Museum of Art. Partially financed by the Ford Foundation, programs will be kinescoped and made available to educational stations on a national basis.

WCCO-TV Minneapolis is offering "Moments With God" for its estimated 3,000 deaf viewers. The program, begun last December, was the idea of the Rev. George Kraus, a Lutheran missionary serving the deaf people of the world.

Rev. Kraus gives the sign language interpretation on "Moments" while another minister gives the audio message. Station officials have been surprised with the large number of letters from the "hearing" audience who were fascinated with the sign language.

Besides his television work, Rev. Kraus is minister of the Calvary Lutheran Church for the Deaf, St. Paul, Minn.

**Tv for the Deaf**

"GLORY" is the word Rev. George Kraus is speaking with his hands as Rev. William Buege says it audibly on "Moments With God on WCCO-TV."
LOCAL COLORCASTS ON KTLA (TV)

KTLA (TV) HOLLYWOOD launched a program of weekly colorcasts Jan. 27 with the claim that it thus becomes the country's first independent operation to inaugurate a regular color schedule. Selected for colorcasting was "Western Varieties" because of its town square setting and costumes.

CLAIMS ANTARCTIC FIRST

REPORTEDLY the first films and tape recordings of Adm. Byrd's 1956 Antartica expedition aired on radio-television were featured last fortnight on NBC-TV's Today show and NBC Radio's News of the World with Morgan Beatty. Both 30-minutes worth of tape and 13,300 feet of both color and black-and-white film were recorded and taped by NBC News' William Hartigan, the one-man news cameraman with the expedition. The reports, which arrived at New York's Idlewild International airport Jan. 23, via New Zealand, were delayed overnight when customs officials "held" the film for screening.

SAYS FINES ARTS PAY

Is a mass television audience interested in "fine arts" programming? WOR-TV New York is convinced that it is, pointing to a cumulative 51.0 Pulse rating achieved by its week-long presentation of "Tales of Hoffman" on its Million Dollar Movie series, starting Jan. 16. On Jan 21 and 22, the station carried "Hoffman" in its entirety for 2½ hours. The success of this "exposure" has led WOR-TV to schedule another "fine arts" motion picture, "The Great Gilbert and Sullivan," starting week of Feb. 13, with Saturday and Sunday showings expanded to two hours beyond customary 1½ hour Million Dollar Movie format.

FIFTH LEGION SHOW ON NBC-TV

THE FIFTH annual "For God and Country" observance, under auspices of the American Legion, was slated to be carried by NBC-TV yesterday (Sunday, 2:30-3 p.m. EST). The program was to feature personal messages from prominent Americans—including Brig. Gen. David Sarnoff, board chairman, RCA—on the role of religion in daily life, devotional songs by Perry Como and the 140-voice choir of the U. S. Military Academy. In addition to Gen. Sarnoff, participants were to include Gov. Frank Clement of Tennessee; Howard Pyle, former Arizona governor and now administrative assistant to President Eisenhower; and various top legions officials. The program was to be at the Century Theatre, New York.

USIA PICKS 'NEW SOUNDS'

ABC RADIO'S New Sounds For You listening concept, inaugurated last fall and currently heard each weekday, 7:30-10 p.m. EST, now is being rebroadcast behind the Iron Curtain by the U. S. Information Agency. USIA selected "New Sounds" as a "typical" U. S. radio show, ABC reports.

IN CASE OF FIRE

WILLIAM GOLDSMITH Co., Greenville, S. C., security and insurance broker, hit the jackpot Monday with its unusual "in case of fire" contract on WPBC. Under its standing order for broadcast of any fire within reach of WPBC's remote equipment, the sponsor covered a downtown shopping district, stores and a restaurant. WPBC summoned off-duty firemen to the scene and stayed with the blaze until it was finally brought under control.

NEW NEGRO SHOW ON WBKB (TV)

AN ALL-NEGRO live production beamed at the Negro viewing audience has been launched by WBKB (TV) Chicago, with a claim it is the first of its kind on tv in that city. The program, Richard's Open Door, consists of interviews, music and news, with Richard Stamz as m.c., and emphasizing Negroes in sports, politics, entertainment and fashion. Producers are Sander Rodkin and Sid Sherman, Sander Rodkin Adv. Agency, for the sponsoring Martin Clothing Co. WBKB has slotted the show at the Saturday 11:30-midnight period, making a 90-minute spread of live shows with addition of Richard's Open Door.

WBZ PENETRATES IRON CURTAIN

WBZ-WBZA BOSTON carried a trans-Atlantic interview with Dr. William Damashek, Boston hematologist, who is visiting Moscow, on Jan. 17. Dr. Damashek was interviewed by Rod MacLeish, the station's news director, who elicited information from the physician on current medical developments in the Soviet Union, as well as his impressions on life in the country and a variety of subjects.

SOUND DEPTH ON WOI-FM-TV

WOI-FM and WOI-TV Ames, Iowa, stations of Iowa State College of Agriculture & Mechanic Arts, combined facilities recently for a one-time-only experiment in stereophonic sound. The weekly tv program, Ask Us Another, went out over two microphones, one carrying fm station audio, the other the tv audio. The audience, advance-educated to the idea, has asked for more sound in depth with its tv, say the stations.

FLYING BROADCAST ON KOSI

TO COVER the Denver Naval Air Station's airborne commission of a new squadron KOSI Denver went a mile above the Mile-High City. Following the proceedings aloft, KOSI sent program manager Lonnie Licata aboard one of the planes and borrowed a trailer-mounted portable transmitter and receiver from the Naval Air Station. KOSI says it was the only area station to carry the ceremony from air to ground.

SHOW GOES NETWORK

WCBS-TV's Eye on New York, one year old local public affairs program moderated by Bill Levine, is now on CBS-TV Network. Now available to affiliates, show is supervised by Clarence Worden's WBCTV public affairs staff.
Station Authorizations, Applications
(As Compiled by B • T)

January 26 through February 1

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundups.

Abbreviations:

FOR THE RECORD

TV Summary Through Feb. 1
Total Operating Stations in U. S.

<table>
<thead>
<tr>
<th>Commercial on air</th>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Noncom. Educ. on air</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>366</td>
<td>98</td>
<td>464</td>
</tr>
<tr>
<td></td>
<td>13</td>
<td>9</td>
<td>22</td>
</tr>
</tbody>
</table>

Grants since July 11, 1952:
(When FCC began processing applications)

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>304</td>
<td></td>
<td>612</td>
</tr>
<tr>
<td>19</td>
<td></td>
<td>39</td>
</tr>
</tbody>
</table>

Applications filed since April 14, 1952:
(When FCC began processing applications)

<table>
<thead>
<tr>
<th>Commercial</th>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
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<tr>
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<tr>
<td>Noncom. Educ.</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>968</td>
<td>337</td>
<td>1,305</td>
</tr>
<tr>
<td></td>
<td>33</td>
<td>27</td>
<td>60</td>
</tr>
<tr>
<td></td>
<td>1,029</td>
<td>337</td>
<td>1,366</td>
</tr>
</tbody>
</table>

163 cps (14 VHF, 150 UHF) have been deleted.
One educational UHF has been deleted.
One applicant did not specify channel.
Includes 34 already granted.
Includes 62 already granted.

Existing TV Stations...

ACTIONS BY FCC

WKST-TV New Castle, Pa.—Returned to applicant by letter of Jan. 25 pursuant to reports and orders adopted April 20, 1959, and Jan. 11, 1966, for rule-making procedures to assign ch. 65 to Yorks, Ohio. Petition denied. Announced Jan. 27.

APPLICATIONS

KBSB-TV Salinas, Calif.—Seeks mod. of cp to change ERP to 1,951 kw, 168.8 kw aur. and make equipment changes. Ant. height above average terrain 1,350 ft. Filed Feb. 1.

WABD (Ch. 9) New York, N.Y.—Seeks mod. of cp to change ERP to 27,2 kw, 17.0 kw aur. and make equipment changes. Ant. height above average terrain 1,300 ft. Filed Feb. 1.

APPLICATION AMENDED

KYSO-TV Ardmore, Okla.—Filed amendment to reflect new financial, programming and engineering data and to delete reference to proposed studio move as well as to specify studio location as 112 N. Washington in lieu of 114 N. Washington. Ardmore (not move). Amended Jan. 30.

CALL LETTERS ASSIGNED

KFRE-TV Fresno, Calif.—California Inland Beloit, Ch. 13.

WATL-TV Atlanta, Ga.—Robert W. Rounsaville, ch. 39. Changed from WQX-TV.


WBHT-TV Knoxville, Tenn.—Radio Station WBBN Inc., ch. 10.

New AM Stations...

ACTIONS BY FCC

Jacksonville, Fla.—Robert W. Rounsaville application for new am to operate on 730 kc, 260 w D during day at request of applicant. Action of Jan. 30.

Overburg, Tenn.—Hamilton Parkes application for cp to operate on 1330 kc, 500 w D returned; not considered. Return Jan. 30.

APPLICATIONS

Bijon, Lake Tahoe, Calif.—Robert Burdette, 1400 kc, 250 w unl. Post office address 108 N. McC-
Caden Pl., Los Angeles, Calif. Estimated construction cost 1955 is $35,800. Mr. Burdette, engineer, is sole owner and operator in San B "\n
Camb, Calif. Filed Jan. 30.

DATA transmission system, and studio location at 111 S. Highland Ave., P. O. Box 380, Phoenix, Ariz. Estimated construction cost is $21,250, first year operating cost is $10,000, first year revenue is $25,000. Companion to KPH, Phoenix. Case filed Feb. 1.


Santa Rosa, N. M.—Santa Rosa Bldg., 1050 kc., 1 kw. D. Post office address 405 Sunshine Bldg., Albuquerque, N. M. Estimated construction cost is $14,500, first year operating cost $3,000, revenue $24,000. Principals are equal partners John E. Hall, attorney Jack V. Ashburn, civil servant, and William T. Kemp, stockholder-manager of KXWO Cheyenne, Wyo. Filed Jan. 30.

Albuquerque, N. M.—Western Bldg. Co., 966 kc., 1 kw. D. Office address 505 Central Ave., P. O. Box 430, Phoenix, Ariz. Estimated construction cost is $51,974, first year operating cost $1,664, revenue $5,752. Applicant is licensee of KIPN, Pharr, Ariz. Filed Jan. 30.


WMAY-MUSIC AM 

WIEE Martinsville, Va.—Seeks to increase power from 500 kw to 1 kw. File Jan. 30. WINE Virginia Beach, Va.—Seeks to make equipment changes. Filed Jan. 30.

WMPF Pascagoula, Miss.—Seeks to increase power from 350 kw to 1 kw and make equipment changes. Filed Jan. 30.

WPPM Passaic, N. J.—Seeks to increase power from 350 kw to 1 kw and make equipment changes. Filed Jan. 30.

WQD-AM 


WPMU-AM 

WTV-AM 


WEME Moses Lake, Wash.—Seeks to make equipment changes. Filed Jan. 30. WENK Eufaula, Okla.—Seeks to increase power from 500 kw to 1 kw. File Jan. 30.

New FM Stations


Existing FM Stations

KCMS (FM) Manitou Springs, Colo.—Seeks to increase power from 1 kw to 2 kw and make equipment changes. Filed Jan. 30. WMRF-FM Jacksonville, Fla.—Seeks to change ERP to 2 kw and change ant.-trans. to 1014 S. Hampton, Jacksonville, height above average terrain to 250 ft. and make ant. system changes. Filed Feb. 1.

CALL LETTERS Assigned


Ownership Changes

Wuya (TV) Yuma, Ariz.—Granted relinquishment of control of permitted corporation by G. Park Buhl, treasurer and claimed up all of his subscribed stock. Voting trust agreement also instituted. No consideration. Granted Feb. 1.


WSTU St. Paul, Minn.—Filed application of license of Blue Water Co., for $24,500. Small, 55%; stockholder, will hold 40%. While Mr. Small's two sons, other parties to transaction, will hold 18% of his interest in station in his father. No change in control. Granted Jan. 20; announced Jan. 26.

Wkan Kankakee, Ill.—Granted relinquishment of control of Leslie C. Small, for $24,300. Small, 50%. Stockholder, will hold 40%. While Mr. Small's two sons, other parties to transaction, will hold 18% of his interest in station in his father. No change in control. Granted Jan. 20; announced Jan. 26.

WCPM Cumberland, Ky.—Granted assignment of license to Tricity Bldg. Co. for $18,000. Small owner Edward F. Shadburne is manager of WCPM. Granted Feb. 1.


WABY Albany, N. Y.—Granted acquisition of control by David A. Kyle who will control 54% of outstanding shares because of 39% of outstanding stock held by other parties. No consideration; no new stockholders are involved. Granted Jan. 26; announced Jan. 31.


WCRB "Cottage Grove, Ore.—Granted assignment of license to Radio Station KOMY, corporate change only, no change in control. Granted Jan. 26; announced Jan. 31.

KEEP Springfield, Ore.—Application for transfer of stock to Helen S. Staller returned to applicant as unnecessary. Returned Jan. 28.

WBON-LT, N. Y.—Granted operator of WBNQ,不克for control by J. A. Gillmore for $25,000. Mr. Gillmore is presently 50% owner of station and will be sole owner. Granted Jan. 24; announced Jan. 31.

WDKL Clarksdale, Tenn.—Granted assignment of license to Kwick Bldg. Co. Corporate change only; no change in control. Granted Jan. 24; announced Jan. 31.

WKdI Sacramento, Calif.—Filed transfer of license to Pete Johnson Bldg. Co. for $23,300 plus $17,200 in miscellaneous expenses. Sole owner Earl Johnson, a 23.3% owner of WMID Atlantic City, N. J., and former vice-pres. of MDS. Granted Feb. 1.

Kasl Newcastle, Wyo.—Granted assignment of license to Northeast Wyoming Broadcasters Inc. for $3,000. Principals are: Pres. Floyd L. Sparks (46%), 2nd thesis; manager of valley company, and chairman of board of KASL; Vice Pres. Dave A. People (30%), 2nd thesis; owner of Wyoming Broadcasting Co., which is also assigned to this station. App. 1.

Applications

KAM, K_FC Denver Co.—Seeks transfer of negative control (50%) to Webb & Knapp Inc. for $80,000. WDK is 26.5% owned by William Zec-
January 26 Actions

Accepted for Filing

KTLV Mesa, Ariz.—Seeks mod. of cp (which authorized increased D power and make equipment changes) for extension of completion date.

KCHJ Delano, Calif.—Seeks mod. of cp (which authorized channel change) for operation, changed and install DA-2) for extension of completion date.

Renewal of License

RGMG Englewood, Colo.; KIMN Denver, Colo.; KPLR St. Louis, Mo.—Seeks renewal of license.

WELY Ely, Minn.; KSUM Fairmont, Minn.; KMAK Yellow Medicine, Minn.—Seeks renewal of license.

KTVQ Twin Falls, Idaho—Seeks renewal of license.

KTVQ Twin Falls, Idaho—Seeks renewal of license.

KBNT Great Falls, Mont.; KFWA Butte, Mont.—Seeks renewal of license.

KDQL Devils Lake, N. D.; KJWS Grand Forks, N. D.—Seeks renewal of license.

KSLN Sioux Falls, S. D.; KBOO Sioux Falls, S. D.; KYFO-FM Boone, Iowa; KGKF Pueblo, Colo.—Seeks renewal of license.

January 27 Actions

Accepted for Filing

Medium of cp

KOBW Aurora, Colo.; KRLN Canon City, Colo.; KAWX, KAFV, KAGF Pueblo, Colo.; KWDM Des Moines, Iowa; KUBN Bemidji, Minn.; KPOW, WDMW Des Moines, Iowa; WBBB Billings, Minn.; WHVL Virginia, Minn.; KBLL Billings, Mont.; KFWB Butte, Mont.; KFWB Great Falls, Mont.; KLTZ Glasgow, Mont.; KGZI Kalispell, Mont.; KGZL Butte, Mont.; KFPR Hamilton, N. D.; KDLP Devils Lake, N. D.; KJIO Grand Forks, N. D.; WCDL West Des Moines, Iowa; KENW Norfolk, Neb.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

Modification of cp

WTCN-TV Savannah, Ga.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 29.

WUXP-TV Sanford, Fla.—Seeks mod. of cp (which authorized new tv station) to extend completion date.

January 31 Decisions

ACTIONS ON MOTIONS

By Comr. Robert E. Lee

WKNX-TV Saginaw, Mich., WWTY (TV) Cadil.

(Continues on page 100)

BROADCASTING • TELECASTING

California Independent

$125,000.00

Relatively new station operating fulltime with all new equipment.

Effective service on excellent frequency to 350,000 population.

Area is noted for agriculture, military bases, tourists, fishing, and golf. Some financing available.

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.

James W. Blackburn

CINCINNATI, OHIO

Michael D. Morris

Washington Bldg.

Sterling 3-4211

CHICAGO

Ray V. Hamilton

SAN FRANCISCO

William T. Stubbfield

Tribune Tower

111 Sutter St.

Kxbrook 2-5671-2

FOR THE RECORD

Page 94 • February 5, 1956


was offered to Ewing H. Hawkins as majority owner and trustee for KSER. Purchased block was to be used as treasury stock. Mr. Hawkins will hold 89.6% of outstanding shares and control and remain as trustee. Filed Jan. 27.

WCVS Springfield, Ill.—Seeks assignment of license to KTVQ Twin Falls, Idaho under a waiver of section 7 of the act. Filed Jan. 27.

WCVS Springfield, Ill.—Seeks assignment of license to KTVQ Twin Falls, Idaho under a waiver of section 7 of the act. Filed Jan. 27.

Vance Medford, Nev.—Seeks hearing on application filed Jan. 19 for channel change. Filed Jan. 27.

Broadcasting

January 30 Actions

Accepted for Filing

License to Cover

KRFC Rocky Flats, Colo.—Seeks license to cover cp which authorized new am station.

WRLR White Hall, Ark.—Seeks license to cover cp which authorized new am station.

WBBW Lou., St. Louis, Mo.—Seeks license to cover cp which authorized change of antenna and studio location and operate trans. by remote control.

WKBW Columbus, Ohio.—Seeks license to cover cp which authorized new educational educational tv station.

Broadcasting

January 30 Actions

Accepted for Filing

License to Cover

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WRLR White Hall, Ark.—Seeks license to cover cp which authorized new am station.

WBBW Lou., St. Louis, Mo.—Seeks license to cover cp which authorized change of antenna and studio location and operate trans. by remote control.

APPLICATION AMENDED

WHOP Pensacola, Fla.—Application for assignment of WMBW to Howard D. Moxley, Clovis, N. M.—Seeks amendment to leave no change in control. Filed Jan. 31.

KFST Fort Stockton, Tex.—Seeks assignment of license to KTVQ Twin Falls, Idaho under a waiver of section 7 of the act. Filed Jan. 27.

WKBW (TV) Buffalo, N. Y.—Seeks confirmation of request to cover cp which authorized increased D power and make equipment changes for extension of completion date. Filed Jan. 27.

May 20, 1955—Issued a permit to build a new tv station to cover cp which authorized new television service. Filed Jan. 27.

California Independent

$125,000.00

Relatively new station operating fulltime with all new equipment.

Effective service on excellent frequency to 350,000 population.

Area is noted for agriculture, military bases, tourists, fishing, and golf. Some financing available.

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January 30 Actions

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WKBW Columbus, Ohio.—Seeks license to cover cp which authorized new educational educational tv station.
Professional Cards

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GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg., National 8-7757
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Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

WELDON & CARR
Consulting Radio & Television Engineers
Washington 6, D. C.
Member AFCCE

PAGE, CREUTZ, STEEL & WALDSCHMITT, INC.
Communications Bldg. 110 16th St., N. W., Executive 5-5670
Washington 6, D. C.
303 White Henry Street Bldg.
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Washington, D. C.
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Frank H. McIntosh & Assocs.
CONSULTING RADIO ENGINEERS
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WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE

RUSSELL P. MAY
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Republic 7-3904
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Robert M. Silliman
Consulting Radio Engineer
John A. Moffet—Associate
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Phone Emerson 2-8071
Box 3468, Birmingham, Ala.
Phone 6-9274
Member AFCCE

Robert L. Hammett
CONSULTING RADIO ENGINEER
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SAN FRANCISCO 3, CALIFORNIA
Sutter 1-7545

JOHN B. HEFFELFINGER
8401 Cherry St.
Hillwood 4-7010
KANSAS CITY, MISSOURI

VANDIVER, COHEN & WEARM
Consulting Electronic Engineers
612 Evans Bldg.
NA 8-2600
1480 New York Ave., N. W.
Washington 6, D. C.

Carl E. Smith
CONSULTING RADIO ENGINEERS
4900 Furlad Avenue
Cleveland 3, Ohio
Himberston 2-2177
Member AFCCE

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Aeronautical Consultant
serving the radio & tv industry
on aeronautical problems created
by antenna towers
Munsey Bldg., Wash., 4, D. C.
District 7-7140
(night-time telephone
Hanover, Va. 14)

J. G. Rountree, Jr.
5622 Dyer Street
EMerson 3266
Dallas, Texas

VIR N. JAMES
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
1916 S. Kearnay
Skyline 4-6113
Denver 22, Colorado

John H. Mullaney
Consulting Radio Engineers
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Washington 6, D. C.
Adams 4-6393

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San Francisco 2, Calif.
PR 3-1100

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Write for Free Catalog, specialty course.

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To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants
for om, fm, tv and facsimile facilities.
* 1953 BAR Projected Readership Survey
RADIO

Help Wanted—(Cont'd)

Top-rated eastern independent is replacing salesman moving to station in another city. Our men earn 15 to 20 thousand yearly. Send resume and late snapshot to Box 214F, B-T.

Southwestern thousand wait daytimer needs salesman with announcing experience. Fine opportunity for man who can produce. Box 206F, B-T.

Radio salesman—must be sober hard worker. State experience. Announcing helpful. Above average sales record. Send resume to Box 587F, B-T.

Radio salesman—announcer. Considerable past sales experience not necessary but desire to sell must be strong. Salary plus commission. Address all information to WABC Radio Station, KTNM, Post Office Box 668, Tucson, Arizona.

Experienced salesman, Michigan man preferred. Contact WBCB, Bay City, Michigan.

Salesmen—salary and commission, one station market, commercial network position. Fatalities for right man. WMRD, Monroe, Georgia.

Man or woman with first phone license. Must be anxious to advance. Address complete resume to Box 15641, Orlando, Florida.

Salesman—DJ, $25.00 plus. Send photo. Must have DJ experience. Box 615F, B-T.

Announcers

Wanted: Actor—DJ-stage, tv, radio acting experience (soap operas). Narrative "story tellers" delivery. Ohio. Box 9446, B-T.


Announcer with authoritative, persuasive voice; capable of advertising radio and "music medium," handling special events in large Texas city. Box 226F, B-T.

Announcer with authoritative, persuasive voice; capable of advertising radio and "music medium," handling special events in large Texas city. Box 226F, B-T.


Announcer with authoritative, persuasive voice; capable of advertising radio and "music medium," handling special events in large Texas city. Box 226F, B-T.

Announcer with authoritative, persuasive voice; capable of advertising radio and "music medium," handling special events in large Texas city. Box 226F, B-T.


Morning personality for Virginia network station. Must have some previous homemaking, work board. Third or better license. Morning man-program director needed. Talent and ability appreciated and rewarded. Salary open for right man. Write in confidence to Box 328F, B-T.

Announcer-program director ... experienced and able ... prefer southerner for 1 kw in South Carolina ... Box 1746F, B-T.

500 mid west Indies needing personnel immediately: Announcer-engineer, 1st class ticket ($75.00, more with first class license. Box 250F, B-T.

Morning man. Experience, above average, stable, initiative, dependable, hard worker, ability, common sense. 48 hour week. West Virginia-Ohio area. Resume. Box 250F, B-T.

RADIO

Help Wanted


Colorado kw wants announcer with first class ticket. Send tape and resume. Box 333F, B-T.

First phone combination, emphasize announcement, Attention Jason: If you desire first opportunity to succeed. Years of experience in program Puerto Rico radio. Box 275F, B-T.

Wanted between now and March 15th, Top announcer. Key staff man for station in small, pleasant community. Experience. Ability. State present station and length of employment, present earnings, expected radio employment with approximate dates. Send brief resume. Box 455F, B-T.

If your application alone presents a case for appointment, you will not be asked to send in any pictures or any other information. All replies are handled in strict confidence. No letters answered until tape received. All tapes returned. Address Manager, KATE, Albert Lea, Minnesota. No phone or wire pitches.

Do You Know?

There are three roads that lead to station management:

1. Work your way up through the sales department by building a record of sales achievements while proving you are a "self-starter" with imagination and a sense of responsibility.

2. Buy a station.

3. Marry the Boss's daughter.

If you have a successful sales record and "roads" two and three are not open to you, we believe you can get acquainted. A letter outlining your background, sales record, and present earnings can be the turning point in your career. You may be ready for a better sales position or management responsibility.

We are also looking for young men with imagination and character, who know selling and the techniques of successful radio or TV air selling. If the station with which you are now affiliated will not give you an opportunity to sell time, we may be able to start you on "road" one to management by placement in your first sales position.

We ARE ALWAYS SEEKING WELL QUALIFIED PLACEMENT CLIENTS-OF GOOD CHARACTER FOR ALL EXECUTIVE AND STAFF POSITIONS WITH TV AND RADIO STATIONS.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

333 Trans-Lux Bldg.
724 Fourteenth St., N. W.
Washington 5, D. C.

Page 96 • February 6, 1956
UNUSUAL OPPORTUNITY
for Technical Director and Chief Engineer.
Due to illness, our Technical Director must give up responsibility of operating two radio stations and two VHF television stations in top midwest market. Top pay. Only experienced need apply. Send background, experience, salary requirements, availability and references first letter.

Box 337F, B.T.
**RADIO**

Situations Wanted (Cont'd)

"Personality" DJ has all three: Character, ability, experience, young, single. Now is the time for all good men to come to the aid of Buddy Gibbon, Yonkers 3-1021.

Small stations only. Staff announcer. Heavy commercials, news. James L. Moran, 1061 Mayfair Road, Union, New Jersey.

Announcer, well trained. Nice voice, handle news, disc shows, board. Bud Orlando, 15 Clinton, Weeheld, N. Y.

Young vet, 23, beginner, school graduate, 3rd class license. Position an announcer or leading to announcer. Send Box B. K. C. Ruggiero, 1063 Flat-bush Avenue, Brooklyn, N. Y.


Program Personnel, others

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 250F, B-T.

News director: Head good-sized staff in midwestern market. Winner numerous national and regional awards for originality and excellence. But no visionary. Can meet budget and turn profit with sponsor selling ideas. Will consider any part of the country. Job's the thing. Box 358F, B-T.

Behind a typewriter or a mike—I can do a good job for you. Five years experience in continuity and announcing. Radio and TV background. A fellow with excellent references. Prefer Florida. Box 238F, B-T.

Program director—123 years radio, 9 as PD, degree permanent position in Arizona, southern California or Florida coastal. $100.00 minimum. Box 232F, B-T.

Producer-director-writer-announcer, wants job radio or television station, preferably where the salary is good. Twenty-five years network radio experience, seven years television. References. Write Box 268F, B-T.

**TELEVISION**

Situations Wanted (Cont'd)

Production, programming—sales minded, recent N.Y.U. Radio Department graduate, veteran, married, seeking job with future. Lawrence Walcoff, 10 Clendenney Avenue, Jersey City, N. J., Delaware 3-1606.

Help Wanted

Salesmen

Aggressive, bright, dependable man or woman for position on sales staff of television station in expanding market. Send details own handwriting to F. O. Box 179, York Pennsylvania, or telephone York 27-821 and ask for Mr. Burg.

Announcers

Vhf opening for tv announcer-director with varied background. Sports, news, staff work with knowledge of tv switching and directing. Give background, references, send tape and photo to T. W. Austin, WORM-TV, Channel 1, Quincy, Illinois. Phone Baldwin 3-6940.

Technical

Immediate opening, studio engineer—second or first class license. Can use man with experience who wants start in TV or with TV training or experience. Give background and salary requirement. Box 310F, B-T.

Due to illness, necessary to relieve present Technical Director of duties. Need immediately, top technical director of chief engineer for two vhf tv stations and two radio stations. Standard of pay much higher than other similar positions in our area. Send full particulars to Box 338F, B-T.

Program Personnel, others

Prominent TV film production firm looking for top tv program ideas. Will develop and promote. Write Box 360F, B-T.
TELEVISION

Situations Wanted—(Cont’d)


Announcer, 3½ years college graduate, veteran, free time. 2 billion dollar market. Box 398F, B-T.

Announcer with two years of radio experience. Two years college graduate of technical school, would like to break into television. Resonate voice with sales appeal. Tape and photo on request. Box 208F, B-T.

Technical

Engineer: Am-fm experience. Desire television opportunity in California. Excellent references. Box 343F, B-T.

First class engineer, five years radio experience, desires opportunity in television. Box 309F, B-T.

Production—Programming, Others

Production assistant—former reporter, broadcasting school graduate. Knowledge administration and salesmanship. Capable, personable and aggressive. Available immediately. Box 126F, B-T.

News director: Head good-sized staff in midwest market. Desires large and smaller market opportunities. Can meet budget and turn profit with sponsor-selling ideas. Will consider any part of the country. Job's the thing. Box 208F, B-T.

Tv-director was announcing background, 5 years experience—best references. Permanent future more important than starting salary—personal interview acceptable. What job do you offer? Box 309F, B-T.

Tv merchandising, advertising, publicity, continuity—creative, experienced young woman with top references will relocate for right job. Box 309F, B-T.


Program director and announcer experienced in all phases of radio looking for that tv break. Reliable, conscientious. College graduate. Box 311F, B-T.

Tv producer-director—3 years experience midwest station. Seeks greater opportunity. Age 37, top references. Resume return mail. Box 332F, B-T.

FOR SALE—(Cont’d)

FOR SALE—(Cont’d)

Equipment

Fairchild model 100, 15 inch per second. Full take, too, on professional tape machine. New cost $2,750. Surplus from leading recording studio. Used but in excellent operating condition. Sacrifice $1,200. Box 311F, B-T.

2kw fm transmitter, AA condition. All associated transmitter equipment. 600 feet 1 ½" coax. First good offer F.O.B. Temple, Texas. Contact Dale Thares, KTEM.

Equipment for sale—Gray topol 12B and 30 slide holders for direct projection into 12x $1,000. RCA TK-1A machine, 5% of $1,000. All in excellent condition. Contact W. E. Nett, WFMY-TV, Greensboro, N. C.

Gates MO-278O Bl-B antenna tuning unit. 2 Gates Model Ch-10, transmission line, adapted for 15 p.p.m. Harrison, Chief Engineer, WCAT, New Hartford, N. Y.

For sale—1 RCA 7000cy color corrected relay system. $5,000. WHAM-TV Rochester, N. Y.


2-RCA TK-20-D Isoscope film camera complete with camera pedestals, control chasis, beam metering panels, DC power units, lightweight proectors, inter-connections, cables, and TF-8C multipliers with adjustable RCA slide-projector pedestals. Equipment is less power supplies and master control panel. Condition will sell $1 or both. Make us an offer. WRBK-TN, Youngstown, Ohio. Stellite 2-1145.


Console studio control, meets am-fm broadcast specifications. Write for literature. U. S. Recording Co., 1124 Vernon Avenue, Washington D. C.

Magnetic recording equipment—demonstrators. Perfect condition. Factory guarantee. Models PT03-AH, PT7-F, PT-BH (binaural), voyagers, portable Magnecord, M-33, all 3% off list. U. S. Recording, 1121 Vernon Avenue, Washington 5, D. C.

WANTED TO BUY—(Cont’d)

WANTED TO BUY—(Cont’d)

Stations

Successful station manager interested in buying first class radio station in Alabama or Georgia. Have considerable amount of cash available to invest immediately. All replies confidential. Box 366F, B-T.

Metropolitan radio station. Have $50,000. Mortgages. 219 E. Roosevelt, Phoenix, Arizona.


Equipment

Used GE studio chair. State approximate hours used and price. Box 169F, B-T.

Equipment—RCA remote truck or equivalent with 2 IO chains. Need microwave link also. Must be in top condition. Box 325F, B-T.

2-250 watt fm transmitters $90-100 each used, good condition or new. Send full particulars to Box 325F, B-T.

Wanted: Field strength measuring meter—am. RCA or equivalent preferred. Box 234F, B-T.

Wanted: Rear screen projector, with screen if available. 8 x 12 pattern. Contact Jim Tuney, KROD-TV El Paso, Texas.

Wanted: Type 5541 transmitting tube in good condition. Contact Chief Engineer, WDCN, Durham, N. C.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 1 month. For details write Graham School, Dept. 1-7, 821 19th Street, N.W., Washington, D.C.


FCC first class license. After ten years successfully managing men for their first class radiotelephone operator license, this same course is now available to you at home. Write the Don Martin Schools, Ext. Div., 1633 North Cherokee, Holly- wood 20, California.

FCC license preparation; beginners, radio technicians, announcers. Evenings, Sat.—Monty Kof- fer, 743 Hendrix Street, Brooklyn 7, N. Y. CL 7-1366.

MISCELLANEOUS

Back Seat Driver's License... terrific program and promotion peg! Colorful, funny, harmless. And cheap to use. Write for free samples and low quantity prices. Bob Menzel, Box 296, DeLeon, California.

FLORIDA CALLING

NEED AT ONCE

Four combo announcer-control operators. No first ticket needed. Must be all-around commercial-news-DJ's. Also two traffic-steno-Gal Friday's. This is a major AM-TV network operation in Number One Southeast market. Will accept qualified beginner, graduates college and AM-TV schools. Airmail resume-photo tapes immediately. Tapes will be returned. Must be single and willing to work all departments.

Reply Box 359F, B-T

February 6, 1956  Page 99

BROADCASTING • TELECASTING
ANNOUNCERS WANTED

Auditions now being held for both radio and television announcers, for possible additions to staff.

Write for appointment to John Comas, WSJS, Winston-Salem, North Carolina.

PERSONALITY ANNOUNCER:
Are you a disc jockey who knows popular music thoroughly, today's tops as well as the standards? Are you a production-type disc jockey? Can you handle interviews and general audience participation shows in an intelligent and listenable manner? Have you a quality voice? Do you "know" radio? Are you looking for an opportunity to grow with a 1000 watt station 30 miles from Chicago that has been growing consistently for six years?

If your answer to these questions is yes, you could well be the man we are looking for.

We are only interested in top quality applicants. Having a top-notch voice is important but you must also be versatile and personable.

If this advertisement is of interest to you, forward a resume immediately, complete with air-checks with sample of your versatility. Also include a complete resume with expected starting salary. Mail all replies to Boyd W. Lawlor, Manager, Radio Station WWCA, Gary, Indiana.

TRAFFIC MANAGER
Experienced girl for responsible position California NBC Radio Station with TV affiliation. Opportunity for advancement with young aggressive management. Dependable on you. Must have traffic experience and shorthand. Must fill position by March 1. Write KCRA Sacramento, California.

OPPORTUNITY
We have openings for two: Research-Promotion man and retail copy writer for WINS Radio, 50kw, New York City. Salary open. Send resume to H. B. LaRue, General Sales Manager, WINS, 28 West 44th Street, N.Y.C.

FOR SALE

CARTRIDGES
RCA MI-11074-4 1.0 MIL fine groove; RCA MI-11075-4 2.5 MIL Standard trans. $35.00 each. Also pickering D-1405 microgroove. $25.00 each. All in excellent condition. Several of each available; order by quantity and part number. Shipping C.O.D. Sale due to equipment changeover by professional record company.

Box 357F, B-T

25 KW LOW BAND TV TRANSMITTER
Available for immediate delivery, one 25 KW Federal Communications Laboratories TV Transmitter complete. Used about one year on Channel 2. Factory condition. No reasonable offer refused. Terms to responsible party.

KRE-TV
4103 South Regal Street
Spokane, Washington

FOR RECORD

Radio-Television
Antennas-Coaxial Cables
Tower Sales & Erecting Co.
6110 N.E. Columbia Blvd.
Portland, 13, Oregon

TOWERS

SELECTED ANNOUNCERS AVAILABLE
Trained, reliable men and women, graduates of the Paulin-Newhouse School of Announcing are interested in acquiring experience. Complete information including audition schedules are available. Let us help you find the right man for your staff. There is no charge for this service. Write to...

PAULIN-NEWHOUSE
SCHOOL OF ANNOUNCING
3840 Second Blvd.
Detroit, Mich.

INSTRUCTION

FCC 1st PHONE LICENSES
IN 6 TO 8 WEEKS
WILLIAM B. OGDEN
1130 W. Olive Ave.
Reservations Necessary All Classes
Over 1700 Successful Students

EMPLOYMENT SERVICES

QUOTE AND UNQUOTE
"... as thorough and as easy to work with as though you were on our own payroll as our personal director... Our confidential service often comes to the rescue of Radio and TV Stations and Program Producers anywhere.

Palmer-DeMeyer, Inc. (Agency)
50 E. 42nd Street, N.Y.C.

Paul Baron, Dir.: Radio-TV-Film-Adv. Resumes welcome from qualified people
crowning erection of new ant. (decrease in height and move ant. approximately 15 ft.)

BCNY -VA.—Granted license covering change in facilities, installation of DA system.

WIZZ-TV Boston, Mass.—Granted license covering change in facilities, installation of DA system.

WMT-TV Cedar Rapids, Iowa.—Granted license covering change in facilities, installation of TV station.

WIS-TV Columbus, Sr. C.—Granted license for TV station.

WTOP-TV Washington, D. C.— Granted license covering change, installation of TV station.

WSVA-TV Harrisonburg, Va.— Granted license for TV station.

WDAK-DTV Danville, Ill.—Granted license for TV station.

KALB-TV Alexandria, La.—Granted license for TV station.

KWSO-TV Kalamazoo, Mich.—Granted license covering change in facilities, installation of TV station.

KMEG Eau Claire, Wis.—Granted license for AM station and specify studio location.

WPVI, Philadelphia, Pa.—Granted license covering change in facilities.

WPVI, Philadelphia, Pa.—Granted license covering change in facilities.

WPSR - FM—Licensed to change ant.-trans. location and make changes in ant. system (increase height.

WVPL, Palmerstown, Ohio.—Granted mod. of cp, to specify studio location and operate trans. by remote control.

Following were granted extensions of completion dates as shown: RCOF Los Angeles, Calif., 7-36-56; KTLV, Las Vegas, Ariz., 5-1-56.

Grants were granted authority to operate trans. by remote control: WGNR Murfreesboro, Tenn.; WMJQ Mount Morris, Mich.

Actions of Jan. 26

KPAB-TV Sweetwater, Tex.—Granted STA to operate commercially on ch. 12 for period ending May 26.

Following were granted extension of completion dates as shown: KWMA Raymond, Mich., to 8-25-56; WNPD-TV Notre Dame, Ind., to 8-1-56; KPNL Portland, Ore., to 1-1-56; WCHH-TV Columbus, Miss., to 6-12-56.

Actions of Jan. 25

WSAV-TV Savannah, Ga.—Granted STA to operate commercially on ch. 3 for period ending April 30.


Granted change of corporate name from Trinity Broadcasting Company to McLendon Investment Corp. of following: WKBW Milwaukee, Wis.; KLIF Dallas, Tex.; KELP El Paso, Tex.

Granted authority to operate trans. by remote control, while using non-antenna systems: KSNB (FM) Boulder, Colo.—Granted mod. of cp, to change trans. location from 3,200 ft. to 2,000 ft. ant. height from minus 116 ft. to minus 70 ft. in authorized changes in ant. systems.

Following were granted extensions of completion dates as shown: WKLY-TV Green Bay, Wis., to 8-1-55; WFLP (TV) Springfield, Mass., to 7-1-56.

Actions of Jan. 24

WGKA Atlanta, Ga.—Granted license for AM station.

WPUS Pullaski, Va.—Granted license covering change in facilities.

WMPF-FM Flinch, Idaho.—Granted license covering change in facilities.

WPPI Parkersville, Iowa.—Granted license covering change in facilities.

KBNW (FM) Boulder, Colo.—Granted mod. of cp, to change FM station from 5,200 ft. to 3,000 ft. ant. height from minus 116 ft. to minus 70 ft. in authorized changes in ant. systems.

Following were granted extensions of completion dates as shown: WPXE-TV Green Bay, Wis., to 8-1-55; KVOO-TV Tulsa, Okla., to 8-4-56; KATV (TV) Pine Bluff, Ark., to 7-19-56; KPOU San Francisco, Calif., to 8-31-56.

Actions of Jan. 23

WSAN-FM Allentown, Pa.—Granted request to cancel license of FM station; call letters to be deleted.

KTBC (TV) Portland, Ore.—Granted mod. of cp to change ERP to 3150 kws, ant. 191 kwh, change trans. location and make equipment changes; ant. 1560 ft. above average terrain. 

Following were granted extension of completion dates as shown: WHQG (TV) Birmingham, Ala., to 1-31-56; KTVN (TV) Salt Lake City, Utah., to 8-21-56; KBST-TV Big Spring, Texas, to 5-5-56.

WKPM-Hayfield, Minn.— Granted authority to operate trans. by remote control.

January 31 Applications

Accepted for Filing

KASM Albuquerque, N. M.—Seeks license to cover cp which authorized changes in DA system and change in studio location to Shl Ohio St., Terrre Haute.

WTHR Philadelphia, Pa.—Seeks license to cover cp which authorized changes in DA system and change in studio location to Shl Ohio St., Terrre Haute.

BROADCASTING • TELECASTING

February 1 Applications

Accepted for Filing

License to Cover Cps

KASAM Albuquerque, N. M.—Seeks license to cover cp which authorized changes in DA system.

KASD Rapid City, S. D. —Modification of Cp

WQXH New York.—Seeks mod. of cp (which authorized increased power and equipment changes) for extension of completion date.

WAU-FM Washah, Ind.—Seeks mod. of cp (which authorized new fm station) for extension of completion date.

Remote Control

KFKP-FM Sacramento, Calif.

February 1956 Applications

Accepted for Filing

License to Cover Cp

KDFM Denver, Colo.—Seeks license to cover cp which authorized increased D power from 1 kw to 3 kws.

WTAY-Baton Rouge, La.—Seeks license to cover cp which authorized increased D power from 1 kw to 5 kws.

WABG Amite, La.—Seeks license to cover cp which authorized new am station.

WEGN Newton, Mass.—Seeks license to cover cp which authorized new am station.

KDZK Dexter, Mo.—Seeks license to cover cp which authorized new am station.

WTVN Columbus, Ohio—Seeks license to cover cp which authorized mounting tv ant. on top of northwest tower (increased height.)

Remote Control

KMAE McKinney, Tex.—KTLU Rust, Tex.

Renewal of License


Renewal of License Returned

KOLR Sterling, Col., (improperly signed); KXLO Lewiswood, Minn. (wrote wrong)

Cp

WCAN-TV Milwaukee, Wis.—Seeks cp to replace expired cp which authorized new tv station.

Modification of Cp

WNYR Waukegan, Ill.—Seeks mod. of cp (which authorized increased D power and change from DA-N to DA-2) for extension of completion date.

KXAS Austin, Texas.—Seeks mod. of cp (which authorized mounting tv ant. on east tower) for extension of completion date.

WCLV (TV) Elston, Pa.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Aug. 22.

UPCOMING
It Isn’t True Love

UNTIL quite recently, the movie industry and television spent a lot of their time snarling at each other. To be more precise, the movie industry spent a lot of its time snarling at television, complaining that tv was killing movies. Sometimes television snarled back. More often, however, it made cooing noises in the direction of Hollywood and yearned aloud to embrace some of the better products and personalities that were being held in seclusion by film interests. The cooing, supported by such tangible tokens of affection as million-dollar contracts, has taken effect. Romance is blooming. Hollywood and tv are, as the columnists say, an item. Let us hope, realistically.

Like many marriages which are reported in the gossip columns, this one is bound to go puff.

Because so far it is a one-way romance.

Television is doing all the courting.

Television keeps rushing in with bundles of money which Hollywood takes with the calculated charm of a chorus girl fleeing a rich stage-door-Johnny from the sticks. Hollywood has discovered that television is harmless and not particularly demanding. The most television wants in return for a mink is a moment of footsy-footsy beneath a ringside table at El Morocco.

What has Hollywood given television in return for the millions of dollars in cash and free promotion that television has thrown at Hollywood’s feet?

A few very good television programs including such series as Disneyland.

A reasonable number of desirable feature films (but the biggest block was freed for tv by Tom O’Neill, a broadcaster who bought into Hollywood).

A great many formalized television shows which are either slick but meaningless adaptations of movies or mere trailers which advertise movies that you must go to a theatre to see.

To summarize—let alone enumerate—the gifts which television has bestowed in order to get so meager a return would take pages and pages. It is enough to say that Hollywood would have gone broke if it had been obliged to buy the pro-movie propaganda which television has been providing for nothing or indeed providing in addition to the tremendous talent and production fees it has paid to Hollywood.

On Sunday, Jan. 29, for example, in the prime time of 7:30 to 9 p.m., television produced an hour and a half of solid promotion for Hollywood. Inside Beverly Hills was presumably designed as a sort of dressed-up documentary which would show the living habits of residents of that posh community. As an effort in journalism, the program was on a level no higher than that of the average article in a movie fan magazine.

The production costs of Inside Beverly Hills ran $150,000.

A fan magazine might pay 500 bucks top for a piece of that kind.

Toward the end of Inside Beverly Hills James Stewart and his family were shown leaving their home en route to attend the cinema. In an obviously rehearsed plug, Mr. Stewart said: “Movies are your best entertainment.”

It was hard to disagree with him at that moment.

A Plan for New Orleans (and the U.S.A.)

IN ITS reappraisal of television allocations, the FCC should give particular attention to the possibility of releasing some, if not all, of the channels now reserved for non-commercial, educational use.

In a number of communities the release of these reservations would be of significant help in expanding television service. We shall use New Orleans as an example, but first we would like to explore other facets of the educational problem dispassionately and, we hope, realistically.

It should now be crystal clear that education never will fully utilize the channels allotted under the unique “reservation” plan made part of the Sixth and Final allocations report. There isn’t enough money or program product to do the job. And there just isn’t enough public interest in this.

So why not let these channels go for commercial use, rather than allow them to lie fallow? When the educational people in a given community find themselves ready, let them re-acquire part of the station’s time (and use the station’s facilities) under agreements that could be devised in advance. Actually, the FCC is flouting the Communications Act of 1934 by allowing educational channels to go unused after nearly four years.

The New Orleans example has its counterpart in dozens of communities where educational assignments have not been activated or are being used only part-time. Three vhf channels (4, 6 and *8) are allocated to that city. Only one—ch. 6—is being used. Ch. 4 was sought by three applicants, and a final choice of the winner is yet to be made. Ch. *8, as noted above, has an asterisk, the Commission’s mark for an educational reservation.

Four uhf channels are allocated to New Orleans. One is occupied by an operating station. Another has been granted, but there is no indication as to when or if it will go on the air. The others are unclaimed.

It is now nearly four years since the FCC lifted the tv freeze, and New Orleans is still without really competitive tv service.

What about ch. *8? For more than three years it went begging. Finally, last July, the Greater New Orleans Educational Television Foundation Assn. applied for it. The association claims support and pledges of support from numerous sources, including the Ford Foundation, and proposes to spend $328,000 to build a station.

Sounds good, so far. Now how does the foundation propose to put its $328,000 station to use? Well, it promises to provide five hours of programming a day Monday through Friday. Weekends it will stay dark.

Is that a fair shake for the people of New Orleans? Is that enough programming to justify a franchise on a facility which, in business hands, would add a full program service to a community that is in desperate need of one? [Multiply that by 86, the number of vhf’s reserved for education, and you get a notion of the kind of additional service the public really wants that could be supplied throughout the country, and without battling for new spectrum space and without converting sets.]

As a start, we suggest that the FCC, on its own motion, propose the erasure of the asterisk before ch. 8. This will benefit the New Orleans public, the city’s television business and the advertisers. It will also benefit the educational foundation, which can arrange to use that $328,000 to build educational programs, rather than a wholly inadequate station with promised operation of 25 hours a week. And those programs could be placed on the ch. 8 station (and on other commercial stations throughout the state where extension education is really needed) by agreement.

We feel confident that most, if not all, of the 13 vhf non-commercial education stations now on the air, and struggling for money, programs and public acceptance, would quickly realize that this method would be the answer to their vexing problems. It can work, if only someone would take the initiative. And that someone should be the FCC.
KSTP is there when it happens...

...and within minutes, the entire Northwest knows the whole story! By their expert use of five 2-way-radio news cars, a news plane, tape and telephone recorders and other facilities, KSTP reporters and news-men consistently lead all competitors in fast, accurate presentation of the news.

One of the first full-time radio newsrooms in the nation, KSTP employs 19 experienced reporters, 100 "stringer" reporters in a 5-state area whose job is to report the news quickly, completely, impartially and in good taste.

Within the last few months, KSTP again scooped all competitors—including newspapers—with an exclusive story on a kidnap-murder victim which was carried on national news service wires. This, incidentally, is the third time that KSTP has scored a news beat of national importance. Several national and local awards for news coverage and presentation also attest to the excellence of this pioneering news operation.

In addition to its superior daily news programs, KSTP offers its listeners varied entertainment 24 hours a day! The Northwest’s favorite personalities offer the “best music in town” plus sports, weather news and other popular shows.

Why not put KSTP with its top personalities, balanced programming and unmatched news coverage to work for you? To sell the vital Northwest market, your best buy is KSTP...priced and programmed to serve today’s radio needs!

KSTP Radio
50,000 WATTS
MINNEAPOLIS • ST. PAUL Basic NBC Affiliate
"PRICED and PROGRAMMED" to serve today’s radio needs!
EDWARD PETRY & CO., INC. • NATIONAL REPRESENTATIVES
The KMBC-KFRM half-millivolt contours cover some of the richest, most productive farm land in the United States! Much of the total money spent for goods and services in this area comes directly from farm families—and many millions more are spent by people whose incomes are derived indirectly from agriculture.

Because farming is so important to so many in the Heart of America, farm programming receives prime attention on KMBC-KFRM. Two full-time farm experts, Phil Evans and Jim Leathers, have built KMBC-KFRM rural listenership into one of the most responsive farm audience groups in the nation. Their 5:30 to 7:00 a.m. “RFD” Farm Service Program and their noontime market, livestock and farm news reports on “Dinnertime Roundup” reach farmers during the top rural listening hours. Evidence of KMBC-KFRM pulling power was dramatically dramatized last fall when a major fertilizer manufacturer reported the following cost-per-inquiry breakdown on a free booklet offered regionally:

<table>
<thead>
<tr>
<th>Medium</th>
<th>Cost Per Inquiry</th>
</tr>
</thead>
<tbody>
<tr>
<td>KMBC-KFRM</td>
<td>5.90</td>
</tr>
<tr>
<td>Radio Station A</td>
<td>1.12</td>
</tr>
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PHIL EVANS, KMBC-KFRM Farm Service Director, insists his flock of prize White Leghorns at one of the KMBC-KFRM Service Farms near Stanley, Kansas. Phil, known as the Dean of Midwestern Farm Broadcasters, is a practical farmer as well as a shrewd agricultural analyst—a happy combination which makes for authoritative reporting to his thousands of rural listeners.

JIM LEATHERS, Associate Farm Service Director, tops an on-the-scene interview for one of his popular daily broadcasts from the Kansas City Stockyards. Jim eats, sleeps and breathes farming. His keen insight into agricultural problems gives the Midwest farmers factual information heard only on KMBC-KFRM.

CONTRACT RENEWALS REFLECT SPONSOR SUCCESS

Account longevity is still another example of the effectiveness of KMBC-KFRM farm programming. Staley Milling Company has sponsored twice-daily broadcasts for 16 years—8,000 consecutive shows! Pioneer Hybrid Seed Corn has been on the air with more than 9 years of continuous broadcasts. Kansas City Livestock Interests have a five-year record of successful advertising on KMBC-KFRM. Other long-time farm advertisers could be added to this list—each one a powerful testimonial for the results farm advertisers get on KMBC-KFRM!

Remember, farm service is just one segment of the well-balanced, result-getting radio programming on KMBC-KFRM. For up-to-the-minute details on the “New Sound” of KMBC-KFRM, see your Free & Peters Colonel.

DON DAVIES, First Vice President & Commercial Manager
JOHN SCHILLING, Vice President & Sales Mgr.
GEORGE HIGGINS, Vice President & Sales Mgr.
DICK SMITH, Director of Radio
MORI GREINER, Director of Television

LISTEN to the New Sound of KMBC of Kansas City KFRM for the State of Kansas

…and in television, the Swing is to KMBC-TV, Kansas City’s Most Powerful TV Station!