HEAP BIG HUNK
OF RICH MICHIGAN
MARKET!

Big wampum here! 80% of Michigan's billion dollar buying power is covered by Knorr Broadcasting Corporation's powerhouse-packed stations. And, folks listen continuously...in their homes...in their cars...to the stations that broadcast what they love most...NEWS, MUSIC and SPORTS.

BUY ANY 2 OR
MORE OF THESE
POWERFUL STATIONS
and SAVE up to 15%

WKMH—Dearborn-Detroit
WKMF—Flint, Mich.
WKHM—Jackson, Mich.
WSAM—Saginaw, Mich.

SAVE
UP TO
15%

The Community Stations

KNORR Broadcasting CORP.

Represented by HEADLEY-REED
Well, not exactly love letters, but the next best thing. You see, during 1955, WNAX-570 received a whopping total of 202,960 pieces of mail—155,117 of which were specifically addressed to local commercial programs—positive proof of active listener response! This mail came from all over Big Aggie Land and beyond. A total of 428 counties in 8 states responded including the Big Aggie States of Iowa, Nebraska, the Dakotas and Minnesota—plus Wisconsin, Montana and Wyoming. Not audited by counties, but included, was mail from Illinois, Kansas and Missouri as well as 3 provinces in Canada. Such an overwhelming testimonial of affection makes the WNAX-570 talent team and program director blush with joy. They know the 654,800 rural and medium-to-small town families in Big Aggie Land have definite ideas about radio entertainment. And these batches of mail tell them Big Aggie is giving the listeners what they want. Translated into advertising importance, that means WNAX-570 gives national advertisers what they want, too. Programs that people like and listen to—popular shows that sell. Your Katz man will line you up.

**WNAX 570**

YANKTON, SOUTH DAKOTA

A Cowles Station. Don D. Sullivan, Advertising Director. Under the same management as KVTV Channel 9, Sioux City—Iowa’s 2nd largest market. CBS Radio.
COVERAGE THAT COUNTS

WTHI-TV delivers 191,760 TV homes in the Terre Haute area. 108,000 of these are unduplicated CBS-TV homes.

GOING PLACES

WTHI-TV now carries CBS, NBC and ABC network shows, and is the only full-time station in the rich Terre Haute area.

DOING A MAN-SIZED JOB

ALL top 15 shows are on Channel 10 according to the latest Pulse* survey:

<table>
<thead>
<tr>
<th>RANK</th>
<th>SHOW</th>
<th>STATION</th>
<th>RATING</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>I Love Lucy</td>
<td>WTHI</td>
<td>51.8</td>
</tr>
<tr>
<td>2.</td>
<td>$64,000 Question</td>
<td>WTHI</td>
<td>50.3</td>
</tr>
<tr>
<td>3.</td>
<td>December Bride</td>
<td>WTHI</td>
<td>48.0</td>
</tr>
<tr>
<td>4.</td>
<td>Groucho Marx</td>
<td>WTHI</td>
<td>45.3</td>
</tr>
<tr>
<td>5.</td>
<td>Talent Scouts</td>
<td>WTHI</td>
<td>43.8</td>
</tr>
<tr>
<td>6.</td>
<td>Climax</td>
<td>WTHI</td>
<td>43.1</td>
</tr>
<tr>
<td>7.</td>
<td>I've Got A Secret</td>
<td>WTHI</td>
<td>41.5</td>
</tr>
<tr>
<td>8.</td>
<td>Burns and Allen</td>
<td>WTHI</td>
<td>41.3</td>
</tr>
<tr>
<td>9.</td>
<td>Soldiers of Fortune</td>
<td>WTHI</td>
<td>41.3</td>
</tr>
<tr>
<td>10.</td>
<td>Meet Millie</td>
<td>WTHI</td>
<td>40.5</td>
</tr>
<tr>
<td>11.</td>
<td>Favorite Husband</td>
<td>WTHI</td>
<td>40.0</td>
</tr>
<tr>
<td>12.</td>
<td>Ed Sullivan</td>
<td>WTHI</td>
<td>39.4</td>
</tr>
<tr>
<td>13.</td>
<td>Eddie Cantor</td>
<td>WTHI</td>
<td>38.8</td>
</tr>
<tr>
<td>14.</td>
<td>Honeymooners</td>
<td>WTHI</td>
<td>38.8</td>
</tr>
<tr>
<td>15.</td>
<td>Phil Silvers</td>
<td>WTHI</td>
<td>38.8</td>
</tr>
</tbody>
</table>

*November, 1955

SHARE OF AUDIENCE RATINGS*

<table>
<thead>
<tr>
<th>STATIONS</th>
<th>7 A.M.-NOON</th>
<th>NOON-6 P.M.</th>
<th>6 P.M.-MIDNIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>WTHI</td>
<td>65</td>
<td>46</td>
<td>65</td>
</tr>
<tr>
<td>WTTV</td>
<td>15</td>
<td>46</td>
<td>27</td>
</tr>
<tr>
<td>Misc.</td>
<td>29</td>
<td>9</td>
<td>8</td>
</tr>
<tr>
<td>Average</td>
<td>13.0</td>
<td>22.4</td>
<td>45.1</td>
</tr>
</tbody>
</table>

*November, 1955
do it yourself

Buy the Channel 8 Multi-City Market which performs an essential selling role for hundreds of America’s foremost national and regional advertisers. Here are the facts: population—3½ million; TV sets—917,320; yearly effective buying income—$5½ billion.

REPRESENTATIVES:

MEEKER TV, Inc.
NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO

STEINMAN STATION
Clair McCollough, Pres.
NOT ENOUGH • What was greatest impression made upon FCC's Network Committee and its special staff during its "clinical study" of network tv and related operations in New York? Answer is unequivocally: shortage of competitive facilities in top 100 markets. This was recognized not only by networks but also advertising agencies, station representatives and other groups contacted during sessions which concluded last Tuesday.

B&T
EXPANSION of CBS-TV colorcasting this year will depend on trend in set sales, network executives confirmed last week at Hollywood staff meeting. Current schedule is considered heavy enough for present. Colorcasting was one of many matters considered at high level Hollywood conferences last week involving William S. Paley, CBS chairman; Frank Stanton, CBS president; J. L. Van Volkenburg, CBS-TV president; Hubbard Robinson Jr., CBS-TV program vice president, and West Coast vice presidents Howard Meighan, Al Scalpone and Guy Della Cippa.

B&T
LOOK, NO HANDS • There'll be eye-openers in station automation gear when NARTB equipment show is held at Chicago in March. newest features will be automatic program techniques for tv as well as radio stations. Program for whole day will be shown, based on tape control relays which trigger program equipment. Even live tv programming can be included for any specific length of time and sequence of periods.

B&T
NEARLY 100 tv stations have contributed to fund of Television Transmission Tariff Committee, functioning under aegis of NARTB and chaired by Richard S. Salant, CBS Inc., vice president. Stations were asked to contribute their highest quarter-hour rate, with three tv networks committed to match station fund. Committee is making overall study of tv coaxial cable and microwave tariffs and has retained Cravath, Swaine & Moore. NARTB staff liaison is tv Vice President Thad H. Brown.

B&T
CLEAN-UP TIME • FCC Chairman George C. McConnaughey feels confident that Commission will have cleaned up its major workload, which includes rule-making on tv allocations, network inquiry, and subscription tv, by June 30, 1957, which is by way of saying that he plans to be on FCC at least until that date which happens to be day on which his term on FCC would expire.

B&T
BEST thinking on FCC is that all pending tv hearing cases will be decided within year. FCC expects Opinions & Review to knock out final decisions at average rate of about two per month. Latest box score shows 11 cases awaiting final decision, 9 awaiting oral argument, 3 awaiting initial decision and 12 in hearing.

B&T
WHAT'S IT MEAN? • There were unhappy members out in NARTB precincts last week as referendum vote was taken on by-laws changes which would eliminate at-large directors (small, medium, large and fm stations, two each) from Radio Board. Complaints were based on charge that NARTB didn't explain meaning of changes and thinking behind them, in ways to permit intelligent voting by average member. By-laws ballots will be tabulated today at NARTB headquarters.

B&T
GEORGE KERN, associate media director, Lennei & Newell, New York, and before that with Benton & Bowles in similar capacity, expected to join McCann-Erickson, New York, as tv-radio account executive.

B&T
SMALL BUSINESS, BIG ORDER • FCC is in quandary as to how it can best respond to detailed questioning of House Small Business Subcommittee covering tv waterfront on cases decided, who handled them, what outside contacts were made, etc. In addition, committee seeks information on out-of-town trips by commissioners and staff, expense accounts and honorariums which may have been received [B&T, Jan. 30, 1956]. Members are disposed to suggest to committee that commissioners are perfectly willing to appear personally and answer questions orally but that detailed written response would require fantastic amount of work and phenomenal memories.

B&T
INTEREST aroused in both House and Senate Small Business Committees over plight of daytimers, who seek increased power and uniform hours of operation, is having repercussions on several fronts. Subcommittee of Senate group shorty will be named to study complaints and probably hold hearings this session. House subcommittee started its job by sending FCC penetrating four-page questionnaire [B&T, Jan. 23, 30]. Daytime Broadcasters Assn. is headed by Jack Younts, WEEB Southern Pines, N.C., and last August retained former FCC Commr. Frieda B. Hennock as Washington counsel.

B&T
SUPPORTING PLAYERS • Sideline to House Small Business Subcommittee activity: assistant counsel and investigator is George L. Arnold, son of Thurman Arnold, former assistant attorney-general and senior law partner in firm of Arnold, Fortas & Porter. Young Arnold is son-in-law of columnist Drew Pearson. Another familiar name on House side is J. Lane Lacey, newcomers, who has joined House Government Operations Committee's Government Information Subcommittee, before which FCC appeared Friday. Mr. Reynolds was formerly Washington representative of Edward Lamb newspaper and broadcast interests.

B&T
IT'S conceivable that new twist may be added to NBC-TV's This Is Your Life April or May in form of program's first posthumous treatment of subject. Ralph Edwards will be featured entertainer at $50-a-plate memorial dinner at Palmer House for late Richard Finnegan, former executive vice president and editor and later consulting editor of Marshall Field's Chicago Sun-Times, to raise funds for sanitarium for rheumatic youngsters. There's fair prospect, it's learned, that Mr. Edwards may do Mr. Finnegan's life (he died in May 1955), with subject known, of course, in advance.

B&T
DAYLIGHT SCHEDULES • New live-plus-hot-kine scheduling for DST months developed by CBS-TV, which privately claims "enthusiastic" response from stations approached thus far, though others take dimmer view. Details being kept strictly in CBS-TV family, but it's understood it will work thus: via hot kines from West Coast, programs originating at 7:15-8 p.m. EDT will be fed to Central Zone's standard time stations at 6:15-7 p.m. CST; those originating at 8-9 p.m. EDT will be fed these stations by kine at 9-10 p.m.; those originating between 9 and 12 p.m. EDT will reach them live (7-10 p.m. CST). Thus these stations will be carrying network from 6:15 to 10 p.m. local time—instead of 5:15 to 9 as in past—and so will have to give up local sales in 9-10 p.m. period. Schedule obviously also juggles lineup from competitive standpoint, and also has some agency people wondering how presently scheduled spot adjacencies will fare.

B&T
NBC-TV also is working on DST scheduling that'll pay special attention to Central Zone, but it's not quite set yet (ABC-TV's plans, page 75). Basic principles are understood to have been suggested by NBC-TV affiliates, and four-man affiliate group to confer with network officials today (Mon.) to apply finishing touches. Affiliate group includes Jack Harris, KPRC-TV Houston; Lawrence H. (Bud) Rogers, WSAZ-TV Huntington, W. Va.; Edwin K. Wheeler, WWJ-TV Detroit, and representing optional stations, Fred C. Mueller, WEEK-TV Peoria, Ill.
Sure, WHB dominates Kansas City. But how about area?

It’s WHB’s REGION, too!

The Proof's in PULSE and NIELSEN

70-County AREA PULSE
620,400 Radio homes
WHB is first in every time period!
Average share of audience 25% ahead of second station!

N. S. I. AREA
542,700 radio homes
WHB all-day average: 42.9% (second station: 16.6)
WHB first by far in every time period!

Latest Kansas City Hooper (Oct. 1955-Jan. 1956) gives WHB whooping first place with 47.3%. WHB leads in every Hooper ¾ hour, 6 a.m.-6 p.m., Mon.-Sat. So WHB dominates the metropolitan area as it dominates the whole area. More reason than ever to talk to the man from Blair, or WHB General Manager George W. Armstrong!

WHB
10,000 watts—710 ke
Kansas City

Mid-Continent Broadcasting Company
President: Todd Storx

WDGY, Minneapolis-St. Paul
Represented by Avery-Knodel

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

WHB, Kansas City
Represented by John Blair & Co.

WTIX, New Orleans
Represented by Adam J. Young, Jr.
VITAPIX, HAL ROACH TO JOIN FORCES

VITAPIX Corp. and Hal Roach Studios Inc. agreed Friday at Chicago meeting on joint production and distribution of TV programs on film, described as "new concept in national spot sale of TV programs." Vitapix 57-station list to be expanded to 100. Roach studios will start immediately new half-hour film program for release to Vitapix members in fall, producing at own expense and undertaking sale to national sponsors.

Vitapix will perform as time clearance agency for its members. Roach organization expected to become full partner with Vitapix members in entertainment and in time to be 50% owner of corporation. New Vitapix board line-up now includes John E. Fetzer, Fetzer Stations, chairman; Kenyon Brown, KFEO-TV St. Joseph, Mo., president; Edward E. Hall, executive vice president; Hal Roach Jr., (president of studio), vice president; Ned Koenig (Roach sales manager); William Winckle (Roach attorney); William Fay, WHAM-TV Rochester; Richard A. Borel, WBNS-TV Columbus, Ohio; Joseph E. Bautino, Westinghouse Broadcasting Co.; George B. Storer Jr., Storer Broadcasting Co, and J. Leonard Reinsch, WSB-TV Atlanta. Paul O'Bryan is Vitapix secretary.

Negetiations have been underway several months.

Action Coming on Bill For Uniform Daylight Time

REP. HARLEY O. STAGGERS (D-Wa., Va.) said last week chairman of House Commerce Committee is appointing subcommittee to hold hearings on his bill (HR 395), introduced Jan. 5, 1955, to create nationwide uniformity in daylight saving time to solve present confusion. He said "annual conflict" over daylight saving "may be determined" this session of Congress.

He said "two-clock" system has created confusion during summer months with rise of radio, transportation and other activities and expressed confidence "that we will reach some agreement" to eliminate "confusing situations" yearly from April to September.

Rep. Staggers' bill would make it possible for Congress to provide, by concurrent resolution each year, that clock would be advanced one hour beginning not later than last Sunday of April and ending not later than last Sunday of September, such period to be designated as daylight time. Violators (federal employees or private businesses) would be fined up to $100.

Advertisers, Publishers Enter Opposition to Liquor Ad Bills

OPPOSITION to anti-liquor advertising bills being heard by Senate and House committees last week (see page 80) was registered Friday by Assem. of National Advertisers and American Newspaper Publishers Assn. Gilbert Weil, ANA general counsel, said legal right to sell alcoholic beverages is rendered "illusory" if means for sales are forbidden. He said Congress has right to "regulate" but not "prohibit" commerce.

Mr. Weil said states seek to protect residents from evil of drinking alcoholic beverages, not "reading or hearing about them," and that bill fosters "thought-control" and seeks to balk internal policy of non-prohibition states. He said non-advertising is encourage-ment to inferior (i.e., bootleg) products and bill discriminates against interstate as against local advertising.

Cranston Williams, ANPA general manager, wrote both committees that Congress "should not now say, by law, that it is legal to sell liquor but the fact that it is been sold be kept a secret." He added that advertisement of liquor or any other lawful item is in public interest.

Blair Labels MBS Rate Plan As '20-Year Backward Step'

GUARANTEED cost-per-thousand rate plan of MBS (story page 52) is "a giant, 20-year backward step," according to John Blair, president of John Blair & Co., station representa-tive. He termed it "taut admission" of doubt that network campaign can deliver audience.

Mr. Blair said there are more radio sets than ever before—in homes, cars, public places; more listening than ever before though it is difficult to measure true dimensions of radio audience because of its vast extent. While net-work program influence is declining, he claimed, good radio stations have been building up local programming and service, offering spot advertiser no-gamble buys based on established local programs with proven acceptance and audience plus solid record of sales performance.

Senate Approves $250,000 For Commerce Committee

SENATE Friday approved by "division" vote S Res 163 providing $250,000 to Senate Com-merce Committee for latter's investigation of TV networks and uhf-vhf troubles, and for other studies. Amount will be reduced by one-twentieth, however, since staff salaries are being paid for this month from contingent Senate funds because resolution was delayed. Amount can be expended under S Res 163 through Jan. 31, 1957.

Senate Minority Leader William Knowland (R-Calif.) tried to cut amount to $200,000 by amendment, which was rejected after two quorum calls.

Committee got $200,000 last year (Feb. 1, 1955, to Jan. 31, 1956), but turned back $50,000 because some of studies didn't get off ground.

STUMPING VIA TV

PRESIDENT EISENHOWER should limit his campaign, should he decide to run, to few nationwide appearances in last weeks with emphasis on tv, Vice Presi-dent Richard M. Nixon said Thursday night in NBC-TV News Caravan appear-ance.

• BUSINESS BRIEFLY

FOUR FOR FASHION • Four one-hour fashion shows in live color will be telecast next fall on NBC-TV for Warner Bros. Co. (corset manufacturer), N. Y. Details still to be worked out, but arrangements call for shows to be telecast Saturdays, probably 1-2 p.m. EST, beginning in September. Warner's agency is C. J. LaRoche N. Y.

GOP ON MBS • In what spokesman for MBS Friday called "unusual purchase of political time this early in election year," Republican national congressional and senatorial committees have contracted for strip of five-minute "Intervention Digests" from Washington, Feb. 20-March 16. Mon.-Fri. programs (MBS, 8:45-8:50 p.m. EST) will be heard on eve of major primaries. Agency: Leo Burnett Co., Chicago.

RONSON LOOKING • Ronson Corp., Newark, through Norman, Craig & Kummel, N. Y., looking for half-hour evening network television show.

AS IS GLEEM • Procter & Gamble, Cincinnati, introduced X. J. Gleem toothpaste, intended in half-hour evening television network sponsorship through Compton Adv., N. Y.

GETTING 'EM IN LINE • All advertisers on Mickey Mouse Club (ABC-TV five times weekly at 5-6 p.m.) have been asked to sign renewal contracts for next year, effective March 1. Although talent cost will be increased at least 30%, most sponsors are expected to underwrite show again for next season. One advertiser, Mars candy, understood reluctant to re-sign because of sponsor conflict unhappiness.

ADDED FACTOR • Max Factor & Co. (cosmetic) studio Hollywood, adding 13 scattered supplementary markets to existing schedule of 34 on 42-week tv spot campaign, effective immediately. Agency: Doyle Dane Bernbach, N. Y.

Budweiser Back to Cardinals

ANHEUSER-BUSCH Inc. (Budweiser beer), after one year lapse, will resume full sponsor-ship of St. Louis Cardinals baseball coverage on regional network headed by KMOX, and also telecasts on KTVI (TV) there. Cost estimated in excess of $1 million, encompassing 64 road game telecasts starting April 17 and also exhibition and regular season broadcasts on approximately 100-station regional radio net-work starting April 1. Anheuser-Busch last year sponsored half of each game on regional network, with local stations selling other half to participating sponsors. Agency is D'Arcy Adv. Co., St. Louis.

Walter Gross, AB-PT, Dies

WALTER W. GROSS, 60, director, vice presi-dent and general counsel of American Broadcast-Paramount Theatres, died suddenly Thursday night of heart attack at his New York City home. Surviving are his wife, former Harriet Shoben of Los Angeles; two sons, Woof Paul and Martin Louis, and daughter, Annette Marian. Funeral in Troy, N. Y., was set tenta-tively for today (Mon.).
there can be
ONLY ONE LEADER...

IN CENTRAL
NEW YORK IT'S

WHEN-TV
Community Tv Overlap
To Get FCC Scrutiny

OVERLAP due to community tv operations under gun of FCC in $370,000 purchase of WPAR-AM-FM Parkersburg and WBLK-AM-TV Clarksburg, both W. Va., by WSTV Inc. (WSTV-AM-FM-TV Steubenville, Ohio). In second letter to WSTV indicating bearing on purchase may be necessary, FCC asked for information regarding overlap effect of community antenna systems between WSTV-TV and WBLK-TV.

FCC said it wants to know: number, location, rates, identification, hours and number of subscribers of community antenna systems retransmitting WSTV-TV signal or other signals; if any agreements exist between WSTV-TV and WBLK-TV and community antenna group that retransmission of stations' signals will be terminated upon request. FCC asked for estimate of field strength of WSTV-TV signal at each community system's receiving antenna.

Commission also called for legal citations covering stations' right to compel discontinuance of rebroadcast by community antenna system of station's signal. WSTV-TV also was asked what it would do to prevent retransmission of its signal if Commission announces stations violate FCC rules.

WSTV-TV was asked to relate details of any network arrangements hinging on FCC approval of WBLK-TV sale.

Two Tv Permits Granted
In Hot Springs, New Orleans

PERMITS were granted by FCC Friday for new tv stations in Hot Springs, Ark., and New Orleans—latter an educational outlet—and new am in Ponce, Puerto Rico.

Video Independent Theatres was granted Hot Springs' ch. 9 with 151 w effective radiated power antenna 660 ft. above average terrain. Video, which is headquartered in Oklahoma City and operates motion picture theatre chain in Southwest, owns 12.5% of KWTW (TV) Oklahoma City and is permitting of Santa Fe, N. M., ch. 2. Video principal C. B. Akers is general manager and approximately 2% owner of KVOO-TV Tulsa, Okla., and 5.267% owner of KGLC Miami, Okla.

Greater New Orleans Educational Television Foundation Inc. was given permit to operate on ch. 8 with 25.7 kw visual, antenna 380 ft. above average terrain. Permittee is 38th educational grant.

Ponce Broadcasting Corp. was granted 1170 kc, 250 kw unlimited hours. Principals include President Charles Cordero (20%) and Julius H. Conesa (20%), general manager and chief engineer, respectively, of WXRK Guayanilla, P. R.

ABC Due to Enter TbV

LONG-PENDING entry of ABC into membership of Television Bureau of Advertising signalled Friday as TbV released list of 15 newly added members. All five of ABC's owned television stations were on list, which brings total TbV membership to 193—all three tv networks, 180 stations and 10 representation firms.

President Doesn't Gag FCC, Hyde Tells House Probe

FCC Comm. Rosel H. Hyde Friday told House Government Information Subcommittee that Commission is not bound by presidential directive, but by statute, in releasing information to Congress and public. He said FCC considers executive directives only "advisory."

Subcommittee, headed by Rep. John E. Moss (D-Calif.), heard testimony by Comrs. Hyde, John C. Doerfer and Robert Bartley on FCC policies in releasing information. Rep. Moss said FCC was being questioned, not because of complaints, but because Commission cited May 17, 1954, letter from President Eisenhower during Senate Army-Military hearings, directing Army (part of Executive Branch) not to reveal confidential information to Senate committee. FCC cited letter in answer to questionnaire sent out by Moss group last year (BWT, Aug. 15, 1955).

Comrd. Hyde said FCC delayed giving data to Senate Commerce Committee on radio and tv licensee finances, submitted to Commission on confidential basis, until Attorney General told FCC release of information to Senate group would not violate statutes. Data was asked (in late 1954) in Senate committee's tv network and uhf-vhf probe and Attorney General's letter was written in June 1955.

WRDW, Other Sales Ok'd

APPROVAL of ownership changes involving one tv and five radio stations given by FCC Friday. Leading sales grants was $1 million purchase of WRDW-AM-TV Augusta, Ga., by Augusta Chronicle. Others: (1) WOBS Jacksonville, Fla., and WWOK Charlotte, N. C., swapped—with WWOK owner R. W. Roundsville paying $50,000 to WOBS owner Carmen Macri. Additionally, Mr. Macri got okay to buy WQIK Jacksonville Fla., for $85,000. Mr. Macri retains control of WOBS-TV Jacksonville.

(2) WPBS Syracuse sold for $227,500 to Radio Hawaii (KPOA Honolulu, WTAC Flint, Mich., and through parent Founders Corp. 50% of KTVR (TV) Denver).

Reprieve for WHOL

WHOL Allentown, Pa., given reprieve Friday by FCC, pending disposition of petition to U. S. Supreme Court to review nine-year-old 1230 kc case. Petition for writ of certiorari due to be filled this week. Already up through courts to high tribunal once, case involves 1947 grant to WHOL, protested by competing applicant, Easton (Pa.) Express. Commission said station could continue operation until 30 days after disposition of case.

UPCOMING

Feb. 20: Senate Interstate & Foreign Commerce Committee resumes hearings in investigation of tv networks and uhf-vhf problems, U. S. Capitol.


For other Upcomings see page 121

at deadline
THE WEEK IN BRIEF

RADIO CURVE STARTS UP AGAIN
1955 time sales were $455.6 million net, $4 million ahead of 1954, according to annual B&W estimate. Local advertising was up $30 million in year...

DEINTERN MIXTURES APPEALS
U.S. appellate court hesitates to stay FCC tv made under Sixth Report but will seriously consider staying orders that may hurt existing stations...

RETAILERS PREFER TELEVISION
NBC rebuts newspaper claims, real-firms validity of its own research showing grocery and druggists think TV best national medium...

HOT PRODUCT, HOT MEDIUM
How Roto-Broil went from dismal obscurity to tops in the rostrierie field—by using television...

WILL PARAMOUNT PLUNGE IN TV?
News of movie company's tv studio expansion prompts speculation that Paramount will go into tv film operations in big way...

MUTUAL GUARANTEES CIRCULATION
Radio network offers advertisers make-goods if they don't reach promised audience. Other networks are cold, cool or non-committal, about plan...

QUICKIE RADIO COMMERCIALS
ABC hooks short Campbell Soup spot to 365 station cues per week on 41 western stations. It's regarded as test, may lead to wider application by network...

NABT URGES REMOTE CONTROL
Association cites two-year field study to prove practicality of operating all classes of radio stations by remote control, seeks FCC approval...

PUTTING POLITICS ON AIR
New study offers solution to present problems of political broadcasting, suggests ways to air campaigns more sensibly then now possible: a B&W exclusive...

BROADCASTING* TELECASTING

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BROADCASTING TELECASTING
WJBK-TV LEADS IN 121 OUT OF 180 DAYTIME RATED PERIODS IN DETROIT

Daytime TV viewing and advertiser interest are on the upswing, and both ARB and Pulse show WJBK-TV as the completely dominant daytime buy for the Detroit area's 1,600,000 TV homes. Here are the figures for the 180 weekday periods indicated:

<table>
<thead>
<tr>
<th>MON. - FRI., 8 A.M. TO 5 P.M., DECEMBER ARB</th>
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<tbody>
<tr>
<td>WJBK-TV, First in 121 Quarter Hour Periods</td>
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<tr>
<td>STATION B,  &quot; &quot; 23  &quot; &quot;  &quot; &quot;</td>
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<tr>
<td>STATION C,  &quot; &quot; 21  &quot; &quot;  &quot; &quot;</td>
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<tr>
<td>STATION D,  &quot; &quot; 10  &quot; &quot;  &quot; &quot;</td>
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<tr>
<td>TIES        5  &quot; &quot;  &quot; &quot;</td>
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Further, 50 of these periods on WJBK-TV have ratings of 8.0 or above, comparable on a rate card basis to a nighttime rating of 21.0. December Pulse not only agrees, but shows WJBK-TV’s position to be even stronger: 26 firsts out of 36 Monday through Friday quarter-hour strips, 8 A.M. to 5 P.M. Average rating 8.2.

Such pulling power means extra selling power for you on WJBK-TV in the rich Detroit and Southeastern Michigan market. Cash in on the greater audience you get with WJBK-TV's top CBS and local programming, commanding Channel 2 dial position, 1,057-foot tower and maximum power of 100,000 watts.

WJBK-TV CHANNEL 2 DETROIT

Represented Nationally by THE KATZ AGENCY
National Sales Director, TOM HARKER, 118 E. 57th, New York 22, MURRAY HILL 8-8630
No need to tell you how Peter Minuet bought the Isle of Manhattan from the Indians for $24.00 in trinkets ... or how much New York real estate you can buy for that money today.

Properties in Spot Television mushroom even faster. The program making its debut to thousands yesterday plays to many more thousands today. Fifteen thousand new TV sets are bought daily and viewing time per home keeps increasing.

That's why alert advertisers who secure Spot TV franchises in important markets today will find their investments priceless in the months ahead.

As your Petry account executive will show you, this Company's research and analysis can be of great value in your Spot TV planning for these markets.
<table>
<thead>
<tr>
<th>Station ID</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSB-TV</td>
<td>Atlanta</td>
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<tr>
<td>WBAL-TV</td>
<td>Baltimore</td>
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<tr>
<td>WFAA-TV</td>
<td>Dallas</td>
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<td>WTVD</td>
<td>Durham-Raleigh</td>
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<td>WICU</td>
<td>Erie</td>
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<tr>
<td>KPRC-TV</td>
<td>Houston</td>
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<td>WHTN-TV</td>
<td>Huntington</td>
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<tr>
<td>WJIM-TV</td>
<td>Lansing</td>
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<tr>
<td>KARK-TV</td>
<td>Little Rock</td>
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<td>KABC-TV</td>
<td>Los Angeles</td>
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<td>WISN-TV</td>
<td>Milwaukee</td>
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<td>KSTP-TV</td>
<td>Minneapolis-St. Paul</td>
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<td>WSM-TV</td>
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<td>WTM-TV</td>
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<td>KMTV</td>
<td>Omaha</td>
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<td>WTVH</td>
<td>Peoria</td>
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<td>KCRA-TV</td>
<td>Sacramento</td>
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<td>WOAI-TV</td>
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<td>KFMB-TV</td>
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<td>KTBS-TV</td>
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<td>KREM-TV</td>
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<td>KOTV</td>
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<td>KARD-TV</td>
<td>Wichita</td>
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<tr>
<td>ABC</td>
<td>Pacific Television</td>
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</tbody>
</table>

Represented By

Petry & Co., Inc.

STATION REPRESENTATIVE

DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS
THE DAY LINCOLN WAS SHOT

ONLY a handful of the most meticulously proper Lincolnians could have quarreled with CBS-TV's version of what transpired in Washington from 8 a.m., April 14, 1865, to 7:22 the following morning.

Granted, no TV script—however comprehensive its authors may have wanted it to be—could have done full justice to Jim Bishop's copious research. Nor could it have hoped to recapture—in 90 minutes—that memorable Good Friday in all its irony and historical importance. Less a historical document than a narrative about two separate worlds drawn together by passion and circumstance, "The Day Lincoln Was Shot" was both commercially and artistically sound.

Except for a needed break in trans-continental video transmission at the program's outset that blacked out the screen for nearly five minutes, and a few minor technical fluffs, the play was one of the most satisfying productions of the current season. Devold of frills and details, the Gregory-Laughton effort became organically whole through use of such scene-binders as black-and-white lithographs and Thomas Nast political cartoons, solitary guitar interludes and Mr. Laughton's poetry reading. Camera work, too, was at its very best, notably in the hotel room scene in which assassin-actress Lewis Thornton Palley thrusts his dagger while Booth, reclining on the bed, sharpens his wits.

As far as we're concerned, there aren't enough superlatives to describe Jack Lemmon's subtle, demonic characterization of the fanatic Booth. Though surely competent, neither Raymond Massey (whose Honest Abe by this time is as much a part of him as Cyprian is to Jose Ferrer) nor Lillian Gish (whose Mary was more tempest than tepid) lived up to expectations.

Production costs: Approximately $200,000
Sponsored by Ford Motor Co., through J. Walter Thompson Co., New York, on CBS-TV, every-fourth-Saturday, 9:30-11 p.m. EST.
Produced "live" and in color by Gregory Assoc. Inc., Hollywood, for CBS-TV, under supervision of Harry Ackerman.
Written by Jean Holloway and Terry and Denis Sanders, based on the book by Jim Bishop, Harper & Bros.
Producer: Paul Gregory; director: Delbert Mann; sets: Robert Tyler Lee and Buck Henshaw; narrator: Charles Laughton.

MY FRIEND FLICKA

FRIDAY NIGHT, Feb. 10, 1956, when Flicka thundered out of the Montana plains, onto the living-room floor and straight into the hearts of 6th graders, we may well have witnessed the beginning of a glut of telefilms in which the horse gets star billing over the people who ride him.

Though a far cry from the 20th Century-Fox film back in 1945 that gave us, among other things, Roddy McDowall, the TV series got off to a promising start. Not only did it have a pat story line that will guarantee it unlimited success (boy gets horse, boy loses horse, boy wins horse and greater love hath no boy for his horse), but it also had just about every other necessary ingredient: scenery, action, understanding and a barrel of empathy ("Flicka's my friend—he'll never hurt me!").

As regular members of this solidly-constructed commercial soap-opera, Gene Evans, Anita Louise and 10-year-old Johnny Washbrook will never win Emmy Awards so far as acting is concerned; but then, they don't have to. Flicka? Well, that's a horse of a different color. He'll surely give Rin-Tin-Tin (on ABC-TV, same time) a run for the box-topper's money.

Production costs: Approximately $35,000.
Sponsored by Colgate-Palmolive Co. (Ajax, Florient, Palmolive), through Lennen & Newell, New York, on CBS-TV, Fri., 7:30-8 p.m. EST.
Filmed in Hollywood by Hollywood Television Productions Inc., subsidiary of 20th Century-Fox Film Corp.
Producer: Sam White; director: Robert Gordon; script: George Slaven and George W. George, based on an original novel by Mary O'Hara.
Cast: Gene Evans (Rob McLaughlin), Anita Louise (Nel McLaughlin), Johnny Washbrook (Ken McLaughlin).

CAMPAIGN '56

CBS RADIO is off and running with its 1956 political campaign coverage. Veteran newsmen Walter Cronkite handles the chores ably, as always, and use of taped news events lends real authority to the production.

Biggest problem: It's "up" for only 10 minutes once a week. CBS says it will expand when necessary, and we would suggest that that time has arrived. Last Tuesday's broadcast had just barely time to cover the news of the President's latest diagnosis, and none at all for other campaign news of the week. If once a week, let it be longer; if kept short, let it be more often.

Production costs: $750.

BOOKS


The legitimacy of television drama is once again stressed by this anthology of eight plays performed on the Philco-Goodyear Playhouse and other TV programs in 1953-54. Mr. Foote, one of a group of talented writers (Reginald Rose, Paddy Chayevsky, Rod Serling, et al.) developed by Fred Coe & Co., writes about the people who inhabit a mythical Texas town called Harrison; their loves, hates and other frustrations. Contents include such outstanding dramas as "A Trip to Broadview" and "A Young Lady of Property."


THE AUTHOR, an ardent philatelist who has been in broadcasting for 30 years, offers an interesting, topical compilation of stamps that reflect the history of telecommunications. With listings of over 500 stamps, several hundred postmarks and 300 illustrations, the book devotes each page to a different phase of broadcasting. There are stamps dedicated to stations, broadcast buildings, microphones, commemoratives of radio conferences and electronic exhibits. Some stamps listed cover use of radio in the air, at sea, during war and in the Arctic and Antarctic. Others feature Ampere, Morse, Marconi, Popov and other men of science connected with the growth of communications. Publication is in English, German and French. All stamps are listed in the four leading international catalogs.
KFBK has more top rated daytime shows...9 out of the 10 most popular daytime programs in the Sacramento area are KFBK shows, reports latest Pulse.

KFBK has wider coverage than any competitive station, daytime or nighttime. (SAMS)

KFBK has a wider FCC contour, daytime and nighttime, than any competitive station.

McClatchy Broadcasting Company

Sacramento, California • Paul H. Raymer Co., National Representative
A Shocker

EDITOR:

...A good many of our people were shocked at B-T's handling of the settlement of the government antitrust suit against the American Assn. of Advertising Agencies. ...I think it's the headline that shocked people most. The story is not too bad. ...

Frederic R. Gamble, Pres.
American Assn. of Advertising Agencies
New York

[EDITOR'S NOTE: B-T wrongly said in part of a headline (and twice in the lengthy story that followed Feb. 6) that the AAAA had agreed "to quit" and "to cease" practices to which the government had objected. Except for the incorrect implication that the AAAA had agreed to cease rather than refrain from the practices, B-T sticks by its story.]

Never Heard of It

EDITOR:

In your Feb. 6 issue I noticed in the very first paragraph on your CLOSED CIRCUIT page an item which indicated "Currently being talked up is proposal to cut down 17 district directorships to eight regional directorships after 1957 convention."

I personally have not heard of any such conversation among the staff or among the directors. Even though that might have been considered by the committee on recomposition of the board, it was discarded in favor of elimination of the at-large directors. What concerns me about this particular paragraph is that it was published the very same week that the ballots were sent to the membership on the question of amending the by-laws and thereby eliminating the at-large directors. This combination of circumstances will undoubtedly have an effect on the outcome of this balloting. I am afraid that a lot of broadcasters may get the idea that this elimination of at-large directors is only the first step in cutting down the size of the radio board to the detriment of radio and to the advantage of television which, of course, is not true. ...

KWKH Shreveport, La.
(Chairman, NARTB Radio Board)

Giveaway

EDITOR:

An executive of the Shell Oil Co. was in my office today to line up CFUN to carry a heavy campaign of announcements on safe driving, a campaign sponsored in the U. S. and Canada by Shell.

The spots, dozens of them, are to be carried free of charge, naturally.

He suggested emphatically that our free spots be broadcast Feb. 27 thru March 9 so as to coincide with the paid newspaper ads.

So, come on, chumps, let's make this campaign a huge success for the newspapers.

An after-thought—any station carrying this campaign complimentary should be prohibited from ever asking "What's wrong with radio?" If these hundreds of firms can get it free, why on earth should they buy it?

Patt McDonald, Mng. Dir.
CFUN Vancouver, B. C.

Rebuttal

EDITOR:

By now I think educators are getting a little tired of hearing the same old hackneyed arguments about reservation of educational channels. ...You point your finger to the number of educational channels lying fallow. Have you ever considered the number of commercial
and only one

In the Baltimore market one station delivers the most listeners at the lowest cost per thousand

WFBR Baltimore's Best Buy

REPRESENTED BY JOHN BLAIR AND COMPANY
channels lying fallow? Isn't it strange that with over 2,000 channels allocated that only 346 (by your count) are on the air? I think we can be proud of the fact that we already have 18 stations on the air and that so many more are in the process of securing the funds to follow suit.

Sure it is a slow process, but it's not quite as easy for a community to raise enough money to create and operate a station in a short time as it is for big business or big business interests.

You recommend the use of commercial channels for educational programs . . . [but] . . . how many commercial stations will grant Class A time to educational groups on a regular basis?

Henry H. Mamet, Mgr.
KRMA Denver

(Editor's Note: For another answer to B-T's Feb. 6 editorial, "A Plan for New Orleans (and the U.S.A.)," see EDUCATION, this issue.)

Surprised
EDITOR:
I was surprised to read the story on WARL, Arlington, Va., in Feb. 6 B-T, concerning the new method of gathering news. Sure, because four years ago we submitted an item of a similar nature.

I believe we can go WARL a couple better. In addition to the things they do, we have added two completely equipped cars, equipped with radio transmitters to broadcast directly back to the station any news happening. If of sufficient importance (accident, fire, etc.), it is broadcast direct from the scene, otherwise it is taped for a regular news show.

The only twist used by WARL that is not in use here, is the calling of persons located near the scene for a report. Instead of this method, we take our radio transmitter equipped car to the scene and broadcast our own findings and interview witnesses right on the spot.

Several stations we know have followed, with variations, the same format used here at KTKR, not for months, but for years.

Kenneth Aitken, Pres.
KTKR Tafi, Calif.

[EDITOR'S NOTE: In the WARL article, the "twist" (of using telephone interviews with eye-witnesses) was the thing. To B-T's knowledge it is a unique technique, and therefore of interest to other broadcasters.)

The California Story
EDITOR:

Please accept our congratulations for your California market story which appeared in the Jan. 30 issue of B-T. The story is extremely well done; it's realistic, it's based on fact, it's accurate, and as completely descriptive as one could get in that amount of space.

Don Bellus, Prom. Dir.
KFMB-TV San Diego

EDITOR:

. . . We think the California story is terrific. . . .

Graham H. Moore, Sales Mgr.
KSBW-TV Salinas, Calif.

EDITOR:

Just want to compliment B-T for publishing the recent article about California.

Of course the story is a great one, and Larry Christopher did a magnificent job in research, writing, and creating the intangible spirit of progress that is felt by everyone living here.

Please send three extra copies.

L. E. Chenault, Gm. Mgr.
KYNF Fresno, Calif.

[EDITOR'S NOTE: Reprints of "The California Story" are available at $15 per 100, plus shipping costs.]
NEW 1282-FOOT TRUSCON TOWER HELPS WWTV REACH 42 COUNTIES

More than 300,000 television sets are now receiving a signal from WWTV in Cadillac, Michigan, thanks to their new cloud-scraping Truscon Tower.

Truscon® designed, built and erected this gigantic steel structure which replaced a 530-foot Truscon tower that had been used since the station went on the air January 1, 1954.

One of the tallest in the world, this installation is typical of the Truscon Towers going up all over the country to serve our increasing television requirements. Station executives realize that for year-in, year-out dependability, nothing stands up so well through extremes in wind and weather—in all types of topography—as Truscon Steel Towers.

A dramatic demonstration of their great stability is the remarkable record established during the Eastern hurricanes. Not a single report was received of a Truscon Tower’s having been damaged by the terrific onslaught of the high winds.

Truscon, with unexcelled engineering ability and modern, efficient manufacturing facilities, can create the tower you want... guyed or self-supporting... tapered or uniform in cross section... for A.M., F.M., T.V. or Microwave transmission.

To get your Tower program started, just write or call your nearest Truscon District Office or tower headquarters in Youngstown.

Firmly supported by guy wires, WWTV’s majestic 200-ton Truscon Tower measures 1,202 feet, is topped by an 80-foot television antenna. The old 530-foot tower is in the background.

Erection is underway on the big tower. Triangular in shape, the sides measure 11 feet. A glance at the completed tower (left) shows a long way to go.
MORE EFFICIENT
"All-in-one" Processing Amplifier combines the signal processing functions of previous channel amplifier, gamma corrector, shading generator, and monitor auxiliary.

COMPACT
The new equipment utilizes only 100 inches of rack space, can be mounted in only 1 1/3 racks for efficient, compact installation.

LOW OPERATING COST
Requires half the ac power needs of conventional equipment and permits elimination of 50% of former dc power supplies. Uses 9 less rack-mounted units, and 134 fewer tubes — conservatively operated for extended life.

FAST SETUP
Centralized controls minimize setup time, require but a single operator for control functions. In addition, over-all stability, improvement in camera performance and picture quality are assured.

... with the revolutionary all-electronic processing amplifier and only 2 operating controls for entire camera chain

12-Page Descriptive Brochure Available on Request.

RCA TK-41 TYPE COLOR CAMERA
No need to wait any longer for production live color TV equipment! RCA has it now... a complete new TK-41 Color Camera chain with new all-in-one Processing Amplifier, which combines four major functions in one. It not only provides important savings in components, floor space and operating costs, but assures highest quality at lowest expense.

This is the complete color camera TV equipment that television stations are now using in their swing to color, or in expanding their color facilities. For complete technical information, call your RCA Broadcast Sales representative. In Canada, write RCA VICTOR Company Limited, Montreal.
Wise Owl: sells drug products in L.A. on KMPC

WHEN A MAN'S love of outdoor life lands him in the position of investment expert for an insurance company—when, in that capacity, he puts his company into the speculative business of broadcasting in the middle of the depression—when, 13 years later, a demonstration of colorcasting convinces him that this is the time to get into black-and-white TV station ownership—and when all of these moves pay off handsomely—there's the unusual story of an unusual man—Joseph M. Bryan, president, Jefferson Standard Broadcasting Co. (WBT-WBTV [TV] Charlotte, N. C.; WBTW [TV] Florence, S. C.) and senior vice president of the parent company, Jefferson Standard Life Insurance Co., which also owns WBIG Greensboro and a 16.5% interest in WFMY (FM) and WFMY-TV Greensboro, N. C.

The paradoxical trend of Joe Bryan's life was set at his birth, Feb. 11 in the election year of 1896, in Elyria in the strongly Republican state of Ohio. He was promptly given the middle name of McKinley to offset the Democratic implications of his surname. Educated in the public schools and Mount Herman Preparatory School, Mount Herman, Mass., young Joe traded his school books for a rifle and a trip abroad with the AEF in World War I. When he shed his sergeant's chevron's at the end of hostilities, Joe decided that the West Indies would be a good place to settle down, so he wangled a job as a Haitian representative of a New York firm of cotton and coffee brokers. This worked out not only well but too well and in 1923 he found himself back in Manhattan as a member of the New York Cotton Exchange. It was here, with the short but hectic operating hours of the exchange, that Joe learned to go without lunch, a habit that has enabled him to keep up with his reading while others eat, he says. It's also proved valuable in times of negotiations, he comments, as he can continue indefinitely while the others get hungry and in a mood to compromise.

Come 1931 and the effects of the crash had hit the cotton exchange as well as the stock market and Joe, now a husband and father, was looking for a change, particularly one that would take him away from the city to some better place for the kids to grow up and incidentally, of course, some place where he could go golfing or fishing or shooting a little oftener. So, when his father-in-law, Julian Price, president of Jefferson Standard Life Insurance Co., suggested that there was an opening for a man with investment experience in the home office at Greensboro, N. C., he was not hard to convince.

It was three years later, after Mr. Bryan had become secretary and a director of the insurance company, that Jefferson Standard had a chance to buy a local radio station—WBIG Greensboro—at a depression type price that outweighed his professional distaste for so speculative an insurance company investment. "For many years I was able to report to the board each year that the earnings had equalled 100% of that investment," he now recalls.

Encouraged by the success of this venture, and also by his experiences in financing station purchases of others who came to Jefferson Standard for loans, the firm was prompt to buy WBT Charlotte, N. C., when CBS put that station on the market in 1945. Two years later, while in New York for the World's Series, he noted the bars packed with people watching the games on TV. At that time he also saw a CBS demonstration of color TV which so impressed him that he rushed home and obtained the first TV grant issued for North Carolina.

"That was in 1948," he says, "and after I'd calmed down and remembered that, although it is, color was still some years away, I began to wonder whether I'd been a trifle hasty in getting into television so soon. But Jefferson Standard has a tradition of pioneering to live up to, so we went ahead and, fortunately, this venture has turned out better than we had any right to expect when we went into it."

So, one might comment, did the Bryans' move to Greensboro work out better than could have been foreseen in 1931. Here Joe and Mrs. Bryan (the former Kathleen Price) have lived and raised their three children: Kathleen (Mrs. Ray H. Taylor Jr.), Nancy and Joseph McKinley Jr. Here Mr. Bryan has steadily climbed to the top of his profession, a position certified last year when he was elected president of the American Life Convention, leading insurance trade association whose membership comprises the 250 companies doing 98% of the nation's life insurance business.

In addition to his posts as president of Jefferson Standard Broadcasting Co. and first vice president, director and member of the executive and finance committees of Jefferson Standard Life Insurance Co., Joe Bryan is also board chairman, director and executive committee member, Pilot Life Insurance Co., Greensboro: president and director, Carolina Apartment Hotel Corp., Raleigh: director and member of the executive committee, Security National Bank, Greensboro.

Mr. Bryan belongs to many fraternal, business, civic and social clubs, among them the Masonic order, and is a past president of the Southeastern Shrine Asn. and board member of the Greenville Unit, Shrine's Hospital for Crippled Children. He still finds time for golf and has not neglected his shooting, recently completing a term as president of the North Carolina Skeet Asn.
LEADING IN
55 NIGHTTIME QUARTER-HOURS
95 DAYTIME QUARTER-HOURS
(ARB December Survey)

MAXIMUM POWER
199,710 TV Sets
A Billion Dollar Market
1¼ Million People

DOMINANT STATION OF THE ARK-LA-TEX

E. NEWTON WRAY
President and General Manager

NBC-ABC
Represented Nationally by
Edward Petry & Co., Inc.
WFBC-Radio is 1st in South Carolina's 1st Market

PULSE Radio Listening Report
Dec. 5-9, 1955 for Greenville 5-County Area

Station  6:00 A.M. to  12 Noon to  7:00 P.M.
---------  ------------  ------------
WFBC       22          24
"B"        15          13
"C"        13          13
"D"        12           7
"E"         8           13
"F"         6            5

The PULSE Report for December 5th-9th, 1955 in the Greenville Market Area embracing the counties of Greenville, Anderson, Laurens, Oconee and Pickens, show WFBC's continuing leadership among all radio stations in this great market. Market Data for the five counties:

- Population: 400,500
- Incomes: $504,335,000
- Retail Sales: $307,563,000

Write the Station or Avery-Knode for details of this latest PULSE Survey, and for complete information about WFBC's rich 5-county Greenville Market.
WFBC-TV Leads Others by Wide Margin in Latest Pulse Survey

<table>
<thead>
<tr>
<th>Time</th>
<th>User TV Sets</th>
<th>WFBC-TV</th>
<th>Station B</th>
<th>Station C</th>
<th>Station D</th>
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<td>48%</td>
<td>24%</td>
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<td>55%</td>
<td>23%</td>
<td>16%</td>
<td>2%</td>
<td>4%</td>
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<td>64%</td>
<td>36%</td>
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<td>21%</td>
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<td>30%</td>
<td>0%</td>
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<td>31%</td>
<td>12%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>6:00 P.M.-Midnight</td>
<td>54.6%</td>
<td>58%</td>
<td>16%</td>
<td>15%</td>
<td>6%</td>
<td>5%</td>
</tr>
</tbody>
</table>

WFBC-TV Has A Total Market of 60 Rich Counties in 4 States!

Within WFBC-TV's 100 Microvolt contour are parts of the four states of South Carolina, North Carolina, Georgia and Tennessee. This area has more than 450,000 homes, incomes of nearly 2-Billion Dollars, and retail sales of 11/2-Billion Dollars. Ask our representatives for complete data.

REPRESENTED BY WEED TELEVISION CORP.

Channel 4
WFBC-TV
Greenville, S. C.

Video—100,000 watts (FCC MAXIMUM)
Audio—50,000 watts
Antenna height—1204 feet above average terrain. 2204 feet above sea level.

"The Giant of Southern Skies"
another first for K-NUZ

TWLM

The World's Largest Microphone!

"BIG MIKE STUDIO"

"BIG MIKE No. 2"

"BIG MIKE No. 2"—K-NUZ's second and newest radio station on wheels was born a Chevrolet Nomad Station wagon. The custom built broadcasting equipment in "Big Mike No. 2" enables K-NUZ to broadcast disc jockey shows direct from any point in Houston. The fidelity of musical broadcasts from "Big Mike Studio" is the talk of the Houston radio world.

"BIG MIKE STUDIO"—The World's Largest Microphone is over 14 feet high, and is an exact scale model of the "newsman's mike". "Big Mike Studio" is equipped with turntables and a complete console. The leather upholstered and fully carpeted interior is large enough so that a disc jockey can interview as many as four people in air conditioned comfort. Together with "Big Mike No. 2", it makes a complete and self-sufficient Radio Station on wheels. Now, greater than ever ON THE SPOT COVERAGE means MORE SALES... WILL MOVE MORE MERCHANDISE... AT NO INCREASED COST!

"BIG MIKE No. 1"

In addition to K-NUZ's five-man news staff, "Big Mike No. 1" is a well-known "news personality" in Houston. Wherever news is being made, HOUSTONIANS LOOK TO "BIG MIKE" for complete coverage FIRST... and they get it... ON THE SPOT.

K-NUZ

"Houston's 24-Hour Music & News"

NAT'L REPS.—FORJOE AND CO.

IN HOUSTON, CALL DAVE MORRIS

Jackson 3-2581

STILL HOUSTON'S TOP RATED INDEPENDENT BY EVERY SURVEY!

HUBERT R. SWEET

on all accounts

HUBERT R. SWEET, media director of Atherton & Currier, New York, admits to spending both his business and social hours in "hunting," When he isn't scouring the countryside for radio-tv spot availabilities, he's likely to be tracking down a historical relic to add to his swelling collection of early American memorabilia.

In his 25 years in agency affairs, Mr. Sweet also has been called upon to hunt late American fauna. During the early years of World War II, as agency producer of Penn Tobacco Co.'s Vox Pop program on CBS Radio, he was seen chasing a billy-goat down Granby St., Norfolk's main thoroughfare. The goat was intended as a prize for that night's celebrity guest, the commandant of the Norfolk Naval District.

Currently, Mr. Sweet is hard at work to sell more and more Brylcreem to American males, a task he admits is made easier for him through the "wonder of spot tv"—so wonderful that for the client, Harold F. Ritchie Co., Clifton, N. J., Mr. Sweet spends over 90% of his yearly advertising budget in spot tv alone. Returns on this three-year investment show Brylcreem to have quadrupled its sales within the period. Brylcreem, one of five products A&C places in broadcast media (the others being Eno salts, Scott's Emulsion, Cuticura soap and Cuticura ointment) not only is claimed to be out-pacing its U. S. competitors, but also is said to be the world's largest-selling hair tonic.

Mr. Sweet, a journalism graduate (U. of Wisconsin), broke into advertising during early depression years as a cub with H. M. Kiesewetter Co., predecessor of Kiesewetter, Baker, Hagedorn & Smith, which dissolved last summer. By the end of 1932, he had married the former Ruth Snow and had also become the agency's production manager. In 1939, he became Mr. Kiesewetter's one-man radio production department, supervising Vox Pop and Col. Stoopnagle, the latter for the Mennen Co. In 1947, he joined Badger & Browning & Hersey, New York, and in 1951 he was named media director, resigning Jan. 1, 1955, to take a similar post with Atherton & Currier.

A direct descendant of a captain in the New York Militia who saw action at Gettysburg and the Battle of the Wilderness (Fredericksburg, Va.), "Hugh" Sweet naturally has joined the vast student-of-the-Civil-War cult. Whenever he has the time, he and his three sons set out to gather additional historical moments on their forages into the country to add to his collection in his Riverside, N. Y., apartment, now pretty well filled with relics.

Page 26 • February 20, 1956
“Special Events” are important...

*We ought to know... we boast more children per executive than just about anybody.

And in Louisville...

WHAS-TV Programming pays off!

A recent WHAS-TV “special event” combined live feeds from Dayton and Nashville for a Saturday night “dream doubleheader” featuring 4 of the nation’s top 10 basketball teams: University of Louisville vs University of Dayton and University of Kentucky vs Vanderbilt University.

Are you participating?

VICTOR A. SHOLIS, Director
NEIL CLINE, Station Mgr.
Associated with The Courier-Journal
& The Louisville Times
Represented Nationally by Harrington, Righter & Parsons,

Your Sales Messages Deserves
The Impact of Programming of Character

BASIC CBS-TV Network
VOTED No. 1 NEW SYNDICATED SHOW FOR '55!

"SCIENCE FICTION THEATRE"

ALL-STAR CAST... William Lund...gan, Don DeFore, Howard Duff, Keefe Brasselle, Pat O'Brien, Vincent Price and others.

42.1 JACKSONVILLE beats George Gobel, Ford Theatre, Dragnet, Studio One and others.

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

44.8 BAKERSFIELD
39.8 PORTLAND
32.8 FRESNO

ARB—November '55

48.4 PITTSBURGH
39.3 OMAHA
27.5 HOUSTON

RENEWED BY PHILLIPS IN 44 MARKETS!

NOTHING TURNS ON THE HEAT LIKE...
Hows Great!

"Mr. District Attorney"

Champion of the people! Here's proof!

Starring David Brian

37.6
Oklahoma City
beats Ed Sullivan, Disneyland, George Gable, Arthur Godfrey and others.

31.5
Boston

25.6
Baltimore

56.6
Charlotte

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

Renewed by Carter's in 37 Markets!

Ziv Television

NEW!
Ziv's next big rating-getter

"The Man Called X"

Starring Barry Sullivan

Ziv Productions!
All ratings confirm that the one *dominant* station in Indianapolis is

**WISH-TV**

*channel 8*
RADIO NET TIME SALES RALLY TO $455.6 MILLION IN 1955

Biggest factor in radio's start to a recovery from the 1954 recession year is local radio's gain during 1955 of more than $30 million over the previous year. Estimates are B+T's, based on its annual analysis of radio economics prepared for the Yearbook & Marketbook.

VIGOROUS selling and revitalized programming combined last year to pull radio out of its 1954 dip.

Combined net time sales of the country's radio stations and networks amounted to $455,649,000, according to B+T's estimate, more than $4 million ahead of the 1954 combined net of $451,330,000 and only 4.5% below the all-time industry high of $477,206,000 achieved in 1953.

The above figures are net time sales, after all frequency and promotional discounts but before deduction of commissions to advertising agencies and sales representatives and other sales expenses. On a gross revenue basis, calculated at the one-time rate and before deductions of any kind, the combined 1955 radio station and network times sales amounted to $709,493,000.

The 1955 radio time sales figures are estimates, of course. Official tabulations, compiled each year by the FCC, will not be available for some months to come. These estimates of last year's radio business were made by B+T for the 1956 Broadcasting Yearbook & Marketbook (see next page) going into the mails this week.

The B+T estimate is based on a formula which has proved accurate year after year since its development more than a decade ago by Dr. Herman S. Hettinger, noted economist.

It was at the local level that radio made its greatest gains during 1955, gains of more than $30 million and more than enough to outweigh the $23 million drop in network time sales and $3 million decline in national spot business. Aided by an $800,000 increase in regional network time sales, the pickup in local business was sufficient to put radio back on the old schedule of every-year-better-than-the-last from which it deviated in 1954 when the overall industry net time sales fell 5.4% from the 1953 high.

With a 12.3% gain in 1955 from the 1954 level, local radio business in 1955 accounted for 61.0% of the radio industry total. National network time sales, down 30.3% from the previous year, made up 17.3% of the total. National and regional spot business, off 2.6% from 1954, equaled 25.6% of the overall time sales. Regional networks scored a 16.9% increase last year, but this class of business is only 1.2% of all radio time sales.

Television continued to expand its revenues in 1955, with the gross advertiser investment in TV for the year estimated at $1.045 billion by Television Bureau of Advertising, an increase of 30% over 1954. TVB puts the overall video net time sales at $692 million (compared to radio's $455.6 million) and breaks sales down this way: network: $312 million; spot: $235 million; local: $145 million. TV today is largely a medium for national advertisers, just the reverse of radio, whose time is chiefly sold on the local level.

The non-broadcast media also showed increased billings in line with the generally improved business conditions prevailing last year in comparison with 1954. Newspapers, magazines and direct mail advertising revenue are estimated well ahead of the previous year.

National advertising in newspapers for 1955 was put at $675 million by the Bureau of Advertising, American Newspaper Publishers Assn. This would represent a gain of 14% over the $594.12 million gross for 1954. It should be kept in mind that this figure is gross, that is, it is calculated at the one-time rate before any discounts have been subtracted, and also that it covers only the national advertising space and does not include the local ads in newspapers. Hence, the newspapers' $675 million cannot be compared either to net or gross radio billings.

Magazine advertising gross billings for 1955 are estimated by Publishers Information Bureau to total $653 million. PIB noted that some magazines had dropped out of its lineup during 1955 and that therefore this total is not comparable to the gross of $604.12 million reported for 1954 but rather to an adjusted 1954 gross of $597 million. On that basis, 1955 saw a 9.4% increase in the gross advertising revenue of magazines. The $653 million magazine figure is comparable to the gross figure of $709.5 million for radio.

Direct mail advertising last year amounted to $1.5 billion, according to an estimate made by the Direct Mail Advertising Assn. This is an increase of 13% over the 1954 estimated total of $1.3 billion. These figures cover the cost of production and mailing of letters, postcards, booklets, brochures and all other types of direct mail advertising. Again, the direct mail figure is not comparable with radio time charges alone, but could be more appropriately compared to time plus program costs.

The accompanying tables give a clear picture of the trend of the radio broadcasting busi-
ness, both for the immediate past and for the industry's entire recorded history, starting with 1927 when the inauguration of network broadcasting introduced the regular reporting of sales records for the industry. Early records divide the industry gross sales into two classes, network and all other revenue. In 1935 Dr. Herman S. Hettinger devised for B&W his system of estimating the more meaningful net time sales data, which also provides a breakdown of revenue by national network, regional network, national and regional spot and local business.

A comparison of 1954 and 1955 net time sales, shows at a glance that the postwar trend of increased emphasis on local business continued with increased acceleration last year, with time sales on the local level the only type to increase appreciably as its share of the total. Regional network business was up slightly, spot declined a little and national network business continued its precipitous plunge.

Above is shown how each type of radio business has fared over a period of 21 years, beginning with 1935. In that year network radio sales amounted for half of the industry total, a percentage figure never reached since, although the networks' dollar income continued to rise until 1948. In 1935, spot business was 17.3% of the industry total and local 32.7%. By 1945 the figures had changed to: national networks: 40.4% (a sizable drop); spot: 24.7% (a sizable gain), and local: 32.1% (just about the same share). Last year, the division was national networks: 12.2%; spot: 23.6%; local: 61%. Regional networks have never amounted to more than 3% nor less than 1% of the over total.

The two tables below report on radio's gross time sales (figured at the one-time rate, before discounts of any nature) for 1955 and for the 1927-1955 span, respectively.

### THE TALLY OF ESTIMATED GROSS BILLINGS IN 1955

<table>
<thead>
<tr>
<th>Class of Business</th>
<th>Estimated Gross Billings</th>
<th>National Network</th>
<th>Regional &amp; Miscellaneous Network</th>
<th>Local Non-Network</th>
<th>Local Non-Network (omitted)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>$113,300,000</td>
<td>8,293,000</td>
<td>174,196,000</td>
<td>413,704,000</td>
<td>$709,493,000</td>
</tr>
</tbody>
</table>

### RADIO'S ESTIMATED GROSS SINCE 1927

<table>
<thead>
<tr>
<th>Year</th>
<th>(000's omitted)</th>
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</thead>
<tbody>
<tr>
<td>National Network</td>
<td>Others</td>
</tr>
<tr>
<td>-----------------</td>
<td>--------</td>
</tr>
<tr>
<td>1927</td>
<td>$3,833</td>
</tr>
<tr>
<td>1928</td>
<td>10,227</td>
</tr>
<tr>
<td>1929</td>
<td>19,196</td>
</tr>
<tr>
<td>1930</td>
<td>27,694</td>
</tr>
<tr>
<td>1931</td>
<td>37,502</td>
</tr>
<tr>
<td>1932</td>
<td>42,107</td>
</tr>
<tr>
<td>1933</td>
<td>39,477</td>
</tr>
<tr>
<td>1934</td>
<td>42,659</td>
</tr>
<tr>
<td>1935</td>
<td>49,915</td>
</tr>
<tr>
<td>1936</td>
<td>59,671</td>
</tr>
<tr>
<td>1937</td>
<td>68,808</td>
</tr>
<tr>
<td>1938</td>
<td>71,728</td>
</tr>
<tr>
<td>1939</td>
<td>83,114</td>
</tr>
<tr>
<td>1940</td>
<td>96,456</td>
</tr>
<tr>
<td>1941</td>
<td>106,106</td>
</tr>
<tr>
<td>1942</td>
<td>118,200</td>
</tr>
<tr>
<td>1943</td>
<td>135,791</td>
</tr>
<tr>
<td>1944</td>
<td>165,677</td>
</tr>
<tr>
<td>1945</td>
<td>190,747</td>
</tr>
<tr>
<td>1946</td>
<td>193,010</td>
</tr>
<tr>
<td>1947</td>
<td>190,357</td>
</tr>
<tr>
<td>1948</td>
<td>198,996</td>
</tr>
<tr>
<td>1949</td>
<td>187,800</td>
</tr>
<tr>
<td>1950</td>
<td>178,900</td>
</tr>
<tr>
<td>1951</td>
<td>174,719</td>
</tr>
<tr>
<td>1952</td>
<td>163,453</td>
</tr>
<tr>
<td>1953</td>
<td>150,306</td>
</tr>
<tr>
<td>1954</td>
<td>137,641</td>
</tr>
<tr>
<td>1955</td>
<td>113,300</td>
</tr>
</tbody>
</table>

### BROADCASTING IN THE MAILS

The 1956 Broadcasting Yearbook and Marketbook, 22nd edition of an annual series of reference works published by B&W uninterruptedly since 1935, goes in the mails to subscribers this week.

Major feature of the new volume, as of its predecessors, is the radio station directory, listing every am and fm station in the U.S. and in Canada and the Latin American countries as well. In addition to showing the call letters, power, frequency, the year the station began operation and other such pertinent data right down to the street address and telephone number, the station listings also include the names of the licensee and chief executives, plus those of such specialists as news, sports, farm and women's directors.

The 1956 Yearbook continues a feature begun last year, the inclusion of market data for every one of the more than 3,000 U.S. counties. The latest available population figures, number of radio homes, total retail sales and individual food and drug sales, and the number of passenger automobiles are included in the market data tables.

Another continuing feature is the exclusive B&W estimate of radio billings for national and regional networks, spot and local business for 1955, together with similar net billings figures dating back for 21 years. Arthur C. Nielsen, president of A. C. Nielsen Co., market research firm, analyzes radio audience trends in another exclusive article.

A new feature is the directory of U.S. stations carrying foreign language programs, as well as a listing of those stations specializing in Negro programming.

Updated to Jan. 1, 1956, are the Yearbook's complete listings of the executives of all the radio networks, RCA, Columbia Broadcasting Systems Inc. (parent company), Federal Communications Commission, National Assn. of Radio & Television Broadcasters and Radio Advertising Bureau, as well as the lists of consulting radio engineers and of attorneys admitted to practice before the FCC.

Details of group ownership and newspaper ownership of radio stations are reported in the new Yearbook, as are regional networks and their member station representatives and their lists, equipment manufacturers and their products, program organizations and their services, advertising agencies and their clients, labor unions, trade associations and other organizations connected with the broadcasting industry.

The 1956 Broadcasting Yearbook and Marketbook is the radio counterpart of the 1955-56 Telecasting Yearbook and Marketbook, which currently is in use.

The 1956-57 Telecasting Yearbook and Marketbook will be published in August of this year.

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* Figures prior to this date not comparable in all categories. 1955 figures estimated.
NBC-TV BACKS UP RESEARCH SHOWING TV INFLUENCE IN FOOD, DRUG SALES

Network rebuts newspaper protest against survey in which Fort Wayne, Ind., grocers and druggists chose TV as top medium for national advertising. Later survey by newspapers is criticized.

TWO newspapers and NBC last week were engaged in arguing the respective powers of television and newspapers to influence food and drug sales in Fort Wayne, Ind. Each was quoted with conflicting results in the same NBC-TV article reporting results of an NBC-TV survey in the city (issue of Nov. 14, 1955), asking publication of the contents of their letter of protest and results of a follow-up newspaper survey.

* NBC-TV and the research firm of W. R. Simmons & Associates Research Inc., last week made a point-by-point rebuttal of the legal protest and the newspaper survey.

Summed up, the law firm's letter to B&T states that food stores and supermarkets replied to a newspaper survey by indicating substantial discrepancies with the data and its reporting again an NBC-TV survey. Similarly the Fort Wayne Pharmaceutical Assn. contended all of the main points "are not true," according to Helme, Philips & Beans.

NBC-TV and the Simmons firm explain why their tv study "is a solid example of thorough, accurate and important research, and that the figures cited in NBC's report are an accurate reflection of the opinions and attitudes of Fort Wayne food and drug managers toward national advertising media at the time of this study."

The law firm said its newspaper client contacted 54 grocery stores and supermarkets doing a $33.6 million annual volume, or 73.7% of the total in Fort Wayne and Allen County. Of these, 33 completed a newspaper questionnaire (see complete results on this page, as supplied to B&T by Helme, Philips & Beans).

Aside from stating that the B&T account of the NBC-TV survey was in error and very misleading, the law firm did not claim the Simmons technique in its tv survey was at fault nor was a charge made that it was biased or marked by efforts to influence respondents.

On the other hand, Hugh M. Beville, NBC planning and development vice president, told B&T the newspaper survey has "such sharp discrepancies in sample, date, subject-matter and question-wording as to render any comparison of results entirely meaningless."

The Simmons firm, he pointed out, successfully interviewed 85% of the food and drug retailers listed, constituting "almost a census rather than a sample of the dealers." He added, "The questions devised by Simmons were free of bias, the approach was objective and the results accurately reported."

The Simmons sample included 249 dealer replies compared to the 33 replies in the newspaper sample, he said, adding that the tv survey was conducted in April 1954. The law firm's letter to B&T noted that 17 of the 54 food stores and supermarkets contacted by the newspaper said they "do not answer questions of any kind nor do they take part in surveys without permission of the general offices."

On the other hand, W. R. Simmons, head of the Simmons firm, said five of seven grocery *NBC officials have said that B&T's story accurately described the results of the Simmons survey.

RESULTS OF NEWSPAPER SURVEY

FOLLOWING is the text of results of Fort Wayne newspaper survey of food stores, as supplied to B&T by Helme, Philips & Beans, counsel for Fort Wayne Newspapers Inc.:

In your opinion are dealers more aware of tv than any advertising medium?

10 stores answered NO to the above question.
23 stores answered YES to the above question.
70% answered YES to this question.

In your opinion do tv ads get more dealers to stock new brands than do newspapers, radio, magazines or other media?

12 stores answered NO to the above question.
20 stores answered YES to the above question.
1 store did not answer this question.
62.5% answered YES to this question.

Do tv advertised brands encourage more dealers to promote them in stores with better or special displays and shelf space?

19 stores answered NO to the above question.

Dealers are more impressed with the specific selling performance of tv in their stores than any other kind of advertising and as a result more of the dealers urge manufacturers to support lines they stock with tv (true or false)?

18 stores answered FALSE to the above question.
15 stores answered TRUE to the above question.
54.3% answered FALSE to this question.

Has your store ever been contacted before regarding any kind of television survey?

26 stores answered NO to the above question.
4 stores answered YES to the above question.
3 stores DID NOT ANSWER this question.
87% answered NO to this question, out of the 30 stores which answered the question.

* February 20, 1956 • Page 33
Advertisers & Agencies

and shelf space?", when your (B&T's) article states that the situation was the reverse.

3. That when asked whether the following statement was true or false, 'Dealers are more impressed with the specific selling and as result more of the dealers urge manufacturers to support lines they stock with tv,' 54.5% answered false to this question. Your (B&T's) article specifically stated that 'Three out of four said they would recommend tv, 2 1/2 times the number advising newspapers and also greater than the sum total of newspaper, magazine and radio advertising recommendations.'

4. That 87% answered no when asked the following question, 'Have you ever been contacted before regarding any kind of survey?'

The newspaper survey material included letters from such food firms as Kroger Co., Rogers Markets, Mars Foodliners, A. P. Per- 
flect & Co., Maloney Brothers, Basley Markets and Bursley & Co. These letters supported the newspaper survey findings and in several cases voiced disagreement with the B&T account of NBC-TV's survey.

Discussing the views of Fort Wayne druggists, Helmke, Philips & Beams supplied this sum- 
mary, "The Fort Wayne Pharmaceutical Assn., of which 54 pharmacies in Fort Wayne are members, wrote a letter signed by the officers and board of directors to our client (Fort Wayne Newspapers Inc.) in which they stated that 'All of the main points brought out in this article (B&T's) by Dr. Thomas E. Conna (NBC manager of research) are not true.' These 54 pharmacies represent 98% of the total number of pharmacies in Fort Wayne. This letter, a photostatic copy of which is attached hereto as Exhibit B, definitely proves (B&T's) article and substantially states that the pharm- 
cacies in Fort Wayne, Ind., prefer that their suppliers and manufacturers spend their ad- vertising money in the newspapers when they advertise in the Fort Wayne market.

The law firm's letter to B&T, signed by Walter E. Helmke, concludes, "My client would appreciate it very much if you would publish the contents of this letter in one of the forthcoming issues of your magazine."

Mr. Simmons said any similarity between the NBC-TV and newspaper studies "must be con- sidered somewhat coincidental." He said the NBC-TV sample was taken from a list of food, and drug stores prepared by the newspapers themselves. He continued, "Excluding delicatessens and stores which carried meat and fish only, their lists total 298 stores in the area covered. Of these, we interviewed 260 (205 grocery stores, 55 drug stores) in the first wave of interviewing and six months later reinterviewed 249 (196 grocery, 53 drug). Thus, two- wave interviews were completed with over 85% of the drug and grocery stores in the area. 

Certainly, in the field of retail surveys, this sample is an unusually large proportion of the entire universe being studied."

He expressed surprise "that even 15 dealers would say they 'urge' manufacturers to do any kind of advertising. It is even more surprising that so many should 'urge' tv advertising when that one medium is pitted against all other media collectively. None of the questions re- ported in the NBC study are, in any sense, the equivalent to this newspaper one. I would not like to hazard a guess as to how the result should be interpreted. I certainly do not con- sider it comparable, as has been suggested, to our (NBC-TV's) question about the form of ad- vertising dealers would suggest for a national product they carry."

JWT Makes Appointments

On New Schlitz Account

APPOINTMENTS of an account supervisor and account executive to work on the newly- 
acquired Jos. Schlitz Brewing Co. business have been made within J. Walter Thompson Co. 
George P. Richardson Jr., vice president in JWT's Detroit office, is transferring to Chicago as account supervisor. He has been an executive on the Ford account since 1946.

Ross Littig, formerly account executive on Swift & Co. products and currently on Better Homes and Gardens, also moved to Schlitz.

The Thompson agency already has assigned three vice presidents in its New York, Los Angeles and Chicago offices as a "coordinating" team for the beer account (B&T, Feb. 6).

The chart below appeared in B&T's Nov. 14, 1955, account of NBC-TV's Ft. Wayne study:

### WHAT NBC FOUND IN FT. WAYNE

<table>
<thead>
<tr>
<th>Question</th>
<th>Grocers</th>
<th>Druggists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have you recently noticed any national advertising for products you carry?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>On Television</td>
<td></td>
<td></td>
</tr>
<tr>
<td>In Newspapers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>In Magazines</td>
<td></td>
<td></td>
</tr>
<tr>
<td>On Radio</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: On this and the following questions some retailers mentioned more than one medium.

### Which form of national advertising seems to cause more comment among your customers?

<table>
<thead>
<tr>
<th>Form of Advertising</th>
<th>Grocers</th>
<th>Druggists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newspapers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Magazines</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Have you recently begun to stock a brand or product as a result of its national advertising? What form of advertising was it?

<table>
<thead>
<tr>
<th>Form of Advertising</th>
<th>Grocers</th>
<th>Druggists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newspapers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Magazines</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Have you recently given a brand more or better shelf space as a result of national advertising? What type of advertising was it?

<table>
<thead>
<tr>
<th>Form of Advertising</th>
<th>Grocers</th>
<th>Druggists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td></td>
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### Can you name any brands which have sold particularly well due to effective national advertising? What advertising was most responsible?

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<th>Form of Advertising</th>
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### Which form of national advertising would you advise a company to use in a national advertising campaign?

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Page 34 • February 20, 1956
10 BBDO OFFICES IN C-C MEETING

BBDO, New York, which holds its annual convention Friday in New York, will use closed circuit tv to permit all its 1,900 employees in 10 offices across the country to view major proceedings at the convention [CLOSED CIRCUIT, Jan. 9]. The theme will be "What's New at BBDO."

Marketing and advertising trends in such varied industry categories as food, drug, soft goods and utilities will be analyzed at the all-day session. BBDO client case histories will illustrate developments in these fields.

The first BBDO annual convention was held in 1929.

"I believe this is the first time that an advertising agency will have tried out closed circuit television on a meeting of its own people," Ben Duffy, BBDO president, said. "We're using this as an additional means of keeping everyone in the agency informed of the newest and best things we're doing for clients."

The BBDO management will discuss the agency's operations and outlook, its analysis of trends in various media, the direction that BBDO services are taking, and the general position of the agency in 1956.

Among the members of the agency's management scheduled to appear on the televised phase of the convention program are Bruce Barton, chairman of the board; Alex F. Osborn, vice chairman of the board; Mr. Duffy; Fred Manchee, executive vice president and treasurer; and J. Edward Danforth, Charles H. Brower and Edward A. Cashin, executive vice presidents.

Sheraton Closed Circuit is in charge of arrangements for the television network which will connect meeting rooms in Sheraton Hotels in the 10 BBDO office cities: Los Angeles-Hollywood, Buffalo; Detroit; Boston; San Francisco; Minneapolis; Chicago; Pittsburgh; Cleveland; and New York.

Falstaff Airs Special Show
On ABC-TV Regional Network

FALSTAFF BREWING CO., St. Louis, will sponsor a 90-minute tv spectacular March 1 in the San Francisco-Fresno-Sacramento area on a special regional ABC-TV network. The program, starring Vivian Blaine, Jonathan Winters, the Sportsman sponsor in arrangements Edward J. Chee, executive vice president, and buffering agency for both.

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HOW TV LIFTED ROTO-BROIL FROM

‘DISMAL OBSCURITY’ TO TOPS IN THE FIELD

THROUGH TELEVISION, Roto-Broil Corp. of America—three years ago a Johnny-come-lately in the infra-red appliance field, today reportedly the world’s largest manufacturer of automatic rotisseries—has increased its sales by 2,000% after only 2½ years of national advertising, 75% of it on tv.

To RBA president Albert Klinghoffer and Les L. Persky, head of Product Services Inc., New York, its agency, nothing looks quite as good today as the picture of their “Roto-Broil Fiestas” on a 21-inch video tube.

And little wonder, for hardly a day passes that does not see both client and account executive huddled together in the agency’s New York office, looking for new and “different” ways in which to make the American public more “Roto-Broil-conscious.”

Statistically, there is little that remains to be done along those lines. Three years ago, when the 25-year-old Jay Broiler Co. of New York, fighting for but a fraction of a total $20 million infra-red rotisserie business, engaged Product Services Inc. and changed its corporate name to Roto-Broil Corp. of America:

- its yearly retail sales were $1.8 million;
- its first three-month budget was $600 a week for combined media;
- it employed fewer than 200 people in an overcrowded New York loft.

Today, 36 months and $38 million later:
- its yearly retail sales exceed $40 million;
- it spends over $50,000 a week, 75% in tv, 5% in radio, 20% in print;
- it occupies 400,000 sq. ft. of air-conditioned space in a refurbished $3 million Queens, New York, factory taken over from the Squibb division of Olin-Mathieson Chemical Co., maintains a staff of over 1,500 to keep up with consumer demand.

“I would be the first to say,” Mr. Persky told B&T last week, “that were it not for the draw and saturation of tv, there wouldn’t be a Roto-Broil Corp. with nationwide distributors.”

For RBA, the television picture shapes up like this: three years ago, the agency spent the entire $7,200 allocated by the client for all media in four local (WRCA-TV New York) spots a week. Today, it sponsors 30 minutes of the hour-long ABC-TV Super Circus program with Jerry Colonna (Sun., 5-6 p.m. EST) in 77 major cities. It syndicates its own packaged Roto-Broil Magic Chef 15-minute filmed tv cooking show with Lester Morris in approximately 65-70 national markets. It conducts a fluid series of local spot tests based on a modified “call-in” basis, i.e. “Call Western Union Operator 25,” and has recently ordered a $100,000, 70-market monthly spot campaign effective March 1 (B&T, Jan. 30).

Furthermore, by early autumn, RBA expects to be sponsoring its first nighttime network series.

For agency head Persky, whose firm handles a total annual billing of $5 million, tv ratings mean little as compared to actual unit sales. “Because we are a small shop,” he said, “we’ve kept our eyes open for bargains, and I don’t mind saying that I consider myself a sharp trader.”

One such “bargain” that netted RBA “fantastic results” was its first, totally unplanned entry into network tv. With a 1954 total budget of $500,000 (double the previous year’s), Product Services had intended to push its Roto-Broil markets to the West Coast, piecemeal fashion, until opportunity knocked in late August. “In our case,” Mr. Persky recalled, “We’d have to have been damned fools not to open the door.”

Which is just what they did—right into the homes of some 30 million U. S. families.

What happened was that with few advertisers or their agencies dreaming of a congressional upset in the 1954 off-year elections, sponsorship of election-night coverage went begging. For a combined $165,000, RBA picked up an open-end, 300-station link on CBS-TV and NBC-TV, scheduled three live spots per hour until the final tally and, for its money, had not only a wide-open commercial field but also the otherwise luxuriously priced services of Edward R. Murrow and Dave Garroway. (A top CBS-TV executive later said, according to Mr. Persky, that RBA got what was “by far the best buy anyone ever got from us for that kind of coverage.”)

For the next four months, Roto-Broil executive vice president Arthur O. Bregstein reports, “all hell broke loose.” By April, RBA’s December-March sales report listed 450,000 units sold, price-ranged at $39.95-$59.95. (Roto-Broil recently came out with a luxury model priced at $119.95.) In the meantime, Mr. Klinghoffer ordered all advertising stopped while Roto-Broil’s production lines went into 24-hour operation. By mid-May, when the supply had once again caught up with the demand, Product Services resumed its efforts with three separate “live” demonstration spot campaigns on NBC-TV’s participating Today, Home and Tonight shows from June through December.

“The biggest surge of orders followed election night,” Mr. Persky said, “so that by the time their 1954 fiscal year ended, Roto-Broil could safely account for $11 million of wholesale business, $7 million more than in 1953.”

Last year, with most U. S. advertisers stressing “gracious, modern living for the young at heart,” the agency turned the campaign to pursuit of the younger, “more prolific” family by sponsoring a program that appealed to children. With its renewal last month of Super Circus, following the first 13-week cycle, and with current weekly sales averaging 20,000 units, the client feels he has made “more than a happy choice.”

Roto-Broil Corp. of America, entering its 28th year in business (the first 25 were spent, according to Mr. Klinghoffer, in “dismal obscurity”), has now reached the enviable status of being able to go no further. Though the rotisserie market is far from exhausted, Klinghoffer & Co. feels it would be wasteful to remain known only as the world’s foremost infra-red broiler manufacturers.

By April, Roto-Broil will have begun its first diversification process. By going into the deep-fat fryer, electric skillet and griddle field, RBA looks forward to active competition with such established home appliance leaders as Sunbeam, Presto, Westinghouse and General Electric.

“Television?” asks Albert Klinghoffer. “I love television!”
Everybody works on the H-R team, including the mature and experienced partners who started this organization. We emphasize this point because it means that we can render a more valuable service to buyers of time and station operators. Every man on our staff has been selected on the basis of experience, background and "know how", in the field of radio and television. Every man must have a thorough understanding of the problems and needs of those we serve. This is how we keep our promise to "Always send a man to do a man's job".
Survey after survey has proved that W-I-T-H leads every station in Baltimore in out-of-home audience. The latest was a Hooper Radio Audience Index of business establishments. With a 20.3% share of this audience, W-I-T-H is the No. 1 station.

We don't have to tell you how important this big out-of-home audience is. It's a big BONUS—and from W-I-T-H you get the BIGGEST BONUS of all!

Let your Forjoe man tell you all about W-I-T-H—the station that delivers listeners at the lowest cost-per-thousand in town!

IN BALTIMORE BUY

WITH

Tom Tinsley, President

R. C. Embry, Vice President
Schlitz Returns to Radio, Buys in Morning Godfrey

THE Joseph Schlitz Brewing Co. (Schlitz beer) will return to network radio, on or about April 1, sponsoring segments of the morning Arthur Godfrey Time on CBS Radio, in a purchase said to represent more than $1 million in gross annual billing.

This will be the beer firm's first use of network radio since Schlitz dropped sponsorship in 1952 of the Halls of Ivy program on CBS Radio. The spring start is reported to be keyed to a Schlitz campaign to appeal to the supermarket shopping habits of the housewife. An estimated 60% of all the beer sold in the U. S. is purchased by women.

Schlitz will sponsor the first 30 minutes of the program, on an alternating schedule, averaging 2 1/2 days weekly (Tuesday and Thursday of one week and Monday, Wednesday and Friday of the other week).

J. Walter Thompson received the Schlitz account after it left the Biow Co. Biow resigned the account after taking over from Lennen & Newell (B*T, Jan. 30, 23).

$100,000 Campaign in L. A. Opens 12 Robert Hall Stores

ROBERT HALL CLOTHES, operator of 220 stores in metropolitan centers across the U. S., is spending $100,000 on radio and television in the greater Los Angeles area, starting today (Monday), to support the simultaneous opening March 1 of 12 new "family clothing" outlets there.

Mr. B. Scott Inc., Beverly Hills, is the agency handling western advertising for Robert Hall Clothes' national agency, Frank Sawdon Inc., New York.

California Loan Firm Expands Radio-TV Budget

IDEAL MORTGAGE Co., Beverly Hills, Calif., loan firm which has relied principally on radio and television during the past several years, is expanding its broadcast budget by more than 50% this year, to $150,000, and will be spending more than $1 million by 1959, President Robert Bergman announced last week.

Mr. Bergman attributed the company's growth chiefly to radio-television advertising, explaining 75% of its annual advertising budget goes to broadcasting. Firm has opened new branch offices in San Diego and Oakland, where local radio is used, and plans 15 offices throughout the state by the end of 1958. Local radio also is used in San Bernardino as well as two programs weekly on KCOP (TV) Los Angeles.

Ideal's expansion program calls for a $450,000 radio-tv budget next year and $750,000 in 1958. Ideal Mortgage's Los Angeles agency is Smith & Ganz and Robert Selby & Assoc., San Francisco, handles the firm's account in that area.

Medium-Small Market Survey Purchased by ABC, NBC

AMERICAN RESEARCH BUREAU last week reported the signing of ABC and NBC for its full 1956 report of coverage and viewing habits in 225 medium to smaller markets, which was mailed to clients today (Monday). Over 100 others already had signed for the report, which is in addition to the 100 top markets ARB surveys regularly.

James Seller, ARB director, reported that the joint surveys provide a picture of coverage and viewing habits in over 90% of the nation's tv homes.

Bottling Company's Sales Go Way Up Because of Tv

SALES RECORDS of the Squirt-Detroit Bottling Co., Detroit, over the last few cold-water months were 70% ahead of the firm's sales the previous quarter, thanks to television. The bottling company, which sponsors a five minute late evening weather show on WJBK-TV Detroit, has regularly used all media for its soft drink. What makes its October-December sales gain so impressive, however, was that Squirt used television only during the three-month period.

According to W. D. Jordan, president of the Detroit bottling company, "this unique marketing success reflects the value of television in a coordinated sales drive."

Mr. Jordan said that while there is no way to determine how much of the actual increase can be attributed directly to tv, the company was certain the visual medium was an "important factor."

The firm sponsors Miss Fairweather on WJBK-TV, 11:15-11:20 p.m., twice weekly. Late autumn and early winter usually are responsible for the bottling firm's lowest sales periods, Mr. Jordan reported.

K&E Makes Runyon V. P.

JACK W. RUNYON, in charge of the Los Angeles office, the Biow Co., has been elected a vice president in charge of the Los Angeles area for Kenyon & Eckhardt. Mr. Runyon also was manager for the former Lord & Thomas and Buchanan & Co. agencies in Los Angeles.

Lee Sholtys Jr. continues as manager and account executive of Kenyon & Eckhardt's Los Angeles-Hollywood office.

MISS GRAY FLANNEL

SOMEWHERE along New York's advertising agency row there's a girl with the professional ability, personality and good looks which really make her fit for charcoal or gray flannel. And the Assn. of Advertising Men & Women is out to find her. The woman hunt to elect "Advertising's Miss of the Year" closes March 15. The winner on April 1 will begin a seven-day reign as "Queen of Inside Advertising Week"; be awarded a trip for two to Barbados Island, British West Indies, and a series of invitations to appear on New York tv shows. Information may be obtained from the association, Room 1107, 79 Madison Ave., New York 16.
MAKE YOUR ‘DJ’ SHOW
with RCA Thesaurus exclusive, new SHOW STOPPERS

LEARN HOW YOU CAN GET SHOW STOPPERS FREE OF ANY EXTRA COST
MOST VERSATILE RECORDED PROGRAMMING AID SINCE DJS WERE INVENTED!

At last—a way to make your deejay show bigger and better than competition, fresher and different for both listeners and sponsors, with SHOW STOPPERS—RCA Thesaurus' new, exclusive series of recorded dialogue by more than 60 different "characters." Each voice track comes with appropriate lead-in continuity to be spoken by you (or you can make up your own lead-in to suit your own style), plus special, attention-arresting sound effects for maximum audience interest and impact.

GREATEST LOCAL AUDIENCE-BUILDER EVER OFFERED DJS BY A TRANSCRIPTION LIBRARY!

SHOW STOPPERS can be your greatest programming sensation of '56. Once your listeners hear the first startling humorous bits, they'll stay tuned in for more of the same. SHOW STOPPERS will inject fresh top-rating dynamite into your format. They'll bring back old listeners, bring in new listeners. Equally important, SHOW STOPPERS will build a high level of listener-attention that will carry over to commercial messages, too, making your show do a better job for sponsors.

THE PERFECT ANSWER TO "DEEJAY SAMENESS"!

The tremendous success and popularity of two-man DJ teams has shown that radio audiences want the give-and-take dialogue, the ad lib jokes and fun, the novelty appeal that "character impersonations" make possible when more than one voice is available. SHOW STOPPERS make it possible for you to add, at will, not one, not two, but more than 60 different characters, more than 60 interesting voices, including 17 different dialects! And all this under your complete control.

SHOW STOPPERS ARE THE TALK OF THE DEEJAYS! MAKE THEM THE TALK OF YOUR TOWN.

SHOW STOPPERS come on 45 RPM records, complete with continuity for live "lead in" by disc jockey or announcer.
SHOW STOPPERS are available to RCA Thesaurus subscribers at no increase in cost. If you are not an RCA Thesaurus subscriber, contact your RCA Thesaurus sales representative today for availability and full details.

For Free Audition Disc and more details, CALL, WIRE or WRITE your nearest RCA Recorded Program Services office.
Dan Miner Co. Promotes Two

APPOINTMENT of Fred Kaplan as vice president of the Dan B. Miner Co. was announced last week by John C. Morse, president of the Los Angeles agency. Mr. Kaplan, art director, has been associated with the firm since 1948. He is a member of the National Society of Art Directors and a past first vice president of the Los Angeles Art Directors' Club. At the same time, Mr. Morse announced that Arthur E. Trask, a vice president and account supervisor for the agency, has been elected a member of the board of directors.

McClafferty Joins Ayer

FREDERICK K. MCCAFFERTY, ABC network sales department, has been appointed a timebuyer of N. W. Ayer & Son, New York. Also added to the Ayer New York radio-television department last week were William J. Ratcliff, CBS-TV Hollywood, to program production staff; Charles W. Liotta, Lennen & Newell, New York, and Roger C. Harvey, National Biscuit Co., both to traffic, and Carol A. Dean, to research.

SPOT NEW BUSINESS

E. F. Drew & Co., N. Y., for new premium margarine, Tri-Nut, using women's radio and TV shows in Boston market to introduce product. Agency: Ruthrauff & Ryan, N. Y.

NETWORK BUSINESS

Sperry & Hutchinson Co. (S&H Green Stamps), N. Y., has bought more than $1 million worth of participations on NBC-TV's Today, Home and Tonight programs for its cash-discount stamps [At Deadline, Feb. 13]. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

Kasco Mills Inc., Div. of Corn Products Sales Co. (dog food), Waverly, N. Y., enters network radio on CBS sponsoring 3:15-3:30 p.m. EST, Thursday segment of Monday Night Football Game (3:30-5:30 p.m. EST); 11:15-11:30 a.m. EST, Friday portion of Arthur Godfrey Time (Mon.-Fri., 11:05 a.m.-12 noon EST), starting March 17. Agency: Clark & Roberts, Detroit.

Prudential Life Insurance Co. of America has renewed sponsorship of CBS-TV's You Are There (Sun., 6:30 p.m. EST) through August 1957. Calkins & Holden, N. Y., is agency.

Gillette Safety Razor Co., Boston, will sponsor final holes of 15th annual Palm Beach Golf Championship in New Rochelle, N. Y., June 10, on NBC-TV (4:30-5:30 p.m. EST). It marks first time this tournament will be telecast. Agency: Maxon Inc., N. Y.

AGENCY APPOINTMENTS

Cigar Institute of America names Doherty, Clifford, Steers & Shenfield, N. Y. Benton & Bowles, N. Y., resigned account.

Chicago Chevrolet Dealers organization appoints Clinton E. Frank Inc., same city, to handle advertising for combined Chevrolet dealers group in Chicago.

Montebello Liquors Inc., Baltimore, appoints Applestein, Levinstein and Golnick Adv. Agency for new brand Orange Driver. Radio will be used. Schapiro Kother Wisse, N. Y., names same agency for Baltimore area, and Pompeian Olive Oil Corp, appoints AL&G for Pompeian spaghetti sauce mix.

Bulova Watch Co., Canada, will move radio-television segment of its domination advertising to Toronto offices of McCann-Erickson (Canada) Ltd., April 27.

Foley & Co. (Honey and Tar cough syrup), Chicago, appoints Olian & Bronner Inc., same city.

M&R Dietetic Labs (dairy products), Columbus, Ohio, appoints Mullay & Nichols, N. Y., to handle advertising for its special products division. Products marketed by division are Pream Packets, Ten-B-Low and Colac ice cream mixes, Pap-T-Kreme and Insta-Sol powdered cream for vending machines, Powdered Whole Milk and Pap-T-Whip powdered whipped cream mix.

TEB Research & Development Co. (waterproof shoe polish), Atlanta, Ga., appoints Fred Gardiner Co., N. Y. Currently, the company will call for local advertising in N. Y. metropolitan area through combined print and broadcast media.

Tote Brush Inc. (folding toothbrushes), Chicago, appoints R. Jack Scott Inc., same city.

A & A PEOPLE

Wirt McClintic Mitchell, senior vice president, Lennen & Newell, N. Y., to Geyer Adv., N. Y., as vice president in charge of all creative departments.

Raymond Lind, administrative head, commercial TV industry and production, Edward Mahoney, senior producer, commercial TV department, and Gordon Webber, TV copy supervisor, elected vice presidents, Benton & Bowles, N. Y.

Don O'Leary, Metropolitan Sunday Newspapers, N. Y., and Sam Alter, Biow Co., N. Y., to Kenyon & Eckhardt, N. Y., as account executive and field account executive, respectively. Fred Papert, copy supervisor Foote, Cone & Belding, N. Y., to K&E as copy supervisor; Ken Sellers, copy group member, Biow Co., N. Y., and Leslie Forester, Young & Rubicam, N. Y., both to K&E as copywriters.


Clint Carpenter, vice president and copy supervisor, Kenyon & Eckhardt, N. Y., to copy staff, Kudner Agency, N. Y., on Buick account.

Margery Kerr, formerly with N. W. Ayer and William Morris Agency, both N. Y., to radio-television department, Young & Rubicam, N. Y., as casting director.

Monte Starkey, BBDO, L. A., appointed account supervisor. Revlon account, BBDO, N. Y.

E. B. Weiss, merchandising consultant, Doyle Dane Bernbach Inc., N. Y., named director of merchandising.

Norris G. Johnson, Minneapolis ad man, to Jenkins Adv., Minneapolis, as production manager.

Clifford L. Parsons, Detroit account, to Betteridge & Co., Detroit agency, as treasurer-office manager. Thomas E. Dodds, assistant production manager, BBDO Detroit branch, to Betteridge as assistant production manager in charge of traffic.

Wallace H. Husted, Grant Adv., Chicago, to Geoffrey Wade Adv., that city, as creative director.

Norman T. Grettler, account executive, NBC-TV, N. Y., appointed radio-television producer, Ketchum, MacLeod & Grove Inc., Pittsburgh and N. Y. agency.

Albert Bari, director, Bleier & Weiss, N. Y. agency, to Ridge Adv. Assoc., Hackensack, N. J., as art director. Also to Ridge: Mrs. Senora V. Wood, media; James Reilly, production, and Dorothy Whitley, research.

Royall Smith, senior copywriter, Young & Rubicam, N. Y., to Lennen & Newell, N. Y., as copy supervisor.

Jay Leon Schiller, supervisor of media research, ABC, to Compton Agency, N. Y., as director of media research.

Mrs. Joan W. Danneberg, formerly advertising manager, Goldmans Department Store, Kansas City, to Cary-Hill Inc., Des Moines and Kansas City agency, as art production manager.


Robert Spick, copywriter at Walde & Briggs Inc., Chicago agency, transferred to W&B account management staff as assistant account manager.

Richard Henderson, assistant account executive at U. S. Advertising Agency (formerly Ewell & Thurber Assoc.), to Chicago sales staff of Venard, Rintoul & McConnell Inc., station representative.

Harry Coon, formerly sales service manager, WBBM-TV Chicago, promoted to account executive. Justin A. Cassidy appointed sales service manager.

In-Store Color Pitch

A TIE-IN merchandising campaign, national in scope, involving Owens-Corning Fiberglas Corp., Allen B. DuMont Labs, and department stores in 33 cities, starts today (Monday) with the first "Fiberglas Color Cavalcade" opening at Burdine's department store, Miami.

Object of the tour, scheduled to run 10 months, is to display products made of Fiberglas on color TV sets placed around the store. Studio operations in the store will be handled closed circuit via Du-Mont's Vitavision process. In announcing the Fiberglas-DuMont operation, DuMont indicated that this system of point-of-sale merchandise by closed-circuit color TV may come into common usage. The planners of the cavalcade estimate 10 million shoppers will be exposed to the display technique. DuMont said it will invite TV station owners, managers and operators on route to witness the color system in operation. Owens-Corning Fiberglas' agency is McCann-Erickson, New York.
KWFT-TV
is now

100,000 WATTS

MAXIMUM POWER—WITH COLOR
In Wichita Falls, Texas Your Best TV Advertising Buy Is KSYD-TV

HERE IS PROOF POSITIVE!
Figures Just Released
in the Metropolitan Wichita Falls Area to be:

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<th>ONCE A WEEK SHOWS</th>
<th>MULTI-WEEKLY SHOWS</th>
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<td>1. $64,000 Question (CBS) KSYD-TV</td>
<td>1. Patti Page KSYD-TV</td>
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<tr>
<td>2. Ed Sullivan (CBS) KSYD-TV</td>
<td>2. Looney Tunes KSYD-TV</td>
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<tr>
<td>3. I Love Lucy (CBS) KSYD-TV</td>
<td>3. 10 p. m. News &amp; Weather KSYD-TV</td>
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<td>4. December Bride (CBS) KSYD-TV</td>
<td>4. 5:45 p. m. News &amp; Weather KSYD-TV</td>
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<td>5. Jack Benny (CBS) KSYD-TV</td>
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Big 5 of the Top 5 All on KSYD-TV

4 of the Top 5 on KSYD-TV

HOAG-BLAIR COMPANY
Nat’l Sales Representatives

KSYD-TV
Wichita Falls, Texas
CHANNEL 6

SYD GRAYSON,
General Manager

February 20, 1956 • Page 43
Men who need advertising flexibility are sold on spot as a basic advertising medium.

Grove Laboratories and its agency, Harry B. Cohen Advertising Company, are sold on spot as a basic advertising medium.

As the weather turns cold in various sections of the country, Grove Laboratories puts a large part of its advertising budget for 4-Way Cold Tablets into Spot TV and Spot Radio. This use of Spot in seasonal campaigns provides the company with powerful impact and complete flexibility at low cost in selected key markets, and has helped make 4-Way the largest selling cold tablet in the United States.
Spot can do the same for you on the stations represented by NBC Spot Sales in fourteen major markets, accounting for 48% of the nation’s retail sales.

Left to right: GENE K. FOSS, V.P. in charge of Advertising, Grove Laboratories, Inc.; JAMES H. GROVE, Pres., Grove Laboratories, Inc.; HARRISON MULFORD JR., TV Representative, NBC Spot Sales; HARRY B. COHEN, Pres., Harry B. Cohen Advertising Co., Inc.

NBC Spot Sales Represents TELEVISION STATIONS:
WRCA-TV, New York
WNBC, Chicago
KRCA, Los Angeles
WRCV-TV, Philadelphia
KSD-TV, St. Louis
WRC-TV, Washington, D.C.
WBUP-TV, Buffalo
KOMO-TV, Seattle
KPTV, Portland, Ore.
KOAT-TV, Albuquerque
WAVE-TV, Louisville
WRGB, Schenectady-Albany-Troy
KONA-TV, Hilo, Hawaii

NBC Spot Sales Represents RADIO STATIONS:
WRCA, New York
WMAQ, Chicago
WRCV, Philadelphia
KNBC, San Francisco
KSD, St. Louis
WRC, Washington, D.C.
KOMO, Seattle
KOAT, Albuquerque
WAVE, Louisville
KGU, Honolulu, Hawaii
and the NBC WESTERN RADIO NETWORK

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

*Bomar Lowrance Associates
SPECULATION HIGH ON PARAMOUNT PLANS

Question arises again on studio's entry into film packaging and expansion of TV network with announcement that the firm's television center in Hollywood will be available for TV film producers' rental. June 1 with Stanton M. Os- good named general manager.

SPECULATION broke out anew last week as to how soon Paramount Pictures Corp. will plunge directly into television film packaging or expand the Paramount Television Network, a nucleus operation for four years but which has over 50 TV outlets under contract and is programmed to a limited extent by Paramount's KTLA (TV) Hollywood.

It came with the announcement by Barney Balaban, Paramount president, that in downtown Hollywood will be available June 1 on a daily rental basis by TV film producers, many of whom are very short on working quarters on the West Coast (B&T, Aug. 22, 1955).

Of equal significance was Mr. Balaban's announcement that Stanton M. Osgood, manager of television film productions and assistant director of television operations for NBC-TV New York, would be general manager of Paramount's new TV studios at 5800 Sunset Blvd. Mr. Osgood, before joining NBC in 1951, had been director of production for CBS-TV and earlier was a production executive in the movie and legitimate theatre fields.

Mr. Balaban said that the new Sunset Blvd. TV studios will be operated by a subsidiary firm, Paramount Sunset Corp. The facilities are separate from the expanding quarters of KTLA on the same 10-acre tract. KTLA is under the supervision of Klaus Landsberg, vice president and general manager of Paramount Television Production Int'l.

Next week Mr. Landsberg goes to New York for talks with Paramount officials and it is expected that KTLA's venture into regular weekly color programming (B&T, Jan. 23) as well as possible network expansion and film syndication plans may be on the agenda. KTLA is color-casting 1½ hours of its shows each week with RCA Distributing Corp., Los Angeles, picking up the tab for the extra costs not charged to regular sponsors on the shows. RCA Distributing is receiving air credits promoting home color receivers although the firm is not identified on a regular sponsor basis.

KTLA is expanding its master control operation, installing new equipment and has refurbished studio theatre and office quarters. The station's mobile color van, backed up to the entrance of the color theatre studio, is used for the weekly full-hour Western Varieties, live show now colorcast under Mr. Landsberg's personal direction.

Mr. Balaban announced that the rental studies include five modern sound stages, three containing 8,000 sq. ft. each, one 16,000 sq. ft. and another 34,000 sq. ft. Associated technical equipment, office space, cutting rooms and dubbing rooms will be available. More than $2 million has been spent in remodeling, rebuilding and modernizing the plant and the equipment, Mr. Balaban said. The lot was acquired from Warner Bros. in 1954. It had not been used for more than a decade.

Paramount also has a substantial minority interest in Allen B. DuMont Labs. (WABD [TV] New York and WTTG [TV] Washington). As well, the KTLA and Paramount Sunset Corp., other Paramount subsidiaries include International Telemeter Corp. (subscription television program) and Chromatic Television Labs. (color tube developer).

Disney Re-elects Board

WALT DISNEY Productions, Burbank, Calif., has announced the re-election of its board of directors, including Walt Disney, Roy O. Disney, Gunther R. Lessing, Paul L. Pease, Floyd B. Odlum and Gordon E. Youngman. The annual stockholders meeting also resulted in naming of John E. Barber, formerly with U. S. Steel Corp., as director to replace the late E. H. Wadewitz. Two new vice presidents were named: E. Carden Walker, in charge of sales, and William H. Anderson, in charge of studio operation.

'Fabulous Forty' Sales Climb

GROSS SALES on National Television Ass'n.'s Fabulous Forty package of feature films have topped the $1.6 million mark following a sale to WLAC-TV Nashville, according to an announcement today (Monday) by Harold Gold- man, vice president in charge of sales for NTA. The package has been sold in 97 markets, Mr. Goldman said.

'Science' Sponsors Renew

A LIST of second year renewals of Ziv Tele- vision Programs' Science Fiction Theatre tv film series has been announced by M. J. Rifkin, vice president in charge of sales. Effective this spring, Emerson Drug Co., Baltimore, through Lennen & Newell, New York, will sponsor the series in 17 major markets; Olympia Brewing Co., Olympia Wash.; Otto Botsford, Constantine & Gardner Adv., Seattle, in 21 major West Coast markets, and Arizona Public Service Co., in a number of markets in Arizona.

$25 Million Business

GROSS DOLLAR volume for the production of TV film commercials last year amounted to $25 million, according to estimates released last week by Ross Reports on Television, New York. The total was gathered from Ross Reports' recently-published "1955 Survey of TV Film Commercials."

The survey singled out Transfilm Inc., New York, as the largest film commercial producer in the country, "probably accounting for 8%-10% of the total dollar volume for the industry," New York is "by far the main center of television film commercial production," according to Ross, followed by Los Angeles, Chicago and other cities. In the East, Ross Reports lists Sarra Inc. of New York and Chicago among the top three producers of film commercials, and in the West Nabisco United World Films Inc., and Hal Roach Studios, both Hollywood, as the leading tv film commercial producers.
ABC Film Syndication presents the Immortal Foursome of adventure, intrigue, and romance—

D'Artagnan and THE 3 MUSKETEERS

Brand new—a tremendous sales opportunity

Contact your nearest office of

ABC FILM SYNDICATION, Inc.
10 EAST 44TH STREET, NEW YORK 17 · OXford 7-5880
CHICAGO · HOLLYWOOD · DALLAS · ATLANTA · SAN FRANCISCO · NEW ENGLAND (Westfield, Mass.)
The finest local talent staff employed by any radio station in Central New York works for WSYR. They are all professionals...people who have made a successful career of serving the listening interests and tastes of 428,000 homes in WSYR's 20-county service area. They know what they're doing and they like doing it. They have earned public acceptance by consistently superior performance over a period of years. They are relied upon confidently for good entertainment, dependable news reporting, vital public service. Naturally, they exert a powerful selling influence for the products they advertise.
WSYR's leadership in local programming service is clear beyond dispute. And when it comes to coverage, WSYR's wide margin of superiority, daytime and night-time, is attested by every recognized coverage service. It is this kind of leadership which makes WSYR the clear first choice of radio advertisers in one of America's truly important markets. The WSYR service area has a population of more than 1.5 million — annual buying power in excess of $2.2 billion. And metropolitan Syracuse is ranked by Sales Management as the best test market in the nation.
Meet WFDF's Country Gentleman... "Smilin' Max" Henderson. He delivers the only live country music on Flint radio on the Monday through Friday "Smilin' Max Show" from 5 to 6 PM. Max knows how to sell the Flint area. Eight years of local radio, an impressive list of Serenade records, plus numerous personal appearances and over two years of TV make Max the best known country star in and around our town. His warm, personal approach with a song and a commercial deliver sure-fire results in a way that keeps his sponsors coming back for more. "Smilin' Max" has a number of published songs to his credit... and many more that he has tailored for his individual sponsors. He does a well-rounded selling job in all departments, for all kinds of products. Why not include yours?

our country music is live

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

wfdf
flint, michigan • nbc affiliate

Associated with WFBM AM & TV Indianapolis—
WOOD AM & TV Grand Rapids—
WTCN AM & TV Minneapolis - St. Paul

Australian Stations Buy Seven Screen Gems Series

IN ITS FIRST Australian contract, Screen Gems Inc., New York, last week reported the largest one-time international sale since it entered the foreign field nine months ago.

John H. Mitchell, vice president in charge of sales of the Columbia Pictures Corp. subsidiary, said TCN-TV Sydney and HSV (TV) Melbourne—both scheduled to go on the air later this year—had each bought seven Screen Gems series.

In addition to these Australian sales, Mr. Mitchell said that the firm also made "two other premier sales" to the government-controlled television networks of Denmark and Switzerland.

Mr. Mitchell also said that Screen Gems, whose films already are showing in Italy, France, Canada, West Germany, Holland, Belgium, England and Thailand, will soon invade the Latin American market.

ABC Films to Australia

SALE of five ABC Film Syndication series for showing on tv stations in Sydney and Melbourne, Australia, was announced last week by George T. Shupert, president of ABC Film Syndication, who termed the transaction "the first sale of tv film programs in the Australian market."

Under terms of the contract with Australian Consolidated Press, ABC Film Syndication will supply the overseas organization with The Three Musketeers, Racket Squad, Passport to Danger and Kieran's Kaleidoscope, totaling 133½ hours of programming.

FILM RANDOM SHOTS

Consolidated Film Industries, N. Y., opened new processing laboratory for television, motion picture and industrial film producers at 521 W. 57th St., New York 19. Telephone: Circle 5-4400.

Peter Zampirr Adv., N. Y., was referred to inadvertently as Peter Wamphir Adv. in a B&W article Feb. 13, announcing the agency would continue to represent Television Programs of America, N. Y. The agency will work closely with Elihu E. Harris, newly-named director of advertising for TPA.

FILM PEOPLE

Harold L. Danson, formerly director of television advertising and publicity, National Screen Service, N. Y., appointed to New York City sales staff of Ziv Television Programs.

James E. Darst, in St. Louis industrial motion picture sales and production, to Premier Film & Recording Corp., St. Louis, as director of sales for motion pictures, tv commercials and commercial recordings.

Karl Von Schallern, MCA-TV Ltd., Chicago sales staff, assigned to Midwest station sales division, Chicago.

Elh Feldman, formerly with Chad Assoc., N. Y., and radio-tv commercial film production department of Dancer-Fitzgerald-Sample, N. Y., appointed agency-client liaison for television spots and commercial films with UPA Pictures Inc., N. Y. Rita Cummings, publicity and public relations representative for UPA in Burbank, Calif., transferred to N. Y. office in same capacity.
"As in the case of newspapers or magazines, a radio station attains leadership through good management and good programming.

"...such a station will attract a major proportion of those living in the area it covers."

--- from a recent statement by the media head of one of the nation's leading agencies.

WBAL  Baltimore  (NBC)  
    The Hearst Corp.
WBEN  Buffalo  (CBS)  
    Buffalo Evening News
WGAR  Cleveland  (CBS)  
    Peoples Broadcasting Corp.
WJR   Detroit  (CBS)  
    The Goodwill Station, Inc.
WTIC  Hartford  (NBC)  
    Travelers Broadcasting Service Corp.
WDAF  Kansas City  (NBC)  
    Kansas City Star

KFI    Los Angeles  (NBC)  
    Earle C. Anthony Inc.
WHAS  Louisville  (CBS)  
    Louisville Courier-Journal & Times
WTMJ  Milwaukee  (NBC)  
    Milwaukee Journal
WGY   Schenectady  (NBC)  
    General Electric Company
WSYR  Syracuse  (NBC)  
    Herald-Journal & Post-Standard
WTAG  Worcester  (CBS)  
    Worcester Telegram-Gazette

THE  HENRY I. CHRISTAL  CO., INC.

NEW YORK — BOSTON — CHICAGO — DETROIT — SAN FRANCISCO

Representing Radio Stations Only

Broadcasting  •  Telecasting

February 20, 1956  •  Page 51
MBS GUARANTEES CIRCULATION;
NIKE Ratings TO BE GUIDE

If Mutual fails to deliver on guarantee, it will give advertiser time until guarantee is met. Network says it will pay stations for make-good time. Will other radio networks follow suit? ABC says never; NBC is cool; CBS won't comment.

A RADICAL departure in network radio sales concepts—the offer of a "guaranteed cost per thousand" to advertisers—was announced last week by Mutual (CLOSED CIRCUIT, Feb. 13), effective immediately.

The actuality of a guaranteed circulation, long wanted by many agency executives but not expected by most, drew relatively little immediate reaction. This reticence was due at least partially to lack of familiarity with the plan or desire for more time to study it.

Reaction among other radio networks ranged from NBC officials' acknowledgement that they had considered the guaranteed-circle principle from time to time but were disinclined to adopt it, to an ABC top executive's blunt statement that ABC Radio has no intention of ever doing such a thing. CBS Radio declined comment.

An official of one major advertiser said he found the plan "hard to appraise" but that in general it had the sound of a "desperation move." At the other extreme, a leading agency executive thought it "an interesting idea if the network can offer coverage and if the guarantee price is low enough."

Harry Trenner, Mutual's sales vice president, who said he had discussed the plan with a number of agency executives and that it had received an enthusiastic welcome although no sales had been made on it yet, announced details at a luncheon in New York Tuesday.

As he described it, the offer is this:

"1. Nielsen Pocketpiece reports will be the source of rating material.

"2. Average audience ratings will be used.

"3. Total U. S. radio homes data will be taken from Nielsen ratings reports and will be changed as frequently as Nielsen adjusts its U. S. radio homes figures.

"4. Guarantee will be based on commercial minute home impressions.

"5. Guarantee will be computed on the basis of 'gross' audience data.

"6. Guarantee will be computed on the net weekly cost, before agency commission.

"7. Guarantee will be on the basis of total length of contract.

However, will depend on several factors, including the appeal of the program involved (its "track record," if it's an established program), the time period (strength of competing programs, etc.), and number of stations used.

Thus sponsors of different quarter-hours can get different guarantees as to how many homes they will reach. The guarantees will not be made public.

If Mutual fails to deliver the number of homes that were guaranteed, the advertiser will be given make-good time until that minimum guarantee has been reached. Average audience ratings as published in the A. C. Nielsen Co. Pocketpiece reports will be the yardstick in determining homes reached. The guarantee will be based on the total length of the contract, not on week-to-week performance.

Mr. Trenner made plain that some exceptions are involved, and that probably some "minor adjustments" will be necessary as the plan is smoothed up in actual operation.

The guarantee is offered, for instance, only to advertisers having a product. It will not be applicable to political or religious broadcasts.

Nor will it be applicable to short-term campaigns, owing to the need to get enough Nielsen measurements to determine whether the guarantee was met. Mr. Trenner said that if an advertiser wanted to make a heavy buy for six or eight weeks, it might be worthwhile to Mutual to have special ratings made, but that ordinarily a contract should be considerably longer than that to qualify for a guarantee.

Mr. Trenner, announcing the plan at a news luncheon also attended by Mutual Executive

MEASURING PERFORMANCE AGAINST PROMISE

HOW will Mutual go about judging cost-per-thousand performance in the operation of its new guaranteed circulation plan? In announcing details of the plan (see story, this page), Sales Vice President Harry Trenner offered the following "guide," prepared by research and planning director Richard J. Puff:

"1. Nielsen Pocketpiece reports will be the source of rating material.

"2. Average audience ratings will be used.

"3. Total U. S. radio homes data will be taken from Nielsen ratings reports and will be changed as frequently as Nielsen adjusts its U. S. radio homes figures.

"4. Guarantee will be based on commercial minute home impressions.

"5. Guarantee will be computed on the basis of 'gross' audience data.

"6. Guarantee will be computed on the net weekly cost, before agency commission.

"7. Guarantee will be on the basis of total length of contract.

"8. First review of guarantee will be on the basis of the first four reports available after start of new contract. From that point on, all additional rating information will be accumulated for the purpose of determining commercial minute home impressions.

"9. Commercial minute home impressions will be computed on the basis of the total number of commercial minutes used. For example, a five minute period will be computed on the basis of 11/4 minutes of commercial time.

"10. Data will be based on ratings published for the specific programs as reported in the regular Nielsen Pocketpiece. However, if any program should not be rated because of Nielsen's non-subscriber program policy, then an average of the programs on either side will be used for all computations.

"11. In the event that MBS does not deliver the minimum guarantee, then additional commercial time will be allotted to bring the audience to the specific guarantee.

"12. Should make-good time be required, Mutual will use its best efforts to reach a type of audience similar to that indicated in the original purchase. This would obviously involve control factors such as program type and day parts."
Another...first run...network caliber syndication program from

SCREEN GEMS

BIG TIME DRAMA SERIES AVAILABLE NOW!

STARRING...JOSEPH COTTON • LINDA DARNELL • EDWARD G. ROBINSON • MONA FREEMAN
DANE CLARK • ANN SHERIDAN...AND MANY OTHER TOP STARS!

Scan all ratings...Screen this show!

OKLAHOMA CITY 23.9
BAY CITY, MICH. 31.2
NEW ORLEANS 33.2
DAVENPORT, IA. 28.9

*Nov.-Dec. 1955 A.R.B.
Vice President John B. Poor and other network officials, stressed that the circulation guarantee takes "the gamble out of network radio broadcasting."

Under Mutual's plan, he said, the advertiser "will know what he's buying before he buys." He also emphasized that by guaranteeing the number of home tune-ins to be delivered, the plan goes farther than print media's circulation guarantees.

"We think that network radio has reached a point where it must take its place alongside other stable media on a statistical basis," he asserted, adding that as such it is a "sound and efficient buy."

In response to questions, Mr. Trenner said Mutual's affiliates "have no responsibility" in the guarantee plan—that they will continue to be compensated on the usual basis. In fact, if Mutual fails to deliver the minimum guarantee on a contract, the affiliates stand to gain—because Mutual itself will compensate them, he said, for carrying any make-good time that is necessary.

Mr. Trenner and Robert A. Schmid, vice president in charge of advertising and public relations, both stressed that when it becomes apparent during the course of a guaranteed contract that Mutual is falling short of the promised figure, then efforts will be made to "beef up the programming." Audience and program promotion will be intensified, and similar efforts made to raise listenership and thus boost the ratings average up to the guaranteed figure.

The use of make-good time rather than rebates for unmet guarantees was decided upon, Mr. Trenner said, because "the advertiser appropriates money to reach a given number of people, not to get it back." The use of make-good, he noted, assures him of reaching that number.

No 'For Instances'

He said no tentative cost-per-thousand price tags had been placed on any existing shows and that Mutual had no "list of for instances" to offer. Rather, he said, each guarantee will be tailored individually in accord with what the advertiser's budget is, whom he wants to reach, and what sort of spread he wants.

Newsmen, however, posed a hypothetical case of an advertiser who signs for 39 weeks on a guarantee of a 10 rating. If the average for the 39 weeks came to an 8 rating, Mr. Trenner said, then Mutual obviously "owes him some time." But, he added, Mutual would have been watching the ratings all along and, seeing them down, might have given the sponsor some extra time before the end of the 39 weeks and meanwhile would have been trying to increase the rating.

Although the specific guarantees given to advertisers will be kept secret and may vary according to time periods, programs and station lineups involved, he said there would be no variance between guarantees given different advertisers using the same programs; (participants in Mutual's "Multi-Message Plan," for instance).

The idea of guaranteeing circulation, although never attempted on so broad a scale at the network level before, has been adopted by some individual stations and was offered on a limited basis by NBC a little more than four years ago.

NBC officials, discussing the Mutual plan last week, recalled that their own was limited to participations in three programs and that the guarantee was established at a point which NBC felt it could meet and also assure advertisers of good coverage. Though offering a lower cost per thousand than print media,
Another...first run...network caliber syndication program from SCREEN GEMS

EVERYONE...EVERY AGE...EVERYWHEREx IS GOING WILD OVER THE BRAND NEW...

Jungle Jim
WITH JOHNNY WEISSMULLER

Scan all ratings...Screen this show!

NASHVILLE, TENN. 20.1
DETOIT, MICH. 19.6
TULSA, OKLA. 25.5
BOISE, IDAHO 41.8

SUPPORTED WITH TREMENDOUS MERCHANDISING AIDS!

*Nov.-Dec. 1955 A.R.B.

SCREEN GEMS Inc.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
233 West 49 St. New York, New York
they said, it still was not the lowest in network radio, and advertisers apparently preferred to "gamble" on unguaranteed purchases of time rather than pay the extra cost of the guaranteed circulation.

NBC's plan—which resulted in no sales—was called "Guaranteed Advertising Attention Plan." It offered advertisers a chance to sponsor parts of three programs and guaranteed each user that an average of at least 5.3 million full one-minute advertising impressions would be heard each week for a period of 13 weeks at $2.75 per thousand (BWT, Nov. 19, 26, 1951). Since then, officials reported, the guarantee concept has been considered a number of times. But it has many problems, they said, acknowledging that "there is always a possibility" that NBC will adopt some form of circulation guarantee but indicating that this is not probable soon.

A top ABC Radio official was even less equivocal, asserting flatly that his network has no intention of adopting such a plan. He maintained that ABC Radio already delivers "the best cost-per-thousand possible" and that "when you start guaranteeing circulation you're getting into the realm of per inquiry business."

Cohen to ABC Business Post
APPOINTMENT of Harold D. Cohen as assistant to the vice president of the business affairs department of ABC, effective immediately, is being announced today (Monday) by James A. Stabile, vice president in charge of the department.

Mr. Cohen served most recently as executive assistant to Ted Ashley of the Ashley-Steiner Agency, New York, supervising negotiations and legal affairs.

STATION SALES

KIDDER, PEABODY & CO.—

- Maintains close contact with all phases of the Television and Radio industry.
- Has an established relationship with most of the important sources of investment capital in the country.

—We invite the station owner to take advantage of this dual coverage when considering the sale of his property.

Address inquiries to:
ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

ABC Radio's Newest: 'Quickie' Soup Spots

Brief announcements for Campbell start on 41 western stations, tying in with network's cue for station breaks. Protest charges network hinders local spots and programming for competitive products.

"Quickie" commercials within the ABC Radio network system cues are being used by Campbell Soup Co. on 41 Mountain and Pacific states stations.

The campaign, employing all ABC system cues on these stations seven days a week for 12 weeks, is described as "a test" for both ABC and Campbell Soup—presumably meaning that if it works satisfactorily for both, Campbell may go more heavily into system cues usage, and that ABC Radio may accept them on a larger scale. The system cue commercial being used by Campbell runs like this, with possible variations: "This is ABC. Campbell Soups are MMMM-MMMM-good."

Launching of the 46-station campaign prompted at least one station manager to complain that the move was a further encroachment on station rights and prospects. He said: "Since the total time for the commercial and system cue will not exceed the time now used for the system cue alone, we're told it does not make it an infringement on station time. Assuming this is correct, how are individual affiliates going to schedule any other spots or programs of companies whose products may be competitive to that of the system cue sponsor?"

Yet, he adds, the webes are now destroying our few remaining adjacencies by commercializing system cues. I wonder how many other net affiliates will soon be 'on the spot' if this test case is successful out here in the Mountain and Pacific zones?"

Noting that some 365 system cues per week are involved, the station executive asserted that "affiliates are required to carry at least 150 to qualify for the compensation based on one-fifth of one percent of our hourly network rate per spot."

ABC Radio authorities maintained, however,
Another...first run...network caliber syndication program from

SCREEN GEMS

TOPS COMPETITION IN 57 OUT OF 60 MARKETS!
...BACKED BY 35 UNIQUE PREMIUMS!

TALES OF THE TEXAS RANGERS

Scan all ratings...Screen this show!

DENVER, COLO. 20.0
NORFOLK, VA. 35.3
PORTLAND, ORE. 24.5
GREENSBORO, N. C. 24.2

*Nov.-Dec. 1955 A.R.B.
that the system cue sponsorship gives the participating stations the equivalent of more than five quarter-hours per week in terms of money; that this is "found money" that they would not be getting otherwise, and that the announcements are cut so that the stations may cut away after "this is ABC" if they have another soup product adjacent.

The campaign started Feb. 6. BBDO, New York, is agency for Campbell.

Nat Wolff to Direct NBC Show Planning

NAT WOLFF, vice president in charge of creative programming, Young & Rubicam's radio and television department, will join NBC April 1 as director of program planning for NBC-TV, Robert W. Sarnoff, president, announced last week.

Mr. Wolff, who will headquarter in New York but also spend much of his time on the West Coast, will have creative responsibilities in NBC-TV's future planning of regular and special programs.

He will report to Thomas A. McAvity, vice president in charge of NBC-TV. Mr. Sarnoff noted that Mr. Wolff has 30 years "creative" experience in the entertainment, broadcasting and advertising fields, having been a writer, packager, developer of talent, properties and programs as well as having originated new program concepts.

Mr. Sarnoff said Mr. Wolff will have "wide latitude in creating and developing new programs and properties, working with established stars and building new ones."

Mr. Wolff joined Young & Rubicam in 1951, leaving Metro-Goldwyn-Mayer where he was a top executive after World War II. During the war, he was deputy chief of the Office of Plants and Figures and later head of West Coast operations for the Office of War Information.

He entered broadcasting in 1926 with the Buffalo Broadcasting Corp. He went to Hollywood in 1934 to write, produce and direct Mary Pickford's radio program, and eventually established a radio department on the West Coast for H. N. Swanson Co., writers' agents. His next move was to the Myron Selznick organization, where he was chief of the entertainment, buildings and advertising fields, eventually taking over the West Coast operations for Myron Selznick and later heading up his own agency, handling Hollywood stars for radio. When A & S Lyons bought out his organization, Mr. Wolff was elected a vice president for Lyons on the West Coast.

ABC Chicago Plans Move Of All TV Units by 1957

COMPLETE tv broadcasting facilities of ABC Chicago will be moved from Kemper (Civic) Bldg., 190 N. State St., on or about March 1, 1957, American Broadcasting-Paramount Theatres Inc. has announced. Studios for the network's WBKB (TV) will be "greatly enlarged." The move encompasses employees of WBKB and ABC Central Div., including radio-tv departments. WBKB thus returns to its original site of a few years ago before the purchase by United Paramount Theatres Inc. from Balaban & Katz.
**NEW TRIPLE-A PLAN**

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WLW-A now offers you the big, brand new, smash TRIPLE-A Plan...guaranteeing Audience and Action in Atlanta! Here's a time-tailored, product-picked television package cut out for you—kiddies' shows for kiddies' products, daytime shows for women's products, nighttime shows for family products. Only WLW-A gives you this TV selective-audience package—the big new TRIPLE-A Plan...guaranteeing Audience and Action in Atlanta!

A MEMBER OF THE CROSLEY BROADCASTING CORPORATION, A DIVISION OF

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February 20, 1956 • Page 59
NEW YORK, WASHINGTON
SEE NBC-TV'S 'WINDOW'

'New concept in store merchandising' began last week with three sponsors in the two cities. NBC-owned stations in other cities plan to present program as soon as sponsors are signed.

THE FIRST Window programs, described by NBC's-owned station department as a "new concept in store merchandising" (8-1, Jan. 30, 16), went on the air last week in New York and Washington. Coincidentally, officials announced that Bergdorf Goodman (women's fashions), New York, had signed as the third Window sponsor.

In Washington, the Hecht Co. (department stores) sponsors Window five times weekly, 7:55-8 a.m. Mondays, Wednesdays and Fridays and 11:25-11:30 a.m. Tuesdays and Thursdays, on WRC-TV. In New York, Bergdorf Goodman and Gimbel Bros. (department store) sponsor in color the 8:55-9 a.m. and the 9:55-10 a.m. Windows, respectively, on WRCA-TV. In line with NBC's original plan, local Windows are placed adjacent to or in the middle of network shows. Both the 7:55 and 8:55 a.m. segments in Washington and New York are placed respectively in the middle and at the end of NBC-TV's Today. WRCA-TV's 9:55 a.m. program presents Ding Dong School, and WRC-TV's 11:25 a.m. Tuesday and Thursday Window is placed on station time during the network's 11 a.m.-noon Home show.

Henry J. Kaufman & Assoc., Washington, is the agency for Hecht's; Monroe Greenthal Co., New York, is Gimbel's agency, while the WRCA-TV-Bergdorf Goodman contract was negotiated direct.

Peggie Fitzgerald in New York acts as guide for both Gimbel's and B-G's Windows, Patty Cavin and Inga in Washington.

Window "explores" a new facet of the sponsor's store and its personality each day. On last Wednesday's 8:55 a.m. telecast, for instance, Mrs. Fitzgerald displayed Bergdorf's Miss Bergdorf Shop for young women by featuring its current best seller: gray flannel suits—with accessories—some of which were priced as high as $901. Fitzgerald was draped about store dummies, but this did not necessarily detract from their attractiveness as Mrs. Fitzgerald and the WRCA-TV camera thoroughly examined each item, giving life to the material.

Considering that heretofore all of Bergdorf's advertising has been concentrated in newspapers or magazines, television—via camera action—was notably effective in making the wares come alive. Mrs. Fitzgerald took especial care to show her viewers the by-now-famous Bergdorf Goodman clothes box with its distinct identification marks, emphasizing the store's "personality."

Jay Heiten, WRCA-TV sales manager, said last week that Mrs. Fitzgerald, as "reporter-editor," picks out whatever merchandise she feels "goes over best on tv." However, the sponsor "has the last word, should he wish to play up one item or play down another." Where Bergdorf's, a high-fashion store specializing in women's clothing, restricts its Window displays to silks, cottons and wools, both Gimbels' and Hecht's will make wide use of the program in moving general merchandise, ranging from soft goods to hardware and luxury gift items. Similar programs, all locally originated, are planned for Chicago, Los Angeles and Philadelphia as sponsors sign for them, according to Charles R. Denny, NBC vice president in charge of owned stations and spot sales.

Network Is Radio's Backbone, Taylor Tells N. Y. Ad Clinic

NETWORK radio is "getting healthier and healthier" and its programs are still the backbone of the radio industry, Sherrill Taylor, co-director of sales promotion and advertising for CBS Radio, told a radio and tv clinic of the New York Advertising Club last Thursday night.

Mr. Taylor noted a growing feeling among advertisers that radio listeners seek only local d. j. shows and news. On the contrary, he said, a Pulse survey made recently in the top ten markets showed that 90% of the top ten daytime and top ten nighttime radio shows were network-originated. It is name talent primarily, he said, that makes the difference between network and local programming.

He said CBS Radio's billings for the last quarter of 1955 were higher than the same period of 1954 and that the first quarter of 1956 also is running ahead. Further, he asserted, most local stations have just experienced the best revenue year they've ever had.

NBC Radio Names Jonas

APPOINTMENT of Paul Jonas as sports editor of NBC Radio was announced last week by Tom S. Gallery, sports director of NBC [Closed Circuit, Feb. 13]. Mr. Jonas was for 17 years director of sports for MBS until he joined the NBC sports department last fall.
ABC Will Cut Shows For Political Plugs

ABC was reported last week to have offered to shorten any program on its schedule—except news shows—by five minutes in order to make additional time available for political broadcasts during the forthcoming campaign.

The offer is contingent upon the political parties' giving "adequate" notice as to which five-minute periods they wish to buy, in order that there will be ample time to shorten the regular programs that would be affected. "Adequate" was defined in the general term "months."

Disneyland, as an example, is slated to be cut from 60 to 55 minutes during the heat of the campaign in order that the last five minutes of the program's present period (Wed., 7:30-8:30 p.m. EST) may be politically sponsored, probably by Democrats and Republicans on alternate weeks.

Norman Craig & Kimmel, agency for the Democratic National Committee, has sought—and through an apparent misunderstanding thought it had acquired—an option on the 8:25-8:30 p.m. Disneyland portion for Democratic sponsorship during the campaign [Closed Circ. Feb. 13]. The situation was clarified last week when ABC authorities made clear that they do not give options for political time.

Loudon Promoted at NBC

WILLIAM A. LOUDON, television account executive for NBC Spot Sales for three years, has been appointed supervisor of radio network sales for the NBC Pacific Div. He has been with the network since 1946, except for Army service 1950-52.

ABC-TV's Hullinger Dies

NED HULLINGER, 43, regional manager, ABC-TV station relations department, died Tuesday night in Jackson Heights, N.Y., of a heart attack. After his graduation in 1934 from Northwestern, Mr. Hullinger was engaged in newspaper work until the war. He joined ABC as a publicity writer in 1946, and subsequently was named publicity director of the network's Western Div. and then station relations manager in Los Angeles. He was appointed to the regional management in 1953. He is survived by his wife, Janet.

CBS Plans Race Track Events

CBS will broadcast on radio-tv two consecutive Saturday horse races from Gulfstream Park, Hallandale, Fla., March 17 and 24, possibly telecasting a renewal of the turf feud between Swaps and Nashua. Though park officials had not confirmed reports that Swaps and Nashua would be the featured runners in the March 17 Gulfstream Park Handicap, it was reported last week that the purse would be increased from $50,000 to $100,000. CBS-TV will carry the race at 5:30 p.m. EST, and CBS Radio the 5:15-5:30 portion.

NETWORK PEOPLE

Howard Kiser, former MBS and DuMont network sales executive, to NBC Radio sales staff, N. Y. George W. Clark, formerly with Television Programs of America, N. Y., and previously head of own radio-tv station representative firm, to staff of NBC Radio network sales in Chicago.

Paul Roberts, former director of radio, Benton & Bowles, N. Y., named to producer-director staff of CBS Radio's program department for N. Y. origination of CBS Radio Workshop, and new Indictment series.

Famila Good, former freelance tv talent-writer-producer, to staff of Will Rogers Jr., on CBS-TV's new Good Morning program (Mon-Fri., 7-8 a.m. EST and CST).

Ralph Nelson, television writer-director-producer, to CBS-TV's creative programming staff in Hollywood.

Jack Watson, formerly ABC stage manager, named operations director, ABC-TV, Hollywood, succeeding Dick Marsh, resigned.

Richard Harkness, NBC correspondent, elected president, Overseas Writers, Washington.

Caroline Burke, special events producer, NBC Matinee Theatre, named chairman of that prestigious committee, 1956 campaign for American Cancer Society.

Bing Crosby, CBS Radio and motion picture personality, has contributed $101,900 to Crosby Memorial Library at Gonzaga U., Spokane, of which Mr. Crosby is a alumnus.

Howard W. Angus, 65, formerly assistant vice president, general manager and director of personnel for NBC, died Feb. 11 in Fall River, Mass.

Mrs. Frances Beirne Witzell, 61, professionally known as Ann Rolling, died Feb. 13 in New York, following long illness. She was one of first radio personalities of early 1930's in field of news analysis.

Briggs Baugh, station relations representative, ABC Radio, father of girl, Anne Shearburne.
Radio and tv outlets give additional reports on efforts to make annual polio telethon a success this year.

Since publishing a story on media participation in the March of Dimes (B&T, Feb. 6), several reports of other radio and tv stations which participated in the drive have been received. They include in contributions.

WAFB-TV Baton Rouge, La., personality Orene Muse promoted a "Mad Hatters Day" with Bob Earle, WIBR Baton Rouge manager, serving as mc. A "Mad Hatters" brunch raised $2,000, which was turned over to the polio fund.

WCKY Cincinnati, disc jockeys on WCKY Cincinnati, turned over to the polio fund.

WKBR Clintonville, WKBR Clintonville, donated a "Mad Hatters Day" brunch for the March of Dimes.

FRE To Be Spotlighted

A DAY-LONG announcement campaign stressing the work of Radio Free Europe and Free Europe Press is to be presented as a joint feature by MBS and Crusade for Freedom for broadcast on Mutual on Feb. 22-George Washington's Birthday. Special series of live and transistorized announcements between 9 a.m. Feb. 22 and 1 a.m. Feb. 23 preceded by "Behind the Iron Curtain," a regular MBS feature narrated by John H. Tobin, Feb. 20. Program will detail the accomplishments of RFE and Radio Free Asia in the last five years. In addition, MBS has sent out to all of its affiliates a series of six transcribed spots which the network says, will be played in addition to approximately 35 announcements scheduled by the network.

Radio-TV Backing of Red Cross Urged by Strouse at N. Y. Meet

THE NEED for aid to the Red Cross by radio and television stations and networks was stressed at a luncheon a fortnight ago by Norman H. Strouse, president of J. Walter Thompson Co. and chairman of public information committee, New York Chapter of the Red Cross.

Mr. Strouse explained the need of help by communication people to gain the $6.4 million goal for the New York Chapter this year.

A kit containing special radio and television announcements and programs was distributed at the luncheon.

Kits and any further information for radio and television may be obtained from Hope Lawder Ritchie, director, radio-tv division, 1956 fund campaign.

This year the national drive starts Feb. 29 with President Eisenhower's message, which will be followed during March with scripts, program inserts, spot announcements, features and human interest stories which will be forwarded to program directors and commentators.

Time Donates Recordings To Rochester Public Library

TIME Inc., publisher and past producer of The March of Time radio and film program, has announced the donation of its entire MCT recording library to the Rochester (N. Y.) Public Library. Over 400 transcriptions, spanning a 15-year period of weekly broadcasts covering 1929-1944, are included in the gift.

Time Inc., principal stockholder of KDYL-AM-FM Salt Lake City and 50% stockholder in KOB-AM-TV Albuquerque, first entered the broadcasting field in 1924 with its production of The Pop Question Game, a radio news quiz based on Time's editorial content. Four years later, it produced its second series of news programs which, the company claims, was responsible for the introduction of the word "newscast." In 1931, it launched The March of Time.

The company currently participates in a series of five-minute news dramatizations titled Its Time on ABC Radio and sponsors parts of newscasts on ABC-TV.

Media Supports Heart Fund

RECORD total of air time for spot radio and television announcements and educational feature programs is expected to be allocated this month to the Heart Fund campaign, it was reported last week by the American Heart Assn.

The association said that 92 leaders in the fields of entertainment and public affairs are represented in the filmed announcements and recorded talks that are being sent to radio and television networks. A special feature of the campaign is a half-hour television film, Heart of America, which AHA's 56 affiliates and 350 chapters are "sponsoring" to light up spots on the most of the stations in their individual areas throughout the month."

WNCT (TV) Debut 'Tax Telethon'

TAX EXPERTS from the Raleigh, N. C., regional office of the Internal Revenue Department are serving as guest panelists for WNCT (TV) Greenville's new Tax Telethon program.

Viewers call in any tax problems they have and the fourteen-member panel discusses it and gives the answer over the air. The show will be continued until April 1. It is not necessary for callers to identify themselves.

NBR Launches Conservation Program

NBR RADIO has launched a special 13-week series of broadcasts on conservation of soil and other natural resources under the title of Today and Tomorrow, (10:30-11 p.m. EST; WRCN New York only on Sun., 6:35-7 p.m. EST). The programs are narrated by actor James Cagney, who owns two farms, one at Millbrook, N. Y., and the other at Martha's Vineyard, Mass. Today and Tomorrow will be broadcast as a public service in cooperation with the conservation foundation, a non-profit, independent organization.

WLWT (TV) Charity Drive Raises $100,000

WLWT (TV) Cincinnati reports it raised nearly $100,000 among viewers for the annual Ruth Lyster's Christmas Fund for hospitalized children and over $520,000 since fund was started in 1947. Sum was raised on Miss Lyster's 59-50 Club, also carried by WLWD (TV) Dayton and WLWC (TV) Columbus, also Crosley outlets.

WTVJ (TV) Telethon Nets $401,000

OVER $401,000 in cash has been collected from a United Cerebral Palsy telethon program by WTVJ (TV) Miami. The drive started at 10:30 p.m. Jan. 21 and concluded at 5 p.m. Jan. 22. According to Otto Fenias, telethon chairman, pledges not yet collected are expected to bring the total to over $420,000. "This is the largest amount ever collected by a CP Telethon not only in Miami but among those programmed in other cities around the nation," Mr. Fenias said.

WCIA (TV) Debuts Conservation Program

AN agricultural public service program, Your and Conservation, is being programmed by WCIA (TV) Chicago. Designed to inform farmers about the importance of conservation, and to tell city people how they also benefit from good soil practices, the quarter-hour program is being presented as part of a 13-week series. The show is hosted by Bernard Fleming, a director of the Assn. of Illinois Soil Conservation Districts.
It’s an old WCKY Custom ... Cooperating with local, state, national and governmental, civic, charitable and philanthropic organizations

"In the public interest" is no meaningless phrase around WCKY. It is the keystone of the station’s basic philosophy of service to the community.

Evidence of this service is found in the fact that in 1955, WCKY cooperated with 132 individual agencies, and 49 organizations to the figure of more than 10,000 free spot announcements; 885 newscasts, and 26 program hours.
...and it's an old Cincinnati Custom
(firmly established over a 27 year period)

for citizens to listen to, and give loyal sup-
port to the station which helps all of them,
and to the advertisers who use WCKY's fa-
cilities to reach the whole Cincinnati market.

82.4% of Cincinnati Homes
Listen to WCKY each week

... and that is why, also, advertisers in
constantly increasing numbers choose
WCKY to carry their sales stories to ALL
Cincinnati, and to cash in on the increased
sales created by this WCKY advertising,
reaching its loyal, responsive audience.

Follow the custom in Cincinnati
BUY WCKY

For availabilities wire or phone collect
REMOTE CONTROL FOR ALL ASKED IN NARTB PETITION

Association files 400-page brief describing experience and experiments in the field, asks Commission begin rule-making procedure.

ALL RADIO broadcast stations, including those with 50 kw power and directional signals, can be operated by remote control without degrading their service, NARTB's Engineering Dept. claims after a two-year field study. Based on a 400-page roundup of its extensive operating tests, the association last week asked FCC to scan this array of charts and tables and then start rule-making procedure. NARTB proposes amendment of Secs. 3.39, 3.66, 3.527 and 3.274 to extend the present remote limitation from non-directional stations up to 10 kw to all am-fm outlets can use automation equipment.

A. Prose Walker, NARTB engineering manager who directed the field work, and John F. Meagher, NARTB radio vice president, filed NARTB's formal petition at the Commission Wednesday. Exhibits supporting NARTB's own tests include the operating experience of British Broadcasting Corp. and Canadian stations as well as the technical reports compiled by U.S. stations under NARTB auspices. This mass of documentary proof, NARTB points out, supports these two premises: present remote control operations show a high degree of reliability, and the experimental data clearly demonstrates that remote control may be extended to directional and 50 kw am-fm stations "with the assurance that equal reliability will be achieved."

Backing up these statements, NARTB adds, "The opinion of the professional radio engineers and the results of the experimental data from remote operation of American stations are confirmed by evidence collected from stations in actual remote operation."

Mr. Walker said a change in FCC's rules to allow 50 kw and directional stations to operate with remote gear would benefit about 850 more stations. Already 714 stations have been granted remote permits.

In explaining the NARTB's petition, Mr. Meagher said the association seeks revision of FCC's rules "to bring them abreast of the ever-advancing technological development within the industry." He outlined the two-year program of Mr. Walker's department. This included equipment and similar arrangements, actual development of data from equipment operations conducted by qualified technicians, a field study of foreign experience, collection and preparation of exhibits and preparation of the final petition.

U.S. stations conducting the directional field tests included KMCO Conroe, Tex.; KDNT Denton, Tex.; WDLF Panama City, Fla.; WPDX Jacksonville, Fla.; WFIL Philadelphia, KSEI Pocatello, Idaho, and WHBF Rock Island, Ill.

Stations conducting remote tests on their 50 kw transmitters, both directional and non-directional, were KDKA Pittsburgh; WSB Atlanta; WOWO Fort Wayne, Ind., and KIRO Seattle.


Mr. Walker pointed out that extension of remote operation to all standard broadcast stations, "will enable a considerable increase in the effectiveness of the Conelrad emergency system of communication." He proposed that any future remote control grant be conditioned upon the station's equipping itself for satisfactory Conelrad participation and, by remote switching of the transmitter or use of a separate transmitter, change from its normal frequency to either 640 or 1240 kc. He added that switching time "would be shortened."

The original NARTB petition to permit remote operation was filed Feb. 1, 1952. Rule-making procedure was set in motion and over 2,000 comments were filed with FCC, whose grant to the industry limited remote operations to non-directional stations up to 10 kw. NARTB recalled that "the Commission stated the most important consideration was whether the revision in question would result in any degradation of the Commission's technical standards."

In denying a petition to reconsider this action, the FCC said March 30, 1953, "... the technical problem was the critical issue. It explained the 10 kw non-directional limit this way: "... it was felt that the station should extend to that level of power at which no serious problems would be encountered because of the nature of the transmitting equipment, itself."

With this FCC position made clear, NARTB now contends the remote privilege should be broadened because any possible technical doubts have been removed.

NARTB's petition for rule-making procedure was submitted by Robert L. Heald, chief attorney, and Walter R. Powell Jr., attorney.

Among those active in directing the field experiments were John M. Outler Jr. and A. R. Holbrook, WSB; Lincoln W. Miller and Bill Reuter, KIRO; Robert J. Sinetti, WHFB; Henry H. Fletcher, KSEI; Henry R. Hous, WDLP; Calvin Howrigan, WDLF; Earnest Harrelson, WPDD; Harwell V. Shepard, KDN; and John W. Neathery, KMCO.
Romance and glamor aside, here's one Kentucky institution you can't afford to miss. It's WAVE-TV, first by far in Kentucky and Southern Indiana television.

First in CHANNEL — Brilliant Channel 3!

First in COVERAGE — Effectively serves 173,000 more TV families than Louisville's second station!

First in PROGRAMMING — The best from NBC and ABC, plus topnotch local shows!

First in ADVERTISING — Carries more local and national advertising, year in and year out, than Louisville's other TV station!

First ON THE AIR — More and better experience — by more than a year!
AMONG all the maddening federal regulations confronting the American businessman, perhaps none are more restrictive than those governing election-year behavior of the broadcast media. This is an election year, and broadcasters are concerned again to find themselves in that familiar quagmire between public service regulations on the one hand and Section 315 on the other. The first prescribes that during campaign stations should broadcast an "adequate" volume of rival political claims. The second prescribes that once any candidate is allowed broadcast facilities, his opponents, no matter how frivolous, must be allowed equal facilities.

Efforts toward a more equitable arrangement of the broadcaster's obligations are current on Capitol Hill, centered mainly around a proposal by CBS President Frank Stanton that would exempt broadcasters from equal time provisions of Section 315 in the case of news, debate and forum-type programs. Bills (HR 6810 in the House, S 2306 in the Senate) have been introduced to implement the suggestion. Other pending legislation would permit broadcasters to turn down Communist candidates and free broadcasters from damages for libel uttered by a candidate on radio or tv.

Next Monday, The Brookings Institution will publish a comprehensive work which details television's place in and effect on American politics (Television and Presidential Politics, Brookings Institution, Publications Div., 726 Jackson Place, N. W., Washington, D. C. 160 pages. $1.50). A portion of Chapter Five is devoted to Section 315. B&I's editors consider it one of the most penetrating analyses yet assembled on the subject, and have secured from Brookings permission to preprint the section in full. It follows at right.

Television and Presidential Politics was authored by Dr. Charles A. H. Thomson, a senior staff member of the Institution whose specialty is communications and politics. Dr. Thomson presents impressive credentials in both fields. He served during World War II as a colonel with the Office of War Information as a psychological warfare planning officer, and in 1950-51 was staff director of the President's Communications Policy Board. He also is the author of Overseas Information Service of the United States Government, published by Brookings in 1948. He holds a Ph. D. from Harvard in political economics (1949), with earlier degrees in political science from Pomona College (B.A. 1934, M.A. 1935) and Harvard (M.A. 1944).

Dr. Thomson's book begins with television and politics prior to 1952, when the medium's potential was scarcely guessed. It moves into the 1952 campaign itself, with special attention to the nominating conventions and the problems and techniques of handling them. Having brought the reader up to date, it then proceeds to analyze the present status of that relationship. Chapter Five deals with policy. It takes up, in addition to Section 315, the questions of open or closed proceedings, public service obligations, commercial sponsorship and editorial stand by networks.

Television and Presidential Politics was begun in 1954 as part of a larger investigation of the presidential nominating process. The larger study, under direction of Paul T. David, director of governmental studies for Brookings, is planned for publication as The Politics of National Party Conventions.

Throughout his book Dr. Thomson poses alternative answers to problems encountered in the field. Both broadcaster and politician will find them worthy of consideration.
Even if he were to call for revolution, the station could do nothing about it in advance, and might be held jointly liable for abetting a criminal utterance. Stations as a matter of practice can ask for copies of candidates' speeches in advance, and try to persuade them against any utterances that they feel would put the network or the station in an improper or false position; but they cannot insist on seeing the speech in advance, let alone make any deletions or changes without the speaker's consent.

Better solutions of the issues are not easily found. If the networks and stations were given more freedom under the law or its interpretation to determine who is a substantial candidate in an open nominating contest, enormous power would be granted to them. While television is not indispensable to political success, it has unique characteristics that make it especially valuable to the political late-comer. The public is interested in a wide choice among competent candidates, and the accidents or designs of network or station policy should not be allowed unduly to hamper that range of selection.

The broadcasters could now, under the law, reduce drastically the amount of public service time granted to candidates for nomination. They are already hinting that they must do so, and have indicated their willingness to sell time to political office-seekers in the pre-convention period. By closing their public service time to avowed candidates for the nomination, networks or stations could press potential candidates toward withholding declarations of candidacy until the last possible moment, in order to preserve their chances of getting on television as invited guests. This would further reduce the importance of the existing presidential primaries in which candidates must be avowed or not disavowed in order to participate effectively, as in New Hampshire and several other states. The stations would still retain their present great power to decide who is to be selected to appear on various occasions when candidates have not yet become overt. It would give an advantage to potential candidates already in some office—governors or congressmen—who have access to television by virtue of their public position.

THE FOUR ALTERNATIVES

There appear to be four courses of action with respect to the equal-access provisions of Section 315: (1) leave them alone; (2) remove them from the law, and leave complete discretion with licensees to govern access of candidates to the air; (3) have the government purchase or pre-empt time for political broadcasting; (4) revise the standard in the act.

As to the first course, it now appears that the networks and stations are serious about limiting public service political time in the pre-convention period, and view with great misgivings the problem of political broadcasting, even on a paid or news-show basis, in the campaign period. To leave the section untouched is to risk real diminution of the usefulness of television as a medium of political communication.

To remove all standards governing equal access from the law, leaving the judgment to the licensees as to who can use the potentialities of television and when, seems to delegate excessive political power and responsibility to the networks and stations. The networks and stations are not requesting it, and no one has seriously suggested this course of action.

To have the government purchase or pre-empt a good block of political time, under the legal principle that access to the electromagnetic spectrum is a privilege granted by government and revocable by it, is a proposal that has had a good many recent proponents. But if the government were to buy time from the networks and make it available to all comers, there would be a long series of headaches or worse in sorting out political time among the various applicants. If the government were to force the networks to give up enough time to accommodate everybody, this would amount to a taking of property (not the access to the spectrum, but the right to sell time over broadcasting stations). Such a taking might be justified on the ground that it is for a legitimate public purpose, but the facts might not bear it out. In the case of candidates toward the fringe of seriousness and political stature, there might be no public gain. And the public stands to suffer from an overdose of political television and deprivation of substantial quantities of its accustomed television programming. Underlying both procedures would be the question whether it is better to have government or private decisions as to who shall have access to one communications medium. The industry has already made the point that it is unfair for the government to force television to give up valuable air time for political broadcasting, when similar deprivations are not required from other media. Possibly more important are those issues that revolve on the question of the propriety of allowing a government agency to make vital decisions concerning the freedom of competing political organizations to conduct campaigns and discuss issues.

The final course is to revise the standard in the act, so as to improve the chances of full political use of television while avoiding some of the difficulties and dangers of the other courses. Two steps under this course of action seem worthy of discussion. As a first step, amend the Communications Act so as to define a major party and to make the equal-time provision apply only to candidates of such parties, or their authorized representatives, and leave to the discretion of stations decisions on how far their general responsibilities for giving balanced treatment to controversial issues require them to give time to other political parties.19 The second step would be to amend the act further to define a leading candidate, and to restrict the benefits of the equal-time provision to leading candidates of major parties in the case of pre-nomination campaigns. Since these two steps are separable and involve somewhat different issues of administration, they are discussed separately.

The problem of defining a major party has been dealt with often, to all intents and purposes, by state legislation in connection with the admission of parties to the primary election machinery of the states. And the pending Douglas-Bennett Bill proposes a federal criterion for a national party.18 The important point is to require a certain minimum of electoral support distributed over several states.

A proposal to define major parties and to make the equal-time provision run to them would open the way to a better balanced and more varied use of television time for political purposes during the campaign itself. If the broadcasters had to assure equal treatment only for four candidates—two for President and two for Vice President—at the national level, they might find it advisable to give

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19 See Paul T. David, Malcolm Moore, Ralph M. Goldman, Presidential Nominating Politics in 1952, Vol. I (1954), p. 517. The criterion for a party proposed there is that the organization shall have polled at least 10 million votes in the past presidential election. The Democratic and Republican parties are the only political parties that have ever met this criterion in the United States.
public service time more generously after the nominations. They might also find it possible to produce forms of political discussion that are now too risky to attempt. The parties might bargain with the broadcasters for a trade of the valuable property of their convention sites against an allowance of public service time during the campaign. And the requirement of equal treatment would work toward an equitable balance of the contribution of television to campaigns of both parties, and reduce the advantages now possible to whichever party has the deeper pocketbook or the more astute time-buyers.

This proposal is open to the objection that it discriminates unjustly against new or minor political parties, and makes it more difficult for new political constellations to take form. The force of this objection is reduced by the observation that the formation of new parties is probably not a feasible way to shift our basic political arrangements. New political forces will mainly make themselves felt within the framework of the existing major parties, or will appear as results of the fission of one or the other of them. Even if this argument is not wholly sound, it would nevertheless be possible so to design a redrafted Section 315 as to protect the interest of any third party that could amass a certain minimum of public support.

The foregoing remedy would help the iis of political broadcasting during the campaign period, but would not help in the pre-convention period. So far, neither the industry nor political candidates have come up with any solutions that seem both politically just and administratively workable for the earlier and longer period. Hence the second step we propose may merit serious consideration.

WHAT MAKES A LEADING CANDIDATE?

This step requires a definition of "leading candidates" as well as of "major parties." The problem of defining a leading candidate has not been attempted, as has the definition of "party," but is susceptible of solution. A statutory definition substantially as follows might suffice: "A leading candidate for a party nomination shall be deemed to be any candidate who is able, on demand, to adduce substantial evidence of his probable ability to secure at least 15 per cent of the vote on the first ballot of the party convention or primary in which the party nomination will be made." Such a criterion could easily be applied in the first instance by networks or stations. In cases of controversy in which the licensee did not want to stretch its interpretation of the facts, and the prospective candidate was determined to assert his right to air time, the matter could be taken to the Federal Communications Commission or to the courts. Evidence of meeting the standard could come from at least four sources: (1) reputable polling surveys, by Gallup or others; (2) expert announced support by political leaders; (3) results in state primaries; and (4) expert opinion, based on these and other factors.

The level of 15 per cent is not sacrosanct; it could be put up or down. But to drop the level to 10 per cent would permit a favorite son from one of the most populous states to qualify simply on the basis of support in a single state. To raise it to 20 per cent would be to put it unnecessarily high. The experience of 1952 shows that a 15 per cent level would have restricted the equality requirement to the real leading candidates. In the Republican convention, only Taft and Eisenhower polled as much as 10 per cent at any time. In the Democratic convention, Kefauver, Russell, and Stevenson each polled over 20 per cent; Harriman barely 10 per cent; and no other candidate over 6 per cent. The only serious contender who would have been excluded was Stevenson, and this on the ground that he refused to be "used" for the advantage of his opponents.

The bands of candidates who would be omitted by such criteria would be frivolous candidates, favorite sons without much following outside their own states, and candidates of minor parties. And they would not be excluded from the air. On the contrary, their chances of access might actually be increased. If they proved themselves really noteworthy because of their ideas or their personalities, the networks would want to put them on, and would not be inhibited from doing so by the present rigid equality provisions.

Section 315 could advantageously be redrawn to assure equal treatment to the candidates for President and Vice President of major parties during the campaign period. In addition, the act might well be further redrawn to restrict the legal requirement of equal time to the leading candidates of major parties during pre-nomination campaigns for these offices. The result should be a more intensive and searching presentation of politics on television, featuring confrontations between the major contenders. A further result might be a more varied diet, as networks or stations could present a variety of political candidates without exposing themselves to undue demands on their schedules, or having to inject excessive doses of possibly trivial political personalities or ideas into their programs. More important, such redrafting would reduce the risk that licensees will cut their political broadcasting to the absolute minimum in self-protection. The FCC should be alert, however, to see that licensees are not lax in carrying out their public service obligations.

Should the censorship provisions of Section 315 be redrawn? This question deals with a situation in which attempts at cure might be worse than the disease. The networks and stations are not too badly off now, and the candidates are in a strong position (if they can get air time at all). No Communists have seized the opportunity to promote revolution via television. The changes in their status worked by the Communist Control Act of 1954 have not been fully determined, but the act diminishes danger. Many stations, acting within the temper of the times, already refuse time to Communists or other persons suspected of Communist affiliations. Most segregate themselves, granting time to only those candidates willing to work intelligently and cooperatively with it, opening themselves up to the kind of advice which offers de facto protection to the broadcaster against suits for libel or for abetting criminal utterance.

Given these mitigating circumstances, it would seem that the threat of political crisis would have to deepen a good deal further before tighter censorship is timely. And if it does come, it is likely that closer controls over candidates will be more important than controls over stations. It does seem, however, given continuation of our relative domestic tranquillity, that if stations are prohibited from censoring the utterances of candidates, or even requiring that they stick to a theme related to their candidacy, the stations should be relieved by federal law (as they are in many states) of liability arising out of such utterances.18

14 Anticipating a possible change in Section 315, President Stanton of CBS announced on May 23, 1955, that CBS and its affiliated television stations would offer free network time to the presidential candidates of the two major parties in 1956 for a series of "electronic Lincoln-Douglas" debates. In the press release making the offer, Dr. Stanton pointed out that the network was not asking for freedom to pick and choose in carrying ordinary campaign speeches, whether made in course of political rallies or de- livered in the studio. Its bold CBS decision is evidently a judgment that free time once the campaign has begun. To permit the debate between the candidates of the two major parties. Dr. Stanton suggested that Section 315 be amended by adding the following provision: "Appearance by a legally qualified candidate on any news, news interview, panel discussion, debate or similar type program by networks or stations and production of the program and the participants therein are determined by the broadcasting station and the network in the case of a network program, shall not be deemed to be use of a broadcasting station within the meaning of this subsection."

15 The suggestion that the parties might bargain with the networks for an exchange of the right to cover the conventions by television for a fixed share of public service time during the campaign, has its pitfalls. The networks would in any event be paid off against each other, and restrict both convention coverage and post-convention time, if one or both conventions did not appear to be particularly newsworthy in any campaign. Costs, and the quality of the coverage, could well be lessened. When the time, the networks are in an increasingly strong bargaining position that may not be matched by that of the parties.
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COURT INDICATES STAND ON VHF STAYS

Appeals tribunal tells why it denied stays on Corpus Christi, Evansville and Madison grants, reaffirms injunction on Vail Mills drop-in.

THE U. S. Court of Appeals will not stay an FCC television grant if it's been made in accordance with the Sixth Report & Order, but it will look favorably to granting a stay if the Commission authorizes a vhf drop-in that may hurt an existing station.

That seems to be the nub of the appeals court's thinking, according to two opinions issued last week. Involved were the FCC's vhf grants in Corpus Christi, Tex.; Evansville, Ind., and Madison, Wis., and the Commission's authorization to drop in ch. 10 at Vail Mills, N. Y., just outside the Albany-Schenectady-Troy area.

In an opinion explaining the court's denial of the stay requests in the three vhf cases, decided this week (BWT, Feb. 6), Circuit Judge George T. Washington, for himself and Judge John A. Danaher, held that the petitioners did not show sufficient likelihood of winning their cases. This is one of the standards by which stay petitions are judged. Other common criteria are irreparable injury and the public interest. Petitioners in these cases were all uhf stations which have been urging denintermixture in these areas.

Judge Washington said that "Petitioners' real aim appears to be to stop these adjudicatory proceedings from reaching a conclusion until what they hope will be a more favorable channel allocation rule is adopted by the Commission." He added: "If extinction of uhf stations results from the Commission's policy and actions, the responsibility must lie at the Commission's door."

In a discussion of the differences between the court's attitude in these cases and that involving the Vail Mills drop-in, Judge Washington summed up with these words:

"Thus, petitioners opened their uhf stations with notice of the potential competition from vhf stations on channels already allocated to the petitioners, whereas in the Greylock 'drop-in' situation [Vail Mills] the uhf station had had no such notice.

The decision last week in the Vail Mills ch. 10 case was actually a reaffirmation of the court's decision last December issuing a stay order on the basis that Greylock Broadcasting Co. (ch. 19 WMTG [TV] Pittsfield, Mass.) would be injured [BWT, Dec. 12, 1955]. WROW-TV, Albany had asked for reconsideration. WROW-TV, now operating on ch. 41, had asked for and secured the Commission's approval assigning ch. 10 to Vail Mills. This had been attacked by WMGT and the now dark ch. 41 WTRI (TV) Albany.

The opinion on the rehearing was written by Circuit Judge E. Barrett Prettyman, for himself and Judge David L. Bazelon. Judge Prettyman wrote:

"The making of the allocation now, while the question whether it is ultimately to remain is under formal consideration by the Commission, serves no useful purpose, so far as we can ascertain from the material before us . . . every interest of fair distribution will be served by postponing the allocation until the Commission decides, in the proceeding already under way, whether there is to be such an allocation to this area."

He continued: "If this court were to declare now that a new vhf station, which would eliminate uhf stations presently in an area, is in the public interest, that declaration would conclude the whole controversy now being so exhaustive-ly explored by the Commission."

Judge Prettyman said that it was clear that the new allocation "would impose on Greylock losses which it could not recover, and that this threat of loss is not offset by any advantage to the public interest."

In the three vhf cases, Judge Bazelon dissented. In the Vail Mills case, Judge Danaher dissented.

Judge Bazelon held that the refusal to grant a stay in the three vhf cases conflicts with the Vail Mills opinion. The Commission is re-examining its previous determination to intermix, he said, and refusing to stay the vhf grants raises the question "whether due process and common sense require the Commission to consider denintermixture and other proposals as means of saving uhf before leaving it to face certain destruction on the heretofore uncharted rocks of vhf competition."

In the Vail Mills case, Judge Danaher reasoned that the court's action in granting the stay interfered with the Commission's performance of its duties. "The Commission has here specifically found that operation of ch. 10 is in the public interest," Judge Danaher said. "I believe the Commission's action was dutiful and within its province."

N. Y. SENATOR SHELVES BILL FOR DST EXTENSION

However, he indicates that passage will be sought in next session of legislature. ABC-TV announces summer schedule time variations caused by DST.

ONE PHASE of broadcasting's perennial Daylight Saving Time problem appeared last week to have receded—at least for this year.

The sponsor of a pending New York State bill to move the DST starting date in New York back to the first Sunday in April, Sen. Pliny W. Williamson (Republican), was quoted as saying he would not press for passage at this session. In addition to this public statement, he was understood to have given radio-tv authorities assurances in the same vein.

This was taken to imply the death also of another pending bill, that is almost identical, although network authorities were notified last Thursday that a public hearing is scheduled for Wednesday (Feb. 22) on the second measure, which was introduced by Assemblyman Robert Walmsted (Republican). Network opposition is slated for presentation at the hearing, although observers feel the bill has little chance of passage now, particularly without Sen. Williamson's support in the upper house.

Thus it appeared that DST in New York would start the last Sunday in April, but barring an amendment of a measure passed a year ago, the DST period will continue through October instead of ending on the last Sunday in September. No such amendment has been indicated.

Even if efforts to start DST a month earlier are dropped for this year, there is belief that they may be resumed a year from now. Sen. Williamson is understood to have indicated privately that a main reason for not pushing his pending bill is that it could not be passed in time to permit the railroads to make their...
schedules conform to the stepped-up clock.

Broadcasting executives are generally agreed that just an extension of DST through October will provide more than enough trouble. Like New York, many areas across the U. S. stayed on DST an extra month last year while many others returned to Standard Time at the end of September (or stayed on Standard Time throughout the summer). Radio networks are able to handle the time differences with relatively little trouble, but in tv alone last October's confusion was estimated to have cost the three national networks close to $1.5 million [B&T, Oct. 3, 1955].

ABC-TV, however, has since announced development of a new system of delayed program feeds which officials of that network compare to ABC's pioneering in the use of repeat broadcasts via tape recordings more than a decade ago. The new film system, announced in January and installed in Chicago, enables live programs to be stored an hour and replayed without loss in quality, officials said [B&T, Jan. 23].

Following up this announcement, they reported last week that ABC-TV's DST schedule across the country this year will be as follows: Eastern Standard Time stations will carry the network schedule one hour earlier, at its "live" Eastern Daylight Time during the first year.

Most Central Standard Time stations will receive the programs at their regular local time via the delayed feed.

Central Daylight Time stations will present the programs at their "live" time, Eastern Daylight Time.

Mountain Standard Time stations will carry most programming at their regular local time through delayed feeds from Chicago as needed.

Pacific Daylight Time stations will also carry most programming at their regular local time.

Pacific Standard Time stations, as the Eastern Standard Time stations, will carry the network schedule one hour earlier, in terms of local time, than during the winter months.

Exception are special events, including the Wednesday Night Fights, which will be carried "live" and the Michigan which is broadcast in all areas at 5-6 p.m. local time.

ABC Radio meanwhile announced that its "pioneer plan for program repeats" during DST months—taped broadcasts fed one hour later to stations in areas remaining on standard time—will go into effect on April 29 and continue through Oct. 27.

NBC GIVES BACKING TO STANTON PLAN

Network tells House group it concurs with rival that broadcasters should be free to present political discussion, forum shows without being subject to equal time demands.

NBC last week formally gave its support to pending bills to amend Sec. 315 of the Communications Act dealing with political broadcasts. The network submitted written comments in a letter to Rep. Oren Harris (D-Ark.), chairman of a House Commerce subcommittee on Transportation & Communications which held hearings on the proposed legislation two weeks ago [B&T, Feb. 6, 13].

In the same letter NBC opposed pending resolutions, which would limit tv towers to 1,000 ft. above ground unless the FCC found affirmatively that higher structures were required for proper coverage.

Full approval was given by NBC to HR 6810, which would exempt from the Sec. 315 provisions (which require that a broadcaster offer equal time to all other candidates for a political office if it has permitted one candidate to use its facilities), news, interviews, documentaries, panel discussions, debates and similar type programs on which a candidate or candidates appear. The network said that the bill: 

"...recognizes that we live in an era of electronic journalism and that the literal application of the equal time provision tends to defeat itself. It also would remove to a degree an existing discrimination. In no other field of programming is the broadcaster so trusted that there is a statutory imposition of equal time for all contenders. We believe that the handling of controversial issues by the broadcasting industry has shown that on the whole broadcasters are a responsible group capable of performing their function fairly."

HR 6810 is based on proposals advanced by CBS President Frank Stanton.

In discussing HR 3789, which would permit broadcasters to turn down candidates who are Communists, NBC suggested that an applicant for time under Sec. 315 be required to furnish under oath a form stating that he is a legally qualified candidate for public office and that he is not a Communist. This form should be submitted to the FCC, the U. S. District Attorney in the district where the applicant resides, and the broadcaster. The bill should be amended, NBC recommended, to relieve the broadcaster from liability in the event he refuses a candidate time on ground the applicant falls within the proscription of HR 3789.

In favoring the proposed bill (HR 4814), which would exempt broadcasters from damages for libel uttered by a candidate using radio or tv
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NEW YORK COUNCIL FIGHTS PAY-SEE TV

Action follows hearing on resolution. Groups espousing toll television refused to attend hearings on grounds that Council has no jurisdiction and that matter is before FCC.

The NEW YORK CITY Council last week adopted a resolution calling on the FCC to disapprove applications seeking the adoption of toll television.

Last week's action followed a public hearing held Feb. 10 by the Council's Rules Committee on the resolution. At the hearing, representatives of veteran, labor and business organizations, including Louis Hausman, vice president of CBS Inc., unanimously supported the resolution opposing pay-tv. The Skatron Electronics & Television Corp., Zenith Radio Corp. and International Telemeter Corp., which have developed toll tv systems, declined to attend the hearing on the ground that the issue of toll television currently is being considered by FCC.

Following the passage of the resolution, Jan. 28, Landis, resident of the Skatron and representing other pay-tv proponents, called the Council's action "utterly meaningless." He claimed the City Council had "completely ignored the basic fact that pay-as-you-see television will supply free television and that the public will benefit from it by having the opportunity of seeing outstanding programs that are not available now."

In absolving themselves from the hearing, Mr. Landis wrote that the three companies refused "to be drawn into a snap judgment proceeding on a matter long under consideration and now under extended hearings by the FCC." Mr. Landis gave four reasons for the boycott of the hearing:

(1) The FCC is the forum set up by Congress to determine whether toll television is in the public interest, and the New York City Council has "no jurisdiction over any kind of television";

(2) A fair hearing to proponents of pay television has been denied by the City Council because they requested six weeks to prepare their case and they were informed of the hearing only one week in advance;

(3) The resolution "completely misstates" the issue presented by the three companies to the FCC in that they have never suggested that programs now being received free by the public should be paid for, but they have stated they desire to use "hundreds of frequencies and channels" now available that are not being used because of economic reasons, and

(4) The Council should be "aware" that hundreds of polls on toll tv have showed that "the public, when properly advised of the objectives of pay tv, has voted heavily for its introduction."

Typical of the arguments advanced for the resolution opposing pay tv was that of CBS, as outlined by Mr. Hausman. He gave two basic reasons for CBS' support of the resolution before the Council:

"One: pay television, when in operation, would black out the channels dedicated to the use of the entire public except to those willing and able to pay, and, if successful, would siphon, from free television, all the popular programs now being broadcast free. For the first time, it would divide the television audience along economic lines, reducing to "second-class" citizens those who cannot afford to pay for their television programs, creating a brand new caste system in television viewing."

"Two: pay television is a betrayal of the more than four million families in the New York television area who have paid over $1 billion for their television sets in the expectation that they "could use them as much as they wanted without any further charge for viewing."

Abe Stark, City Council president, said at the hearing that the pay-tv advocates "did not have the courage to face the people on this issue. The weakness of their argument makes it impossible for them to stand open debate."

He said further: "I accuse a small group of selfish-seeking monopolists of attempting to destroy free television viewing in the United States. I accuse them of violating the spirit and intent of the Communications Act...." Mr. Stark's other remarks at the hearing were substantially the same as Mr. Hausman's.
Paul Threlfall (above), past president of NPPA, director of Film Production at KAKE-TV; Wichita, Kansas, has covered every major news event in the Midwest for the past two decades. He says, “Because of the high quality and dependability of Du Pont Rapid Reversal Motion Picture Films, we use them exclusively for our work!”

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The processing lab at KAKE-TV is headed by Verle Hearing, who says, “Du Pont Type 930 and 931 Motion Picture Films are always dependable – even with extra rapid processing. The wide latitude emulsion gives a broad contrast range with maximum shadow detail, even when shots are made under lighting conditions that would ‘wash out’ an ordinary film.”

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DU PONT MOTION PICTURE FILM
THE DRRYS invaded and enveloped Capitol Hill last week in a show of force for testimony before Senate and House committees in favor of proposals in both houses to outlaw the advertising of alcoholic beverages on radio and tv and in other media.

Their arguments were met by a determined array of smaller group representing radio and tv, newspaper and magazine publishers, national advertisers and agencies and the brewing, distilling and distilling industries.

Hearings by the Senate Interstate & Foreign Commerce Committee, headed by Sen. Warren Magnuson (D-Wash.), began Wednesday, ran through Thursday, the last scheduled day, and were continued Friday, with the extra day added because of the large group of drys testifying all day Wednesday and into Thursday.

The House Interstate & Foreign Commerce Committee, chairmained by Rep. J. Percy Priest (D-Tenn.), began hearings Thursday and continued through Friday.

Testimony before both committees was identical and by the same persons on both sides, for the most part. As in the past few years the drys' ammunition consisted mostly of charges against radio and television advertising although the bills would prohibit beer, wine and liquor advertising via any medium, including the mail.

The bills in the Senate and House are similar to bills introduced in the past, all of which have failed to be reported from the respective commerce committees. The Senate version (S 923) is authored by Sen. William Langer (R-N.D.) and the House equivalent (HR 4627) by Rep. Eugene Siler (R-Ky.).

Both Sen. Langer and Rep. Siler made introductory statements on behalf of their respective measures.

'The dry forces for several weeks have been "softening up" congressmen with a deluge of petitions and letters favoring passage of the bills. Both committees also have been flooded with letters urging passage of the bills, one staff member in the Senate committee noting that last Monday's mail brought 1,000 letters and succeeding days an average of 500.

The dry ranks appeared to be much better organized than in past years, with shepherding by Methodist Bishop Wilbur E. Hammaker, chairman of the National Temperance & Prohibition Counsel's Committee on Congressional Hearings, and Clayton M. Wallace, executive director of the National Temperance League.

Within a few minutes after the Senate group opened hearings Wednesday morning the Senate Caucus Room—largest room available for Senate hearings—was full and spectators, mostly dry officers, were standing three-deep in the aisles. One woman fainted, but quickly recovered.

Testimony by both sides, as condensed by the committee, was as follows:

DRYS SAY LIQUOR ADS ARE OFFENSE AGAINST SOCIETY

Leslie B. Logan, executive director of the Interchurch Temperance Movement of Colorado, criticized a local beer commercial, which he said interrupted a tv interview of Catherine Marshall, widow of Peter Marshall, former Senate chaplain and Washington minister, on Edward R. Murrow's Person to Person, a CBS-TV program.

Methodist Bishop Wilbur E. Hammaker, chairman of the National Temperance & Prohibition Counsel's Committee on Congressional Hearings, said the "offense against society lies in the winsome words and pictures so skillfully put forth to inflame the imagination and stir the emotions," and added, "I make no apology for stressing the basic religious and moral realities involved."

Kenneth L. Wilson, managing editor of the Christian Herald magazine, declared that his organization (World Christian Endeavor Union) does not consider the bill as "a back-door approach to prohibition"; that the Christian Herald had no ax to grind save the ax of decency; safety, economic, physical and moral health.

He said sale of liquor always has been subject to control, and that "alcohol's limited status, so expressly recognized in all other areas, should also be adequately recognized in the field of advertising."

Mrs. Glenn G. Hays, president of the National Women's Christian Temperance Union, said tv advertising "glorifies beer and presents alcoholic beverages in a manner designed to interest and entice youngsters." She condemned animated tv beer commercials, and charged that tv makes appeals to youngsters as potential customers and to women.

Boots B. Clapp, executive director of the National Conference of Methodist Youth, said his group favors the bill and criticized radio-tv advertising appeals which "obscure from the young person the very real problems inherent in consumption of alcoholic beverages."

Dr. Carline R. Hooton, executive secretary of the Methodist Church's Board of Temperance, said passage of the bill would penalize "falsehood and misleading advertising of a product the use of which results in widespread damage," and would protect American home life "in the enjoyment of its right not to drink."

Clayton M. Wallace, executive director of the National Temperance League, read a statement of his own and one in behalf of Duke K. McCall, president of the NTL and of the Southern Baptist Theological Seminary, Louisville, Ky.

Mr. Wallace referred to a 1954 address by ABC President Robert E. Kistner in which he said Mr. Kintner, talking to the U.S. Brewers Foundation annual convention in Los Angeles, described the ABC network as "a willing servant of the beer industry," and "in radio and television have also played a part in putting beer in the home and making it the national family drink of moderation."

Mr. McCall's statement said that alcoholic beverage advertising containing "half-truths" is projected by radio and tv into homes where it is seen by children and adults, under conditions leaving the householder "little practical choice." These commercials "are often injected following the most worthwhile programs for the purpose of reaching the audience attracted by the preceding program," he said.

Dr. W. R. White, president of Baylor U., Waco, Tex., said that "no form of advertising is more unrealistic or more misleading than the advertising of intoxicants. It is glamorized far beyond that which the facts will justify." He said liquor commercials are beamed alike into Texas' 142 dry, 82 partly dry and 30 wet counties.

Dr. Sam Morris, radio temperance speaker (The Voice of Temperance) and president of Preferred Risk Mutual Insurance Co., described the difficulties he had in purchasing network and station time to present his temperance talks. He said many stations have refused to sell him time on grounds his subject was "controversial." He said most networks and stations had been uncooperative in selling him time in other cases.

Dr. Andrew C. Ivy, head of the U. of Illinois Division of Clinical Science, described the harm done by alcohol and presented material designed to show the relationship between alcohol advertising, alcoholic consumption and crimes and misdemeanors.

Edward B. Dunford, Washington attorney for

**GOVERNMENT**

**DRYS WAGE LIQUOR AD FIGHT IN CAPITOL HILL HEARINGS**

- Familiar prohibitionist bills would stop ads in all media
- But, as usual, radio and tv catch brunt of the attack
- Industry rebuttal says 'products are legal, ads are legal'
- And points to small volume of liquor ads, self-policing
- While brewers say bills would destroy their industry

**THESE** are the drys, who last week made vocal their opposition to liquor advertising in all media, and especially radio-tv.
"Our home on fire—and me 2000 miles away..."

"They paged me on arrival—it was a wire from my wife. 'Fire badly damaged house. Everyone safe. We are at mother's.' And here I was—2000 miles away, trying to close a business deal. "I phoned right away and told her I'd take the next plane home. 'Stay where you are and finish your job,' she said, 'we're all right. Our insurance took care of everything.' I found that Chet Williams, our agent, had located my wife, gone out to our house, inspected the damage and reported it to the insurance company. He even arranged for temporary repairs and for an adjuster to see me when I got back. I'll never forget what Chet did—it's a relief to know my insurance is in such good hands."

Your Capital Stock company agent works for you every minute, day or night. Because he's your neighbor he knows your problems and can give you good advice on all kinds of property insurance. In business for himself, he's as close to you as your phone, so check with him regularly.

Your agent is one of 200,000 representing Capital Stock fire insurance companies. These companies provide you with many public services like inspection of municipal fire-fighting facilities, arson detection and safer building methods—services that go beyond your policy for your benefit.

Look for the symbol printed below. Only an independent Capital Stock company agent or broker may display it.

NATIONAL BOARD OF FIRE UNDERWRITERS
A Service Organization Maintained by 224 Capital Stock Fire Insurance Companies
85 John Street, New York 38, New York
222 West Adams Street, Chicago 6, Illinois
465 California Street, San Francisco 4, Calif.

Broadcasting • Telecasting
February 20, 1936 • Page 81
the National Temperance League, said congres- 
sional committees for several years have re-
t erred anti-alcohol advertising bills to the Jus-
t ice Dept., the FCC, Federal Trade Commission, and other agencies and have been advised under both Democratic and Republican administra-
t ions, that such proposals present "only a 
question of legislative policy, no grounds for 
constitutional objection being cited."

He cited briefs and court decisions which he 
said support the view that Congress is em-
powered to enact the present proposal. 

Mr. Dunford said the courts have decided 
since the 21st (repeal) Amendment that, 
among other things: The pending bill applies 
only to advertising practices under control of 
Congress and for which it is responsible; that 
prohibitions or regulations upon commercial 
advertising are "a legitimate incident" to the 
policing of the liquor traffic among the various 
states, and that the manufacture and sale of 
iliquer is "not one of the inherent rights of 
citizenship," but a privilege to be exercised 
under state laws. He said restrictions upon 
the liquor business have been upheld which could 
not be sustained "when applied to essential 
or harmless industry."

A. C. Miller, executive secretary of the 
Southern Baptist Convention's Christian Life 
Commission, said his group believes that inter-
state advertising of alcoholic beverages is not 
in the interest of the public welfare and that, 
in keeping with the "spirit and meaning 
of the definition of the term 'false advertising' as 
set forth in the Federal Trade Commission Act, 
we believe that an analogous situation exists in 
the interstate advertising of alcoholic beverages 
... [and] ... should be forbidden by act of 
Congress."

Leonard M. Campbell, representing the Na-
tional Assn. of Evangelicals, said, "We are 
aware that the radio and tv broadcasters have 
brought forward some evidence which makes it 
appear that the proportion of alcoholic beverage 
advertisements has been reduced ... 
but the basic problem has not approached solu-
tion."

William F. McConn, president of Marion 
College, Marion, Ind., a member of NTL's 
executive committee and president of the 
Indiana Temperance League, said the state's 
right to control liquor sale and advertising is "being 
violated by radio and tv programs and 
by many magazines."

James Renz, representing the Church of 
the Brethren, Elgin Ill., cited figures purporting 
to show that beer and liquor advertising in maga-
azines and newspapers is higher than that of 
other products during certain times of the year. 

J. Renwick Patterson, executive secretary of 
the National Reform Assn. and editor of the 
Christian Statesman, said, "It is most certainly 
not in the best interest of our children and our 
youth to turn our living rooms into sales rooms 
for alcoholic beverages." He said "subtle" beer 
and wine commercials suggest to the housewife 
"that she is something less than a good hostess 
... if she fails to provide beer and wine with 
the other refreshments."

Mrs. W. J. H. McKnight, chairman of the 
temperance education committee of the United 
Presbyterian Church of North America's gen-
eral assembly, asked, "Are those millions of 
us who do not drink, who hate the stuff and 
know the evil consequences of its use, going to 
be forever denied the freedom in our own 
homes to turn on the radio and tv and not have 
our intelligence and finer sensibilities insulted 
and outraged by this obnoxious propaganda of 
the liquor forces?"

Erwin F. Bohmfalk, vice president of Texas 
Alcoholic-Education Inc., criticized radio and 
tv beer jingles as appealing to children.

Lewis C. Berger, superintendent of the Tem-
perance League of Ohio, criticized the spot 
announcement advertising beer and wine, say-
ing people never know when the announce-
ment is coming and thus cannot turn off their 
tv sets.

Roy S. Holломon, superintendent of the 
Kansas United Dry Forces, said his "organiza-
tion holds that the liquor traffic is not a legi-
mate business, but is a traffic that is only tol-
erated in parts of these United States."

Harold A. Young, superintendent of the 
Iowa Temperance League, said that although 
broadcasting in Iowa is against liquor adver-
tising, radio and tv stations carry it anyway. 
He said the state legislature feels it is a problem 
for Congress.

Warren J. McFate, representing the Iowa 
Conference of the Evangelical United Brethren

Out of This World

ONE James Overbeck of Rogers, Ark., 
testifying before the Senate committee 
Thursday in a talk believed to be in 
favor of the bill, departed from the usual 
arguments of the drys—in fact, he de-
parted from this earth.

Mr. Overbeck, apparently sponsored 
only by himself, said that all of the 
planets, only the earth has a liquor 
problem, and said that since 
planets, they don't have 
police. Don't need them. But it took atomic wars 
to fix up the other planets, he said, leaving 
unsaid the suggestion that it might take 
the same to straighten out the earth.

Mr. Overbeck not only didn't like 
iliquer. Neither did he like coffee, tea, 
sugar, anything that he didn't like. 
he said grocery stores should be pro-
hibited from selling them. He said these 
items and "four bottles of beer" every 
day had "seduced and debauched" the 
U. S. armed forces.

Whenever Mr. Overbeck paused for 
breath, which was seldom, Sen. Andrew 
Schoeppe1 (R-Kan.), acting as chairman, 
kept saying "thank you," apparently 
the hope Mr. Overbeck had 
done. When he finally did, the audience was 
convulsed.

Church, said alcohol "is the only poisonous 
narcotic allowed the privilege of advertising their 
product."

James Sloan, chairman of the Iowa-Des 
Moines annual conference of the Board of 
Temperance of the Methodist Church, said 
the liquor interests "stress their own ability for 
self-regulating, however, practical results are 
seldom forthcoming."

Others, however, were scheduled to make 
statements favoring the bill were: 

Mrs. Augusta K. Christie, president of the 
Maine WCTU; Mrs. Violet Hill Whyte, a 
member of the Baltimore Police Dept.; Lloyd C. 
Halberg, American Temperance; Dr. W. A. Scharf-
fenberg, American Temperance Society; Dr. J. 
Warren Hastings, National Body of Disciples 
of Christ; Dr. Charles X. Hutchinson Jr., 
secretary, International Reform Federation; 
Rev. Ruth Peterson, National Grand Lodge of 
the International Order of Good Templars. 

James Overpeck, Rogers, Ark.; Carl Sjulm, 
president, International Nurseries, Hamburg, 
Iowa; Mrs. Harvey Wiley, Washington; Dr. 
Samuel A. Jeans, New Jersey State Baptist 
Organization; Carroll Cross, Lakeland, Fla., 
representing calendar publishers; Rev. E. N.

TALENT SCOUTING?

Look no further. The talent's on WMBR-TV, 
reaching 343,428 homes with the highest rated 
shows, national and local.

WMBR-TV
Jacksonville
Basic CBS
Channel 4
CBS Television Spot Sales

GOVERNMENT

Broadcasting • Teletcasting
the 3 major NERVE CENTERS

of the Mighty FORRESTAL

The U.S.S. FORRESTAL ... 60,000-ton sea giant ... the most powerful carrier afloat ... owes much of its fighting efficiency to its modern sensory system ... including its advanced-design communication and air navigation "nerve centers" developed by Federal Telecommunication Laboratories, a division of International Telephone and Telegraph Corporation.

To guide its planes safely home through darkness, fog, and stormy weather, the FORRESTAL utilizes Tacan ... revolutionary new system that continually indicates position of moving ship to its fast-flying planes.

To keep in constant two-way voice contact with its pilots in the air, the FORRESTAL uses a new ultra high frequency radio system ... with an effective range over one-and-one-half times greater than many previous systems ... beaming its power through new-type antennas in new locations below the level of the flight deck.

For ship-to-ship and ship-to-shore communication the FORRESTAL's medium-and-high frequency radio system provides clear and dependable transmission for voice, teleprinter, high-speed code and facsimile.

The same electronic "nerve centers" will be installed on the new super carrier U.S.S. SARATOGA and other great aircraft carriers to come.

These vital developments ... Tacan, UHF and MHF radio ... are outstanding examples of IT&T's continuing contributions to electronic progress ... to the growing might of America's defensive forces.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION, 67 Broad Street, New York 4, N.Y.
Bergerstock, president, National Civic League; Dr. R. H. Martin, president emeritus, National Reform Assn.

Louise F. Jones, Hyattsville, Md.; Alvis W. Smith, chairman of temperance committee, Reformed Presbyterian Church of North America; Mrs. C. V. Biddle, vice president, WCTU; Wilbur Korthage, administrative director, United Temperance Movement of Minnesota; Dr. Max Goldman, president, North Iowa Methodist Conference Temperance Board; Ethel H. Darke, Pennsylvania WCTU.

ADVERTISING INDUSTRY POSES OPPOSITION TO DRY BILLS

George Link Jr., general counsel, American Assn. of Advertising Agencies, said the 4A's wished to register strong opposition to the bill because it would discriminate against the use of advertising as a "legitimate and necessary form of selling in our economy." The bill would deny the right to advertise a lawful product, Mr. Link said.

In discussing the amount and type of self-policing that the advertising industry does, and the low percentage of bad advertising in general, Mr. Link referred to the AAAA plan known as the monthly "Interchange of Opinion on Objectible Advertising." Agencies report each month to AAAA any advertising they consider objectionable. Acting as an intermediary, the AAAA notifies the agency involved that a complaint has been received. Although no pressure is brought to bear, Mr. Link stated, "this simple, low-pressure registering of views has brought improvement."

In 1955, he said, a total of 91 advertisements were criticized through this means. Not one advert for alcoholic beverage advertising, he declared. In 1954 there were 10 criticisms of alcoholic beverage advertising, Mr. Link said, and in 1953, 14.

John Dwight Sullivan, general counsel, Advertising Federation of America, objected to the bill because, he said, it was punitive. "It would deny to particular industries rights enjoyed by every other lawful business and industry in the United States, the right to advertise one's product."

The bill, Mr. Sullivan averred, would conflict with the right to advertise any product which may be lawfully made and publicly sold. It would, he added, grossly violate: Joseph E. Hester, Washington counsel, American Hotel Association; Joseph Darkes, Pennsylvania WCTU.

"The prohibitionists want prohibition," he said, "they are not interested in modernization."

He predicted the bill in time would destroy the brewing industry.

Mr. Hester said the brewing industry is pouring $2 billion annually into the national economy, paying $980 million in taxes and fees, $350 million in salaries, $275 million for agricultural products, $200 million for cans and bottles and several hundred million for other supplies and services.

He noted the failure of anti-alcoholic advertising bills in the states of Washington and North Dakota in 1954 and 1955, respectively.

Mr. Hester said the U.S. Brewers Foundation has made a special effort to urge brewers to improve their advertising and meet the challenge of their opponents in the courts and政协 and North Dakota in 1954 and 1955, respectively.

Among others who appeared or were scheduled in opposition to the bill were:


The broadcasting industry, Mr. Fellows said, long ago voluntarily decided not to carry hard liquor advertising. In fact, he pointed out, broadcasters have gone beyond that. Rarely if ever, he said, does a television commercial show an individual tasting beer. This change has come about in the last two years, he said.

Complaints to the Television Code Review Board regarding the advertising of beer and wine on television have been "negligible," Mr. Fellows said.

Mr. Fellows submitted a 1953-54 survey of beer and wine advertising on radio and tv which showed that less than 3% of tv programs were sponsored by beer and wine advertisers and that the time consumed by such programs amounted to 3.07%. Beer and wine spot announcements amounted to only 3.53% of all spot announcements carried by tv stations, he said.

In radio, Mr. Fellows pointed out, only 1.62% of all programs were sponsored by beer and wine advertisers, with only 2% of total time devoted to such programs. Only 2.85% of all spot announcements were devoted to this type of advertising, he said, and this amounted to 0.3% of stations' total time.

Clinton M. Hester, Washington counsel, U.S. Brewers Foundation, said the bill violates the free speech and free press guarantees of the 1st Amendment; the due process clause of the 5th Amendment and the 21st (Repeal) Amendment.

He said the bill would impose prohibition on wet states as well as dry and would reduce beer sales 50%. "The prohibitionists want prohibition," he said, "they are not interested in modernization."

He predicted the bill in time would destroy the brewing industry.

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Among others who appeared or were scheduled in opposition to the bill were:


“upholds the finest traditions of the fourth estate”

says LAWRENCE VALENSTEIN
President
Grey Advertising Agency

“If I were to pick a single feature out of Advertising Age's editorial program that appeals to me most strongly — and this is difficult to do because I am extremely enthusiastic about the entire editorial program — that single feature would be what I could only describe as editorial courage. This has become something of a diminishing quantity, I think, in the editorial field, and therefore I doubly appreciate the fearlessness which to my mind upholds the finest traditions of the fourth estate.”

LAWRENCE VALENSTEIN

One hundred dollars plus an abundance of youthful exuberance and enthusiasm went into the founding of the Grey Advertising Agency by 18-year-old Lawrence Valenstein in 1917.

Today, Grey is a $30 million agency employing almost 400 people, housed in four and a half floors of the new, glittering, glass-fronted building at 430 Park Avenue.

Among its many and varied accounts, Grey lists Gruen Watch, RCA Victor, Mennen Baby Products and Women’s Products, NBC, Chock Full O’ Nuts, Emerson Radio & Television Sets, Firestone Foamex and Plastics, Necchi Sewing Machines, Van Heusen Shirts.

Week in and week out, when Monday morning rolls around, Advertising Age gets called on by most of the sales, advertising, and marketing executives who are important to you. Through the years, turning to Ad Age for up-to-the-minute news about advertising events, trends and developments has become a weekly work habit — not only with those who activate broadcast decisions, but with executives who influence market and media decisions.

For example, subscription records show that Grey Advertising Agency, where a radio-tv billing of $8,000,000 was placed in 1955, 56 subscription copies of AA are received each week. Further, among the top 36 agencies representing $812,500,000 in radio-tv billings last year*, AA averages over 75 copies per agency.

Add to this AA’s similar penetration of advertising agencies with a paid circulation of 8,448 each week, its weekly audience of top executives in major advertising companies, its 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 decisions your way in 1956.

*Broadcasting-Telcasting 1955 Report

important to important people

200 East Illinois Street • Chicago 11, Illinois
**FTC TELLS SEN. MAGNUSON COMMERCIALS WATCHED**

Federal Trade Commission says it has examined 3,676 commercials in five-month period, but not all libeled ones.

In a five-month period, to Jan. 20, the Federal Trade Commission has examined 3,676 radio and tv commercials, an average of almost 25 a day.

But, FTC Chairman John W. Gwynne added in a letter to Sen. Warren G. Magnuson (ID-Wash.), chairman of the Senate Commerce Committee, no attempt is made to monitor local stations. “For that reason,” Mr. Gwynne stated, “advertising that is ‘ad libbed’ would not come to our attention.”

The FTC chairman’s letter was in response to an inquiry by Sen. Magnuson regarding “false and fraudulent” advertising on the air. It arose two weeks ago at the start of the Senate Committee’s hearing on television [B-T, Feb. 13]. Airing their unhappiness with radio commercials were Sens. Magnuson, A. S. Mike Monroney (D-Okl.) and John O. Pastore (D-R.I.).

Mr. Gwynne said in his letter that the FTC requests and receives written continuities of all radio and tv advertising originating on local stations for one selected 24-hour period every three months. The networks, Mr. Gwynne said, voluntarily forward to the FTC written transcripts of all advertising messages for a selected eight-day period, once a month.

Advertising on film or transcriptions is not required to be sent in to the agency, the FTC chairman said. Instead, the FTC asks for a list of sponsors, products and advertising agencies. “If it appears that some sponsor, product or agency is involved with which the Commission is already concerned, a request is made for the transcripts,” the letter said.

In addition, Mr. Gwynne said, all continuities submitted are examined by attorneys and when any appear to warrant further action they are referred to FTC’s Bureau of Investigation or the responsible department. This applies also to all complaints of false and misleading advertising received from the public or competitors, Mr. Gwynne said.

“When an investigation is instituted in any case we do not rely entirely on the submittals by the radio and television station but obtain all the relevant advertising material either from the advertiser itself or other sources,” the FTC chairman said.

Enclosed with the letter were documents relating to six Washington, D.C., cases involving false or misleading advertising on radio or tv.

**BOXSCORE**

**STATUS of tv cases before FCC:**

- **AWAITING FINAL DECISION:**
  - 11
  - Bristol, Va.-Tenn., ch. 5; Canton, Ohio, ch. 29; Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Virginia Beach, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5.

- **AWAITING ORAL ARGUMENT:**
  - 9
  - Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Hartford, Conn., ch. 5; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4; Orlando, Fla., ch. 5; Chattanooga, Tenn., ch. 11; Caucasian, Pa., ch. 12; St. Louis, Mo., ch. 11.

- **AWAITING INITIAL DECISION:**
  - 3
  - Hatfield, Ind. (Owenboro, Ky.), ch. 6; M-G-M, ch. 2; (Pittsburgh), ch. 4; San Francisco-Oakland, Calif., ch. 3.

**IN HEARING:**

- 12
  - Beaumont-Port Arthur, Tex., ch. 4; Bloxii, Miss., ch. 13; Caguas, P. R., ch. 11; Cheboygan, Mich., ch. 12; El-Mita, N. Y., ch. 18; Mayaguez, P. R., ch. 3; Onondaga-Parma, N. Y., ch. 16; Pittsburgh, Pa., ch. 11; Redding, Calif., ch. 7; Toledo, Ohio, ch. 11; Lead-Deadwood, S. D., ch. 5.

**U. S. Mobilization Pool To Include Radio-Tv Men**

**FEDERAL MACHINERY** to set up a nationwide pool of trained executives, including radio and tv management and technical specialists, is being prepared by the Office of Defense Mobilization under an executive order signed Thursday by President Eisenhower.

ODM is expected to supply federal agencies such as the FCC with uniform rules within a fortnight. These rules will cover recruiting of an executive reserve force. These executive reservists will serve on a voluntary basis, with consent of their employers, and will be given periodic training for government posts.

While ODM is not ready to state what federal agencies will be affected, it was assumed the FCC and Defense Department in particular will draw on broadcast executives for trained manpower in case of mobilization. Many federal agencies have done some preliminary planning. Any federal censorship unit that might be set up would fill some of its key posts with broadcast executives.

Dr. Arthur S. Fleming, director of ODM, has been conducting a study based on a group of 40 executives. This study has been used to test practicability of the idea.

Each federal agency will determine what executive talent it needs in case of emergency and will do its own recruiting. Some federal agencies are understood to be ready to set up recruiting machinery within a few days.

REPORT was circulated last week that Oklahoma Educational TV Authority (OETA), permittee of ch. 11 KOED-TV Tulsa, proposed educational station, no longer is opposed to interim use of that vhf facility by now-dark KTVQ (TV) Oklahoma City, ch. 25 commercial outlet.

KTVQ, which went off the air Dec. 15 under court order and after continuing financial losses, made a 'last ditch' attempt to stay in business by requesting FCC authority to use the unused Tulsa educational channel Dec. 19, 1955. The channel-switch proposal was opposed by OETA, Joint Committee on Educational TV and other educational groups, but received favorable response from other interests, including Oklahoma Gov. Raymond A. Scribner, who said he was interested in keeping KTVQ in operation. Only a fortnight ago the FCC denied KTVQ's request.

Contacted at Norman, Okla., John Dunn, OETA director, would neither confirm nor deny that the Authority had experienced a change of heart in the KTVQ matter. He refused to comment on a persistent report that the Authority, which is said to have unani­mously voted to protest KTVQ's proposed move, had since relaxed its stand and adopted a resolution not to give opposition if KTVQ renews its request. The reported resolution was said to be 'qualified,' which was taken to mean that KTVQ's Tulsa tenure, assuming the channel-loan agreement were approved by the FCC, will expire when KOED-TV is ready to utilize the channel.

Mr. Dunn left no doubt that the authority has definite plans to put KOED-TV in operation at the earliest possible date. Equipment has been purchased and construction is underway, he said. The only thing blocking KOED-TV's go-ahead, he stated, was a lack of necessary funds.

Mr. Dunn said that educational ch. 13 KETA (TV) Oklahoma City, also licensed to OETA, is being readied for an April 1 target date.

In its petition to use the Tulsa facility, KTVQ said it was prepared to relinquish the channel as soon as OETA had obtained operating funds. A KTVQ spokesman said then that the educational group wouldn't be able to raise the necessary money until 1957 when the legislature again meets.

Meanwhile, a source close to KTVQ intimated that in light of the reported change in OETA's thinking, the Oklahoma City vhf station may renew its request to shift to the inactive Tulsa channel until the educational station is ready to commence operation. It was hinted that such a petition may be filed this week.

Bar Assn. Recommends New Federal Legal Unit

ESTABLISHMENT of an Office of Administrative Procedure and Legal Services— to coordinate federal agencies' procedures, consolidate the appointment and assignment of hearing commissioners (hearing examiners), and recruit and select attorneys for the government—has been recommended by a special committee of the American Bar Assn.

Assaying recommendations of the 1953-55 Hoover Commission, the ABA Special Committee on Legal Services and Procedures has submitted its recommendations for action by the ABA's House of Delegates meeting in Chicago beginning today.

The special 13-man ABA committee was chaired by Washington attorney Ashley D. Peters of New York City, according to ABA's House resolutions (B-1).
Sellers. Among its members was Donald C. Beeler, associated with Kirkland, Fleming, Green, Martin & Kellogg.

The committee also suggested that the philosophy of separation of functions, which is mandatory in adjudicatory cases, be extended also to rule-making proceedings.

The ABA committee’s recommendations differ in some respects with those of the Hoover Commission [B&T, April 11, 1955], but generally follow along the same lines.

**Fresno TV Grant Stay Sought in Appeals Court**

ARGUMENT on the request of KARM Fresno, Calif., that the FCC’s grant of ch. 12 Fresno to KFRE that city [B&T, Jan. 16] be stayed was heard last Thursday by a three-judge U. S. Court of Appeals panel in Washington.

KARM claimed that unless the stay was granted, KFRE would build its ch. 12 facility and begin operating with an expenditure of almost $800,000 for construction and $700,000 for first year’s operating costs. This would make it difficult to “unscrew the egg,” KARM said, if the court was to find that its appeal had merit and order the FCC to reopen the case.

KARM claimed that the Commission erred in refusing to permit it to question the financial qualifications of KFRE, that the vote was illegal in that two commissioners voted without participating in the oral argument.

The argument on the stay petition was heard by Circuit Judges G. Barrett Prettyman, John A. Danaher and Charles Fahy. Duke M. Patrick represented KARM, Edward W. Hautenan, the FCC, and Harold Cohen, KFRE.

A second appeal against the Fresno decision was made to the same court last week by ch. 47 KJEQ (TV) Fresno.

The uhf station claimed that the Commission’s vote was not made on a determination of the comparative merits of the two applicants, but only to break an impasse. It referred to the fact that Comr. Robert E. Lee changed his vote to give the winning applicant a majority of the seven-man commission. Mr. Lee had been in favor of KARM. Voting in favor of KFRE were four commissioners; in favor of KARM Fresno, the losing applicant, one commissioner, Comrs. Rosel H. Hyde and Robert T. Bartley, in voting for neither applicant, continued their position that no uhf grants should be made in potential deintermixture areas until the Commission completes its allocation proceeding.

KJEQ also claimed that the Commission turned down without a hearing its petition asking that action on Fresno’s ch. 12 be held up until the allocation proceeding was completed, or that it be given authority to enter the uhf hearing. It also questioned the reasons for making the grant “to bring a needed service to Fresno.” Fresno does not require an additional service, KJEQ said, pointing to the two existing outlets in operation there—itself and ch. 24 KMI-TV.

**Victoria, Tex., Uhf Sought**

AN APPLICATION for a new commercial uhf tv station on ch. 19 at Victoria, Tex., was filed last week by O. L. Nelms, doing business as the Victoria TV Co. Mr. Nelms, who has extensive real estate holdings as well as other business interests, proposes effective radiated power of 0.5 kw visual, 0.16 aural and antenna height of 305 ft. above average terrain.

The proposed station will be equipped by Commercial Electric Corp. of Dallas, that firm also serving as consultant. Construction costs were estimated at $67,635; first year operating cost, $84,000; revenue, $120,000.

**Senate Committee Passes Buck On Broadcast License Fees**

THE Senate Government Operations Committee passed the buck back to the Senate Interstate & Foreign Commerce Committee on the matter of fees for FCC licenses to broadcasters.

In a report on S Res 140, introduced last summer by Senate Commerce Chairman Warren G. Magnuson (D-Wash.) and which asked the Government Operations Committee to study the practicability of fees for licenses, the GOC said such fees should be considered by the “respective jurisdictional committees”; i.e., the Senate committees, such as the Commerce Committee, having jurisdiction over the various government agencies.

The report noted that while some agencies have established revised fee programs, others, including the FCC, have delayed them pending clarification of their authority to establish fees. The report appended a letter, dated Nov. 14, 1955, from FCC Chairman George C. McConnaughey saying the Commission does not plan to proceed with its 1954 rulemaking setting up a fee schedule for radio- tv broadcast facilities and other license applications “pending further advice from the Congress or the Bureau of the Budget.”

The FCC’s 1954 rulemaking had been inaugurated as a result of a circular issued Nov. 5, 1953, by the Bureau of the Budget, asking the FCC and other agencies to set up fee schedules.

**FCC Denies Stay Appeal Against Madison Ch. 3**

REQUEST by Badger Ty Co., asking the FCC to stay its grant of ch. 3 Madison, Wis., to Radio Wisconsin Inc. (WISC), was denied by the Commission last week. Badger, competing applicant for the Madison channel, prevailed in an FCC hearing examiner’s initial decision, but lost out last December when the FCC overturned the examiner’s ruling and awarded the grant to WISC [B&T, Dec. 19].

In order to support a petition for a stay, the FCC said the petition must show it will suffer prejudice if a stay is not granted and that refusal of the stay will cause the public as well as the petitioner irreparable injury. Badger failed in both respects, the FCC held. The FCC vote was 4 to 0, Comrs. Hyde and Bartley abstaining, Comr. Mack not participating. Comrs. Hyde and Bartley dissented in the Madison decision, vigorously opposing any grant in an area proposed for deintermixture.

**WFNM Protest Withdrawn**

REQUEST of WFNFM De Funiak Springs, Fla., to withdraw its protest to a new uhf grant (WDSK) for that city has been granted by the FCC. The WDSP grant, for 1280 kc, 5 kw day, was awarded last November to W. D. Douglass, but the grant was stayed and set for hearing by the Commission following a protest by WFNFM. WFNFM, which among other things alleged the grant would cause it economic injury, was made a party to the hearing and assigned the burden of proof.

Late last month WFNFM asked for permission to withdraw from the proceeding, saying it did not feel it was financially able to bear the expenses involved in prosecuting its case. In granting WFNFM’s request, the FCC made Mr. Douglass’ grant effective immediately.

**GOVERNMENT**

**HIGH-GAIN omnidirectional VHF TV transmitting ANTENNA**

**AMCI TYPE 1046 Channels 7 through 13**

Shown above is the five-buy array recently installed for Station WIRN, Channel 7, in Washington, North Carolina. With a gain of 19.4, a single 6-1/2" coaxial transmission line feeder and in conjunction with a 20 kw transmitter, the antenna radiates an ERP of 316 kw. AMCI Type 1 null fill ins assures proper coverage even in close to the tower.

Write for Bulletin B-105

**ANTENNA SYSTEMS-COMPONENTS NAVIGATION AIDS-INSTRUMENTS**

**ALFORD MANUFACTURING CO., INC.**

399 ATLANTIC AVE., BOSTON, MASS.
CBS' Howard G. Barnes and NBC's William F. Fairbanks tell
merits of current programming and
selling in talks before New
York seminar of Radio & Tele-
vision Executives Society.

NETWORK RADIO'S new programming and
selling concepts—employed by CBS Radio
in its segmented plans and NBC Radio in its
Monitor-Weekday participations—featured last
Tuesday's timebuying and selling seminar held
in New York by the Radio & Television Execu-
tives Society.

Speakers were Howard G. Barnes, vice presi-
dent in charge of network programs, CBS Radio,
and William F. Fairbanks, national sales man-
ager, NBC Radio. In his talk, Mr. Fairbanks
stressed increased station compensation among
affiliates because of Monitor.

Both men acknowledged that there are
problems. Mr. Fairbanks said NBC Radio is
concerning itself with what direction "Weekday
should take." He said that "ratings of the pro-
gram have not been depressing, but we must
learn more about the housewife's radio
listening habits." Weekday is programmed Monday
through Friday.

Mr. Barnes said CBS Radio is meeting the
problem of station clearance by offering strong
programming—the kind the stations will ac-
cept in their schedules, sustaining or com-
mercial." Another challenge, he said, is to
convince the advertiser who feels he has little
left for radio after paying his tv bills.

The latter problem, Mr. Barnes said, is
being attacked by CBS Radio with offers to
the advertiser of segmentation and program
unit purchases, permitting him to buy into
"high-rated, audience-pulling shows with a high
degree of station acceptance for a fraction of his
television costs or of his old-time radio costs.
Penetration, he said, can be obtained via re-
peated impressions for supplementing tv ad-
vertising or as a total broadcast campaign.

"Our problem here is to convince you time-
buyers that not only is there life in the old
medium yet, but that it's a healthy and a going
concern," Mr. Barnes said.

The important function of radio is entertain-
ment, Mr. Barnes said, explaining that from
this concept CBS Radio has built its current
precept of the "big name" in its shows. He said
the network is "holding the line" in offering
favorite shows at specific time periods at night
and during the day with its personality shows.
He said CBS Radio also makes use of the medi-
um's "immediacy"—being on the scene when
disaster or some other news event is fast-break-
ing.

On NBC Radio, the advertiser can buy one-
minute participations in high-rated shows (Top
Ten Plan), one-minute, 30-second and six-sec-
don participations on Monitor and similarly on
Weekday, and individual programs (weekly or
multi-weekly) in offerings ranging from the
five-minute newscast to a one-hour symphony
broadcast, Mr. Fairbanks said.

After outlining the programming that has
been on Monitor, since that service's inception
last June, and on Weekday, on the air since last
November, Mr. Fairbanks presented audience
figures and advertising rates.

Mr. Fairbanks said that Monitor's primary
option time now consists of 10 a.m.-noon on
Saturday, and the periods 3-6 p.m. and 7:30-
10:30 p.m. on Saturday and Sunday. Costs
(time and talent) are a maximum of $1,059
and a minimum of $759 for one minute, $3,176
and $2,276 for four 30-second participations.

or for 10 six-second buys. Clearance is from
132 to 174 stations with an average audience
of about $50,000 homes per average minute.
Ten announcements on a single weekend have a
cumulative audience of 3.2 million homes, he
said.

Mr. Fairbanks said that last year, 29 national
advertisers participated in Monitor, represent-
ing nearly $2.5 million in billings. He said that
in the summer months, 80% of the network
positions were sold out, and that in weekend
time, "marginal in radio for several years," NBC
Radio was "running over $1 million net for the
quarter—ten times as much as all other week-
end business—more dollar volume than all the
networks put together, as far as the weekend
is concerned.

He said that NBC's affiliates "benefited im-
immediately" from Monitor: "station compen-
sation increased 10 times over what it was for
the typical weekend before Monitor started.
The increased compensation caused by Monitor
alone was the equivalent of 22 daytime half-
hours."

Mr. Fairbanks also claimed that stations
owned and operated by NBC doubled weekend
business because of Monitor, with half of the
new business in national spot. Picking WRC
Washington to illustrate his point, Mr. Fair-
banks said that station's total monthly com-
penstation went up 29% in July 1955 over July
1954—"... without Monitor, its compen-
sation had been projected to go down 34% from
the previous year. ... Looking at week-
end compensation alone, the station's compen-
sation in July was 22 times as great as it would
have been if there were no weekend Monitor
last July." He said that national and local spot
sales on WRC jumped from 20% of availabili-
ties before, to 66% after Monitor. Cited also
by Mr. Fairbanks were increases in cumulative
ratings for weekend time periods on the station.

FCC Comr. Robert E. Lee is slated to talk
before the group at tomorrow's (Tuesday)
session.
WASHINGTON HOSTS STATE ASSN. HEADS

Representatives of 43 states gather for NARTB's first meeting of state presidents, starting today.

FORTY-THREE state broadcaster associations will participate this week in NARTB's first round-up of state presidents, with a headquarters open house (Monday) as the closing feature of a three-day program. The meeting was described by NARTB President Harold E. Fellows as "an informational exchange for state associations on common problems of importance to the industry."

A general meeting of the presidents will be held Tuesday, according to Howard H. Bell, assistant to Mr. Fellows and NARTB's state association coordinator in charge of the three-day event. President Fellows will open the program with a talk, "The Common Goal," with Mr. Bell discussing "Tinker to Evers—and Nothing to Chance!" Joseph M. Sitrick, NARTB information-publicity manager, will review the 1956 political campaign situation; Walter J. Teich, KOEL Olivet, Iowa, will discuss taxes; J. Maxim Ryder, WBRY Waterbury, Conn., will explain the status of state libel laws; and Elroy McCaw, KTVM (TV) Tacoma, Wash., will speak on alcoholic beverage legislation.

FCC Chairman George C. McConnaughey will deliver the Tuesday luncheon address. Mr. Fellows will open the afternoon session with a discussion of the Voice of Democracy contest. Conelrad problems will be covered by A. Prose Walker, NARTB engineering manager. Closing the day's program will be a three-hour statewide forum, with Mr. Fellows as moderator. All delegates will have a chance to exchange information and experiences on topics of common concern.

Main events on the Wednesday schedule is participation in the annual Voice of Democracy awards luncheon.

State presidents, or their alternates, taking part in the conferences are:

Mr. Robert Biddle, WLW Cincinnati, Ohio; Mr. Lee Little, KTUC Tucson, Ariz.; Mr. Melvin Spann, KWAK Stuttgart, Ark.; Mr. George Greves, KJCA (TV) Hollywood, Calif.; Mr. Elwood Meyer, KYOU Greeley, Colo.; Mr. John Maxim Ryder, WBRY Waterbury, Conn.; Mr. Frank E. Darbonne, KOEL Shreveport, La.; Mr. Glenn C. Jackson, WAGA Atlanta, Ga.; Mr. Clair Hull, KCIC Caldwell, Idaho; Mr. Joseph S. Bonanisna, WGEM Quincy, Ill.; Mr. Edward G. Thomas, WKJG Fort Wayne, Ind.; Mr. Walter J. Teich, KOEL; Mr. Robert Wells, KIUI Garden City, Kan.; Mr. Hugh O. Potter, WOOM Owensboro, Ky.

NARTB Committees Set Meeting Agenda

PROGRAM for the 10th annual Broadcast Engineering Conference, to be held during the NARTB Chicago convention April 15-19, was completed Wednesday by a special committee headed by Willard J. Purcell, WGY Schenectady, N. Y. The program committee reviewed the list of speakers and topics along with arrangements for the conference, the principal round-up of broadcast technical progress.

Attending the meeting were Raymond F. Guy, NBC; Mr. Phil Hedrick, WSJS Winston-Salem, N. C.; Mr. T. C. Kenney, KDKA Pittsburgh; William B. Lodge, CBS; C. G. Nopper, WMAR-TV Baltimore; Orrin W. Towner, WHAS Louisville, and E. K. Jett, WMAR-TV, liaison. Participating for NARTB were Prose Walker, engineering manager, and George Bartlett, assistant manager.

NARTB's convention committee meets Thursday in Washington to work on plans for membership with Dist. 4, and Iowa State U., a member of Dist. 5 (geographically and by membership in the Big Seven Conference). The U. of New Hampshire and other schools also will benefit from this flexible rule, it was believed.

Under 1955 NCAA rules, KRNT-TV Des Moines was forbidden to carry (but carried anyway) the Iowa-Minnesota game Nov. 5, 1955, because Iowa State U. was playing at home. [BT, Nov. 21, 14, 1955]

Four national dates set by the NCAA thus far are Sept. 22, Oct. 6, Nov. 22 (Thanksgiving Day), and Dec. 16. NCAA will exercise the right to choose the remaining four dates. The NCAA TV Committee will convene again in the next two weeks to award contract rights and the winners of these rights must choose the remaining four dates within a week. Five other dates will then be tabbed for regional telecasts, with members schools handling their own arrangements.

In 1955 NBC-TV won the national rights and CBS-TV came up with Big Ten and other regional commitments. The recommended 1956 plan also provides for continuation of the limited appearance rule (national or regional) and two regional or two regional dates for each school participating. The plan contains "home sellout" provisions similar to those in effect last year when, in some instances, games were televised in the home area of competing schools.

NCAA members must file their ballots by midnight March 2. Approval of two-thirds of those voting is required for final sanction of the program, the principle of which was approved on the floor of the NCAA national convention early this year [BT, Jan. 16]. Hearings were held for interested parties in New York several weeks ago.

NCAA Gives Big Ten TV Schedule Relief

THE BIG TEN Conference apparently has emerged victorious in its fight to relieve some of the controversial "pressure areas" in regional football television, under a blueprint drawn by the National Collegiate Athletic Assn. last week for submission to its membership.

Otherwise, the 1956 football tv control plan recommended by NCAA is "virtually identical" to last year's providing for eight national and five regional or district television dates.

The new TV Committee met in Chicago Feb. 13-15 and the NCAA announced the plan out of its Kansas City headquarters Thursday.

Under the 1956 schedule, which will be mailed to NCAA members today (Monday) or tomorrow, and put to a mail referendum vote, Iowa (with Iowa State U. and U. of Iowa) and other areas become "swing states," with regional telecasts of their games to be made available throughout those states instead of being confined to district peripheries.

This is designed to avoid certain "incidents" of the kind that precipitated criticism by broadcasters and the public last fall. Thus, clashes will be avoided between the U. of Iowa, which resides in Dist. 5 but is affiliated by Big Ten membership with Dist. 4, and Iowa State U., a member of Dist. 5 (geographically and by membership in the Big Seven Conference). The U. of New Hampshire and other schools also will benefit from this flexible rule, it was believed.

Under 1955 NCAA rules, KRNT-TV Des Moines was forbidden to carry (but carried anyway) the Iowa-Minnesota game Nov. 5, 1955, because Iowa State U. was playing at home [BT, Nov. 21, 14, 1955].
N. Y. Session Outlines Distaff Contributions

CONTRIBUTIONS OF WOMEN to the broadcasting industry were stressed in several speeches at an all-day workshop of the New York chapter of American Women in Radio and Television held Feb. 4 at the Savoy-Plaza Hotel in New York. Attendance was estimated at 200.

This theme was explored in the luncheon speech by Gail Smith, associate producer of radio and television programming and media for the Procter & Gamble Co., and echoed by Rodney Erickson, vice president, Young & Rubicam. They made the point that women have made their mark in all areas of the radio-tv field, and have been particularly successful in the creative side of the industry.

Mr. Smith said that women have added to the stature of radio-tv by their contributions in copy, programming, media work, and account handling. He noted that two television programs—The Loretta Young Show and Fireside Theatre—are produced by women, and pointed to Ira Philips and Blaine Carrington as "writers who have been major reasons for the success of the daytime serial in broadcasting."

Unemployed talent should "get aboard radio" or concentrate on television commercials, Mr. Smith recommended.

Mr. Erickson paid tribute to local radio and television as the spawning ground for talent in all phases of the industry. He said networks and agencies "like to develop local talent," adding that "the Betty Furness and Godfrey of tomorrow must come from the local level."

Frederick H. Garrigus, manager of the NARTB's Organizational Services Department, described the function of his department to the AWRB. He said in order to insure preservation of the American system of broadcasting, ever larger segments of the economy must become involved—and educated—in the business of broadcasting. With this goal in mind, he said, his department concerns itself with dozens of groups whose influence and interest are related to mass media of communications. He called on AWRB members for help in this field on the local level.

Ralph W. Hardy, CBS Washington vice president, said "broadcasting is in for a long season of investigation and study by federal government agencies." He cited the present FCC network study and Senate radio-tv inquiry as examples. "All of us in the industry must be prepared to answer searching questions about our concepts and procedures in serving the public," he said.

Other speakers at the workshop were Mary Harris, manager, radio and television productions, McCann-Erickson, and Helen Hall, roving reporter for NBC Radio's Monitor and Weekend.

Western Conference to Have Panels, Closed Circuit Video

PANEL DISCUSSIONS and closed circuit television demonstrations will highlight the ninth annual Western Radio & Television Conference, San Francisco Feb. 23-25, according to Bill Dempsey, program manager of KPIX (TV) San Francisco and co-chairman of the conference's program committee. The conference is designed for those having "an interest in educational and public service aspects of broadcasting . . . ."

Dr. J. Paul Leonard, president of San Francisco State College, and Ray Witcoff, board member of KETC (TV) St. Louis, educational station, will be principal speakers. Panel members will include William Winter, KPIX (TV) news analyst; James Abbe, Oakland, Calif.) Tribune tv columnist; Henry Leff, radio-tv director of San Francisco City College; Paul Speegle, San Francisco News tv columnist, and Sue Burnett, education producer for KPIX (TV).

Washington State Assn. Names Murphy To Post

RONALD A. MURPHY, associated with the law firm of Weter, Roberts and Sheffelman, Seattle, Wash., has been named managing director and counsel of the Washington State Assn. of Broadcasters. He was appointed last week by John Elroy McCaw, association president.

While attending Stanford U. School of Law, Mr. Murphy served on the board of editors of the Stanford Law Review, held academic scholarships for five years, and was awarded the Rockefeller Foundation jurisprudence award.

In 1950 and again in 1953 he was an announcer and salesman for KIT in Yakima, Wash.

Philadelphia Broadcasters Name Marshall Director

THE 13 member stations of the Philadelphia Radio & Television Broadcasters Assn. have appointed Austin Marshall as the organization's executive director with new headquarters at 215 S. Broad St., Philadelphia. His appointment was announced by William B. Case, PRTRBA's newly-elected president and vice president—general manager of WPEN.

A graduate of the U. of Pennsylvania, Mr. Marshall moves from New York, where he served in creative planning and client contact for Prince & Co.

Washington Pioneers Organize

THE Washington chapter of Radio Pioneers will hold an organizational luncheon meeting today (Monday) at noon in the Willard Hotel, according to Frank Fletcher, attorney and organizer of the Washington club. Any person with 20 years association in the radio industry is eligible for membership. Radio Pioneers chapters have already been formed in New York, Texas and Hawaii.

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February 20, 1956 - Page 91
NARTB SETS SURVEY ON MUSIC LICENSING

Nationwide poll of radio, tv stations by association's copyright committee designed to provide a complete picture of royalty practices, types of contracts and related data.

A NATIONWIDE SURVEY of all radio and tv stations will be conducted by the National Association of Radio & Television Broadcasters to develop a reservoir of information on the industry's music licensing practices. This study, ordered last Tuesday by the NARTB Copyright Committee, will provide a complete picture of royalty practices, types of contracts and related data.

Joseph McDonald, NBC, chairman of the committee, said the copyright problem is becoming increasingly important and the survey is needed to provide a background for future committee work.

While the NARTB report on the committee's meeting did not mention ASCAP negotiations, it was assumed the survey will be helpful in connection with tv contracts expiring at the end of 1957 and radio contracts expiring a year later.

A 1952 pamphlet, "The broadcaster's Copyright Primer," will be revised by the association, according to Robert L. Heal, NARTB chief attorney. A draft will be submitted to the committee in the near future.

Vincent Wasieliski, NARTB government relations manager, reported on the status of the Rome Draft convention covering protection of performers, manufacturers of phonograph records and broadcasting organizations. This proposed treaty includes, for example, a requirement that broadcasters obtain specific permission from the manufacturer before performing a record.

Attending the Tuesday meeting, besides the chairman, were C. Wallace Martin, WMSC Columbus, S. C.; A. J. Mosby, KGVO Missoula, Mont.; J. J. Bernard, WGR-TV Buffalo, and Leonard H. Higgins, KTNT-TV Tacoma, Wash. Excerpts from Cy Kinkel, WKXZ Koksilacoa, Miss.; Cy Casper, WBZZ Ponca City, Okla.; Martin L. Leich, WGBF Evansville, Ind.; James H. Moore, WLSL Roanoke, Va., and Karl O. Wyman, WTHF Paso, Texas.

Participating for NARTB were President Harold E. Fellows; Thad H. Brown Jr., tv vice president; John F. Meagher, radio vice president; Walter E. Powell Jr., attorney; Joseph M. Stith, information-publicity manager, and Messrs. Heald and Wasieliski.

Radio's Prowess Stressed In RAB Tilt Ending March 15

RADIO Advertising Bureau's last week set March 15 as a deadline for its 800-plus member station 1955 Radio Gets Results contest entries. Final winners will be announced in April. The annual, all-radio competition, established in 1953, recognizes the most effective and successful use of local radio by local advertisers.

RAB member stations have been asked to submit 1955 case histories on sales and results through radio—to RAB, which will judge them on actual results for the advertiser and in various categories. Categories include: apparel, drug and grocery, automobile, furniture, and floor coverings and appliances.

Radio stations submitting the first, second and third-place winning entries in each of ten different business classifications will receive wall plaques as prizes with an added incentive of a special award going to the account executive submitting the first-place award entry.

RAB said stations can show results in terms of specific sales gains since the inception of radio advertising, traceable item sales, the client's better competitive position, sponsor testimonials, and radio budget gains.

NARTB's Barton Succeeds Treynor

JACK L. BARTON, NARTB field representative for more than three years, has been named manager of station relations by President Harold E. Fellows. He succeeds William K. Treynor, who has resigned to join TelePrompTer Corp., New York, as station sales manager (Closeout Circuit, Feb. 6).

Mr. Treynor's appointment was announced by Herbert W. Hobler, TelePrompTer vice president in charge of sales. He will headquarter in New York. He joined NARTB in December 1950 as assistant manager of the station relations department. After two years he was transferred to the West Coast and was promoted to the managership in February 1953. During his NARTB career he contacted broadcasters in all states and was active in handling arrangements for the annual district and regional meetings. His pre-NARTB experience included service at WOL Washington and the WJW-WJW-WJO Tri Cities, Ohio.

Mr. Barton was promoted to assistant manager of station relations two years ago. He entered radio at WTIC Savannah, Ga., in 1936 and served at WFRP that city and WPDQ Jacksonville, Fla. He was with Capitol Records and Capitol Transcriptions seven years.

Student Democracy Spokesmen To Pick Up National Awards

FOUR national winners of the 1955-56 Voice of Democracy contest will receive $500 scholarships, tv sets and trips to Washington and Phila- delphia during the current week. Awards will be presented at a luncheon Wednesday at the Shoreham Hotel, Washington.

The four winners will be presented the Al manac Medal of the Poor Richard Club in Philadelphia with the 250th anniversary celebration of Benjamin Franklin. The four are Jan Hogendorn, Oskaloosa, Iowa; Gabriel Kajeckas, Washington; Dennis P. Long- well, Herrin, Ill., and Isabell Marcus, Toanock, N. J.


RAB INCOME AT $780,000; THREE STATIONS JOIN

Sweeney says goal of $1 million in annual revenue by mid-1956 can be reached with 100 new members. New stations are KFH Wichita, KKW St. Louis and WPRO Providence.

COINCIDENT with the announcement that three radio stations have joined Radio Advertising Bureau, Kevin Sweeney, president, last week disclosed that RAB's annual income as of Feb. 10 has risen to the record-high level of $780,000.

Mr. Sweeney said RAB is in the midst of a campaign to bring annual revenue up to $1 million by mid-1956 and, in this connection, has sent stations its new promotion piece, "How To Complete A Skyscraper—Blueprint for a $1,000,000,000 RAB." Some 42 stations have joined RAB since Jan. 1. Mr. Sweeney added, listing KFH Wichita, KKW St. Louis and WPRO Providence as the latest members.

In its brochure to station prospects, RAB debated the growth of the organization since its founding in 1952, when it had 1,297 stations and was $45,000 and the staff numbered 24 up to 1955 when the budget was $720,000 and the staff, 36. With the attainment of a $1 million budget, the brochure continued, RAB can enlarge its national sales staff by 25%; its sales committee drive by 300%; its research department by 50% and its national-level promotion by at least 100%.

RAB can achieve its objective, the brochure said, by adding 100 stations to its roster and maintaining the adjusted rate schedule of present members, except for networks and station representatives, which would pay "small increases."

Self Elected President Of Television Producers

WILLIAM SELF, Meridian Productions, Hollywood, has been elected president of the National Society of Television Producers, succeeding Tom Lewis, Lewistor Enterprises Inc. William J. Paris, Visual Drama Inc., was named secretary.

New officers are to be installed at the annual meeting Feb. 24. Others on the board of directors in addition to Messrs. Self, Lewis and Paris include Mark Stevens, Mark Stevens Tev Co.; Ben Pivar, Confidential Pictures; William Stephens, Conne-Stephens Productions; M. Bernard Fox, Hal Roach Studios; David Chudnow, Rosamond Productions, and Jaime Del Valle, CBS-TV. Max Gilford is general counsel.

H-R Tv Inc. Joins TvB

SIGNING of H-R Television Inc., New York, tv station representative, as the 10th station representative to Television Bureau of Advertising's membership roster, was announced jointly Wednesday by Frank M. Headley, H-R Television's president, and Norman E. (Pete) Cash, TevB vice president.

Mr. Headley said that H-R felt the "increased use of spot tv and especially the introduction of new advertisers to this productive use of tv" was one of TevB's most important functions and that its membership would implement these efforts. Mr. Cash noted the addition of H-R as an aid to increasing TevB's sales promotion-research program.
Northwest News Assn. Elects McGivern Head

WILLIAM MCGIVERN of KSTP-AM-TV St. Paul, Minn., is the new president of Northwest Radio-TV News Assn.

Mr. McGivern was elected a fortnight ago at the tenth annual Radio-TV News Short Course conducted in Minneapolis by the University of Minnesota School of Journalism in conjunction with NRTNA.

Other officers named were George Brooks of KMEX, Los Angeles, vice president, and Bob Ball, WDSM Duluth, Wis., secretary-treasurer. Named as two-year members of the board of directors were Norman Schrader, WDAY-Fargo, N. D.; Harvey S. Sanford, KICD Spencer, Iowa; for one year, Max Wetcher, KWAT Watertown, S. D., and Charles Sarjent, WCCO Minneapolis.

The NRTNA annual award for excellence in news went to KEYD-TV Minneapolis, with WCCO-TV taking second place. Among radio stations of more than 5 kw, WCCO Minneapolis took first place and WDAY Fargo, N. D., second. The award for radio stations of lower power went to KSUM Fairmont, Minn.

Prof. Mitchell V. Charnley of the U. of Minnesota School of Journalism was awarded a plaque by the association for his "inspired and successful" direction of ten successive radio and tv news short courses.

A talk by John F. Day, CBS director of news, highlighted the annual short course (BT, Feb. 13).

Program numbers during the course included four panels: news coverage in such problem areas as labor, management and juvenile behavior, under the chairmanship of Jim Bormann, WCCO Minneapolis news director; reports on prize-winning news in the arena; a discussion of the perennial problem of newsman versus announcer on the air or the tv screen, and a probing of relationships between network and local news operations, with Jack Shelley, WHO-AM-TV Des Moines, as chairman and Joseph O. Meyers, NBC's New York news manager, as one of the participants.

Prof. Paul S. Hovey of the U. of Wisconsin, former foreign correspondent just returned from two years in Italy, reported to the Feb. 10 luncheon his view that neither electronic nor printed news media are reporting the Italian political, social and economic scene searchingly enough to inform the American public adequately of the underlying crosscurrents of Italian life.

Radio-TV and Print Media To 'Compete' at RTES Meet

RADIO and tv, both network and spot, will "compete" with newspapers and magazines at a unique Radio & Television Executives Society workshop tomorrow (Tuesday) at the Hotel Roosevelt in New York.

To establish realism, RTES has scheduled six media "pitches" for a hypothetical $10 million cigarette advertising budget. Speakers have been asked by RTES program planners to make a sales talk explaining why each of their media ought to be used by the "company" and what each of them can do.


Catholic Apostolate Starts Radio-Tv Lectures Feb. 21

SERIES of three lectures on industry-related topics will be presented under the auspices of the Catholic Apostolate of Radio, Television & Advertising (CARTA) on alternate Tuesday evenings starting Feb. 21. The talks will be given at St. Paul's Guild House, New York, starting at 7:30 p.m.

The initial speaker on Feb. 21 will be Frank Sheed, author, lecturer and co-founder of the publishing house of Sheed & Ward, New York, on the topic of "Mob Psychology." On March 5, Busby Berkeley, jazz critic and historian, will discuss "Entertainment Arts in America Today," and on March 20 the Rev. Timothy J. Flynn, moderator of CARTA and director of radio and television for the Archdiocese of New York, will speak on "TV and the Problems of Moral Evaluation."

ANA Meet Explores Adv.-P. R. Teamwork

INTERDEPENDENCE of public relations and advertising was stressed Thursday to workshop members of the Assn. of National Advertisers at the Hotel Plaza, New York, by a group of advertising and public relations and industry executives.

The program, consisting of individual addresses, case history panels and round-table discussions, was on "How Public Relations and Advertising Are Working Together to Meet Company Objectives."

Addressing the second of ANA-sponsored 1956 full-day workshop sessions were Ward Stevenson, vice president, Benton & Bowles, New York; Bert C. Goss, president, Hill & Knowlton Inc., New York; William G. Werner, public and legal services director, Procter & Gamble Co., Cincinnati, and Robert M. Gray, advertising-sales promotion manager, ESST Standard Oil Co., New York.

Mr. Gray, in outlining Esso's advertising-public relations work "in tandem," cited its five-weeks a night news broadcasts that he said were "produced locally for greater community interest but tied together in the format of Your Esso Reporter."

He continued, "this vehicle was created by advertising for the purpose of selling products." But, he said, "we have come to realize that the audience which advertising built can be utilized also to influence attitudes toward the company."

Thus, Mr. Gray said, "Esso's advertising department worked out a joint program with the public relations unit of Jersey Standard and set a schedule of commercial messages which enabled the company "to inform the public on some of the major issues facing them and the oil industry."

He said that reaction to these messages were so favorable that the co-sponsorship became a continuing policy. Again, he said, advertising and public relations pulled together in placing highway safety messages within its programs, by using 650 tv safety messages on its Esso Reporter, and 18,000 on the same program on radio.

Mr. Werner also cited radio and tv as areas in which such teamwork can be effective, only if it is used to bar unsuitable associations of certain programs with the products advertised. As an example, he spoke of hypothetical co-sponsorship by a home product of a popularly-rated program that is a "did-she-fall-or-was-she-pushed?" While ratings may be up, he said, "that program may well prove questionable.
when associated with your intimate family product.

Advance review of scripts by public relations people might well avoid such pitfalls, he said, observing: "You probably have heard of the instance of the famous comedian who had an enormous following over the radio who, in one single broadcast, said just about five funny words which cost his sponsor $50,000."

While there is no sure way to prohibit "occasional ad-libs that cause trouble," Mr. Werner said, a close working relationship of advertising and public relations people would help "everybody concerned with broadcasting" to think in terms of not only will a program sell the product but also will it "build or harm public esteem for the company."

Radio-Tv Correspondents Hold Annual D. C. Dinner

SIX HUNDRED broadcasters were to join high figures in Washington life at the annual dinner of Radio-Tv Correspondents Assn, last Saturday night at the Statler Hotel, Washington. Joseph F. McCaffrey, of McCaffrey Reports, assumed the presidency from Eric Sevareid, CBS.

The entertainment program, booked by NBC, included Steve Allen as mc.; Bambi Lynn and Rod Alexander, dancers; Dennis Day and Rise Stevens, vocalists; Clifford Guest, ventriloquist, and the West Point Glee Club. Sid Piermont, NBC, produced the show.

While President Eisenhower was unable to attend, he and Mrs. Eisenhower were presented gifts as was Vice President Richard Nixon, guest of honor, FCC, Supreme Court, Congress, Cabinet and top defense officials were among guests as well as heads of the radio-tv networks.

Paine Heads Trade Group

WILLIAM O. Paine, KGU Honolulu, has been elected president of the Hawaiian Assn. of Radio & Television Broadcasters. Mr. Paine is director of KGU, general manager of KHNL Radio Network. Harry Chu, KAHU Waipahu, and Fin Hollinger, KPOA Honolulu were re-elected vice president and secretary-treasurer, respectively. New members elected to the board were Frank Warren, KULA Honolulu; Larry Trombly, KONA (TV) Honolulu, and Jack Burnett, KULA, past-president of the association.

Minnesota AP Elects Douglas

KEN DOUGLAS, news director, KWNO Winona, Minn., was elected president of the Minnesota Associated Press Broadcasters Assn. at the annual meeting in Minneapolis Feb. 9, succeeding George Brooks, KSUM Fairmont. Al Anderson, KLGB Redwood Falls, was named vice president, and Minneapolis AP bureau chief George Moses ex officio secretary.

W. Va. Assn. Schedules Meet

SPRING MEETING of the West Virginia Broadcasters Assn. will be held March 16-17 at the McClure Hotel, Wheeling, tieing in with the BMI clinic on the 16th.

STATIONS

Spot Sales Meets Slated This Week

Affiliates of NBC Radio, NBC-TV Convening Today

A FOUR-DAY CONFERENCE of the radio and tv program managers of NBC 845 stations and of stations represented by NBC Spot Sales will get underway at New York's St. Regis Hotel today (Monday).

The sessions today and tomorrow will be devoted to roundtable discussions of local tv programming, including new trends and formats, color, and films. Hamilton Shea, NBC vice president of programming, and Mr. WRC-AM New York, will discuss the new "Window" program (also see story, page 60), and there will be an inspection tour of WRC-AM's 67th St. studios.

The Wednesday and Thursday agendas call for discussions of new formats in local live programming, including morning shows, sports, music, and public service shows. Participants will include John Cleary, NBC director of radio network programs. The group also will visit Radio Central in the NBC studios.

Jerry A. Danzig, director of program planning and development of NBC owned stations and NBC Spot Sales, is chairman of the conference. During the course of the conference the program managers will show tapes and films of their respective stations' programming.

Radio station program executives slated to attend are James Atkins, KOA Denver; James Caldwell, WAVE Louisville; Arthur Casey, KSD St. Louis; Jack Wagner, KNBC San Francisco; Edward R. Wallace, WRCV Philadelphia; Leonard Weines and Steve White, WRC New York, and Judson Woods, WVL Cincinnati.

Others in Attendance

Other program executives who will attend include: Stan Lee Broza, WRCV-AM-TV Philadelphia; David Crockett, KOMO-AM-TV Seattle; Dean Craig, KRCB (TV) Los Angeles; George C. Grayson, WQAM-TV Chicago; Harold Grams and K GDW Los Angeles; George, KTRK Houston; Paul Hagen, KNIC New Orleans; Donald D. Woodward, WBBM-TV Chicago; John A. Krueger, WPTF Raleigh; Edward Nacht, WOR New York; George, KWWA Portland, Ore.; Fred Mosk, KCRA Sacramento; Robert M. Hunt, KSDK St. Louis; WLS Chicago; Bob Pollack, WNEW New York; David T. Brown, WTOP-TV Washington, D.C.; John H. Taft, president, ABC, New York; John B. H. Hough, program director; Ted W. Cooke, program director, KINO-TV Portland, Ore.; J. L. Wright, executive assistant, vice president, and Edward B. Kinball, sales manager, KSL-TV Salt Lake City; C. W. Doebelier, executive assistant to the vice president, George J. Arakids, sales manager, and William Ryan, program director, WBBM-TV Chicago; Charles H. Crutchfield, general manager, and Wallace L. Porter, NBC sales manager, WBTV (TV) Charlotte, N.C.


CBS-Owned TV Stations Hold Management Meeting

SALES, programming, spot sales, public affairs responsibility and evaluation of tv news are among subjects to be explored at the second annual management meeting of CBS-owned tv stations which opens today (Monday) at the Savoy Plaza in New York.

Special network talks will be presented by Dr. Frank Stanton, CBS Inc. president, and J. L. Van Volkenburg, CBS-TV president, according...
to Merle S. Jones, CBS-TV vice president in charge of owned stations and general services, who with Craig Lawrence, director of CBS-owned station administration, has planned the agenda for sessions today and tomorrow.

Station people scheduled to attend include H. Leslie Atlas, vice president and general manager, George J. Arkedis, sales manager, and William Ryan, program director, WBBM-TV Chicago; James T. Aubrey, general manager, Robert D. Wood, sales manager, and Donald H. Hine, program director, KNXT (TV) Los Angeles; Edmund C. Bunker, general manager, Theodore P. Shaker, sales manager, and Leon K. Drew, program director, WXIX (TV) Milwaukee; Sam Cooke Digges, general manager, Frank Shakespeare Jr., sales manager, and Hal Hough, program director, WCBS-TV New York, and Gene Wilkey, CBS-TV representative in New York who has been designated as manager of CBS' proposed KMOX-TV there.

CBS-Owned TV's Gain Again In January Net Time Sales

NET TIME SALES this January at CBS-owned tv stations were 21% above the same month a year ago and 33% over January, 1954. Craig Lawrence, CBS director of station administration, reported last week that Mr. Lawrence said WCBS-TV New York, WBBM-TV Chicago and KNXT (TV) Los Angeles showed substantial gains in both local and national business; WBBM-TV boosting its local revenue 43% and KNXT 52%. The three stations uptped their national spot business about 18%. WXIX (TV) Milwaukee, which started operating in mid-February of 1955 was not included in the comparative figures, although Mr. Lawrence reported "very satisfactory" sales in local and national spot.

Stone Named Gen. Mgr. For New Chattanooga Tv

HARRY S. STONE, former general manager of WSM Nashville, Tenn., has been appointed general manager of the new Chattanooga ch. 3 operation granted to Mountain City TV Inc. (B&T, Feb. 13), it was announced last week by Ramon G. Patterson, Mountain City president. April 15 has been set as the station's target date. The permittee also reported FCC approval for the use of call letters WRGP-TV. H-R Representatives has been appointed to represent the station, Mr. Patterson reported, but he said negotiations for a network affiliation have not been completed.

The tv station's transmitter is to be housed in a building formerly used by WAPO-FM. Mr. Patterson is president of WAPO Chattanooga.

WSAI-FM to Multiplex

WSAI-FM Cincinnati will lease broadcasting facilities to Musicast Inc. that city to transmit background and functional music, via multiplex, to business establishments in Cincinnati. The service is to start within the next 60 to 90 days. Gordon Broadcasting Co., WSAI-FM owner, has organized a sales company to promote the new service.

KHPL-TV Begins Programming

KHPL-TV Hayes Center, Neb., satellite of KHOL-TV Holdrege, Neb., began a full-broadcasting schedule Thursday. The ch. 2 outlet was scheduled to begin regular programming Jan. 30, but ice and snow forced postponement of final construction work (B&T, Jan. 30).

WIRI (TV) Lake Placid, N. Y., Bought by Rollins Bestg. Co.

WIRI (TV) Lake Placid, N. Y. (Plattsburg), has been sold by Carl F. Stohn Sr. and associates to Rollins Broadcasting Co. for $165,750 plus assumption of obligations totaling almost $350,000. Announcement was made last week. The ch. 5 station, which is associated in ownership with WIRY Plattsburg, began operating in December 1954. It is affiliated with NBC and ABC and is represented by McGilvra. It claims coverage of 100,000 U. S. and 350,000 Canadian viewers.

Rollins Broadcasting Co. is paying $48,750 for the common stock of Great Northern Televison Inc., $117,000 in notes for the preferred stock. The station will be the first television outlet owned by the Rollins group, which comprises W. Wayne and John R. Rollins and which owns WJWL Newark, N. J.; WAMS Wilmington, Del.; WIJL Georgetown, Del.; WRAP Norfolk, Va., and WBEE Harvey, Ill., and holds a construction permit for a new am station in Indianapolis, Ind.

WABC-TV Takes '7-14 Plan' Before Midwest Advertisers

WABC-TV New York unveiled its "7-14 plan" in the Midwest last week at two luncheon presentations conducted by Weed Television Corp., station representative, for Chicago agencies and clients. Over 70 representatives attended presentations at the Drake Hotel Monday and Thursday.

Designed to compete with similar NBC-TV and CBS-TV plans, WABC-TV's is based on use of seven or 14 announcements per week and provides a scale of dollar volume discounts. Advertisers may combine spots in all time classifications and qualify by spending a minimum of $500 weekly.

The plan is divided into "fixed position" and "non-fixed position" schedules, with initial 40% and 50% savings, respectively, for seven to 13 spots, and an additional 10% saving for 14 or more spots. It also carries a "cycle discount" provision for long term advertisers.

Reorganization Announced For KOTA-AM-TV Staff

REORGANIZATION of the Black Hills Broadcast Co., which operates KOTA-AM-TV in Rapid City, S. D., was announced last week by Helen S. Duhamel, company president, and Leo Borin, general manager.

Norman Heffron has moved from radio and news program director to the post of tv production director; Bill Turner, office manager, has become commercial manager; Al McDonald has been promoted from radio programming and promotion to director of promotion and publicity for both radio and tv; Art Jones, a newcomer to the staff, has been named radio program director and announcer, and Jack Crowley, salesman, has become tv sales manager.

The Black Hills Broadcast Co.'s application for ch. 5 in Lead, S. D., now is pending before the FCC.

KSTN Billings Up 23.4%

KSTN Stockton, Calif., had a gross billings increase of 23.4% during 1955. The station, in its seventh year of operation, is represented nationally by Hollinger.
PHILADELPHIA, CLEVELAND
SHIFT GET TREATMENT

NBC and Westinghouse go all out to introduce new stations to local citizenry.

FANFARE and fun predominated in the three-day salute to Philadelphia last week, arranged by NBC last week to herald the change in call letters of KYW-WPTZ (TV) to WRCV-AM-TV. The same was true of the change of call letters in Cleveland to KYW-AM-TV — the stations formerly owned by NBC and now belonging to Westinghouse Broadcasting Co. [B&T, Feb. 13].

The Philadelphia changeover ceremonies touched off a round of luncheons and dinners for civic, government and business leaders, advertisers and agency officials and the press. The event took on a holiday atmosphere with a motorcade and parade through downtown Philadelphia to City Hall Monday morning and signs placed at strategic spots in the city proclaiming, "welcome NBC.

Today originated in Philadelphia on Tuesday and Wednesday. The new call letters also were proclaimed in full-page advertisements in daily and weekly newspapers and with extensive on-the-air promotion with films and tapes by NBC stars, and a salute to WRCV-AM-TV by six local business firms.

In accepting the key to the city proffered by Mayor Richardson Dilworth, Robert Sarnoff, NBC president, said the network "always would be dedicated to serving the public interest in Philadelphia and the surrounding communities." He observed that RCA, NBC's parent company, has been identified with the Philadelphia-Camden, N.J., area for more than a half century.

Today picked up the key ceremony from the sidewalk in front of the new stations' offices in downtown Philadelphia. Mayor Dilworth continued on the program, pointing out sites of interest in Philadelphia, as the program's cameras, mounted on the 33rd floor of the city's tallest building, gave the audience a panoramic view of the community.

The stations held "open house" for local civic and business leaders on Tuesday during which they toured the studios and were introduced to Dave Garroway and other members of the Today staff.

In Cleveland, Westinghouse's promotion introducing the KYW-AM-TV call letters was highlighted by the release of 30,000 balloons, some containing certificates worth $3 or $11— for ch. 3, KYW-TV, $11 for 1100 kc, KYW.

The Erie lakefront was the scene of a fireworks display staged by the outlets.

Taxicab trunk lids, 500 buses, billboards, posters and store displays advertised the changed call letters.

WBC President Donald McGannon, at a Cleveland news conference, said several new series of public service programs are planned for early inclusion in the stations' schedules. Both stations regular programming has already been revamped.

KYW-TV Plans Teacher Show

KYW-TV Cleveland is working with Cleveland school officials in preparation for a series of telecasts designed to aid teachers in the area broaden their professional backgrounds, according to Donald H. McGannon, president of Westinghouse Broadcasting Co.

No date has been set for the first of these telecasts, but Mr. McGannon said that the Westinghouse station would assign a producer from its staff, provide free time, plus technical assistance, to the Cleveland Board of Education for telecasts. The programs will be shown on Saturday mornings.

KYW Names Byers, Sliwa

KYW, the Westinghouse Broadcasting Co. radio station in Cleveland, was to announce the appointment of Janet K. Byers as advertising sales promotion director and the promotion of Theodore E. Sliwa to assistant sales manager today (Monday), the station reported. Miss Byers, who comes to KYW from WINS New York, will work with Edward Walls, advertising sales promotion manager of KYW-AM-TV. Mr. Sliwa has been a radio time salesman at KYW's predecessor, WTAM, for over four years.

WBKB (TV) Puts New Shows Into Duggan Time Periods

WBKB (TV) Chicago, because of the sudden resignation of Tom Duggan [At Deadline, Feb. 13], has rescheduled the time periods formerly filled by Mr. Duggan and added two female personalities, Sterling C. Quinnan, ABC vice president in charge of WBKB, announced.

Fran Allison will host Mid-Day Matinee in the 1-1:55 p.m. slot starting today (Monday), featuring "comedy films designed for the family," starting with "My Hero," starring Robert Cummings. A 45-minute program, By Request, has been inserted in the 11:15-12 p.m. period with June Myers showing films "most desired by Chicago viewers." Initial Request offering, which started last Monday, is "Mark Sabre." Both shows are seen daily.

In addition, WBKB will offer The Paul Williams Show, a 15-minute comedy feature obtained from the film vaults of the Museum of Modern Art.
WPIX (TV) Will Telecast Yankee, Giant Home Games

WPIX (TV) New York will carry a 154-game baseball schedule this season, covering the home contests of the New York Giants and the New York Yankees. P. Ballantine & Sons, Newark, N. J., and R. J. Reynolds Tobacco Co., Winston-Salem, N. C., both through Wm. Esty Co., New York, will co-sponsor the Yankee telecasts, and Jacob Ruppert Inc. (Knickerbocker beer), New York, through Warwick & Legler, New York, will sponsor the Giant telecasts.

Bankers Trust Co., New York, through Rose-Martin Inc., New York, will sponsor a 15-minute program preceding all Yankee games and a 10-minute show following the games, in which Walter (Red) Barber will be featured. Consolidated Cigar Sales Co., New York, through Erwin Wasey & Co., and Beneficial Management Corp. (personal loans), New York, through L. A. Rose & Mattson Inc., New York, will sponsor 15-minute programs following all Giant day games and 10-minute shows after all night and double headers, with Frankie Frisch as host. Sponsors of 20-second announcements immediately preceding and following all home games of the two clubs on an alternating basis are Shulton Inc., Paper Mate Eastern Inc., Wildroot Co. and Shell Oil Co.

Widow of L. B. Wilson Asks New Probate of Will

THE WIDOW of L. B. Wilson, WCKY Cincinnati owner, who died in October 1954, has petitioned a Miami, Fla., court to revoke in part the will which was filed for probate soon after his death.

Mrs. Constance F. Wilson alleged that an earlier will, executed in 1948 in connection with a separate maintenance agreement, left her one-third of his net estate after payment of taxes and debts. She seeks to have that will probated and to have her husband's second will to the extent that it conflicts with the first. In all, she seeks the one-third of the estate bequeathed under the first will plus one-half of the remaining two-thirds.

The estate of Mr. Wilson was valued at about $4 million.

WWLP (TV) Sales Hit Record

WWLP (TV) Springfield, Mass., reported last week an "overwhelming increase" in national sales for 1955, making it a record year. Citing a gain of nearly 50% in the number of national advertisers using the station, General Manager William L. Putnam said WWLP, a Wilt station, increased its billings nearly 30% over those reported during 1954. The station is an NBC-TV affiliate.

Weed Chicago Offices Move

WEED Television Corp. and Weed & Co., station representatives, will combine physical operations of their Chicago staffs under one roof May 1, moving to the Prudential Bldg. Weed Television is located in the Kemper (Civic) Bldg., at 20 N. Wacker Dr., and Weed & Co. at 203 N. Wabash Ave. Consolidation is physical only, with radio and tv remaining separate entities.

The representative firms opened a Des Moines office in the Insurance Exchange Bldg. at 505 Fifth Ave., Feb. 1, with William J. Scharton, transferred from Chicago, in charge. He will service Des Moines, Omaha and other areas in the region.

Lots of Color

WITH all local programming presented in color using the DuMont Vitascan, WITI-TV Whitefish Bay, Wis., plans to go on the air about May 1, President Jack Kahn announced last week. Also announced was the appointment of Dean McCarthy as program director.

Independent Television Inc., WITI-TV owner, is a merger of four applicants for the ch. 6 outlet and received its final grant from the FCC June 29, 1955 [B&G, July 4, 1955].

Gould Heads S. A. Tour

SPECIAL 29-man group of U. S. farmers headed by WOWO Ft. Wayne Farm Service Director Jay Gould is currently "cementing relationships in Latin America through a better understanding of the agricultural aspects of both countries," according to a spokesman of the Westinghouse Broadcasting Co. station.

Reports, via tape recordings, of the four-week tour which got under way Feb. 6, will be aired regularly on Mr. Gould's programs. The group is visiting various cattle farms in Argentina, the Louis Bromfield plantation 35 miles outside of Sao Paulo, Brazil, and is meeting with the heads of various chambers of commerce in Peru, Chile, Argentina, Uruguay and Brazil.

Leslie Named WINR Manager

KENNETH LESLIE has been appointed general manager of WINR Binghamton, N. Y., effective today (Monday), according to Donald W. Kramer, president. He formerly was general manager of WORC Worcester, Mass., and sales manager of WCTC New Brunswick, N. J.

WJAG Conducts Farm Survey

WJAG Norfolk, Neb., conducted a survey among 150 farmers in Nebraska's Third Congressional District to get their opinions on important farm problems. Results of the survey were sent to Congressman R. D. Harrison (R-Neb.) and members of the House and Senate agricultural committees.

KRON-TV Plans Color Clinic

KRON-TV San Francisco will be host Thursday at a special color clinic and demonstration in its studio for delegates to the ninth annual Western Radio & Television Conference, meeting in that city Feb. 23-25. Registration for the conference also will take place at the station.

REPRESENTATIVE APPOINTMENTS

WMSL-TV Decatur Ala., appoints Joseph Hershay McGillvra Inc., N. Y., for national sales.

KCRS Midland, Tex., appoints William G. Rambeau Co., N. Y., national representative and Clyde McVey McVey Co., Dallas, southwest representative.

REPRESENTATIVE PEOPLE

Jack Thompson, sales staff, Free & Peters Inc., N. Y., national station representative, named assistant sales manager for radio.

Bob Koehenthal, account executive with H-R Television Inc., N. Y., national station representative, to tv sales staff Edward Petry & Co., N. Y.
STATION SHORTS

WALK Patchogue, L. I., N. Y., has installed independent emergency generator power for use under unfavorable broadcasting conditions.

WLWK De Kalb, III., moved to new "Radio Home" at 711 N. First St. where it combines studio and tower operation.

KCSI-TV Pueblo, Colo., has installed kinescope recording equipment.

KHOL-TV Kearney, Neb., announces installation of GE network color equipment is underway.

WGBB Freeport, N. Y., and WGSN Huntington, N. Y., collaborating in Long Island network news show Your World at One.

STATION PEOPLE

William D. Stiles, formerly assistant sales manager, KOMU-TV Columbia, Mo., appointed commercial and operational manager, KZTV (TV) Reno, Nevada, succeeding Richard W. Colon, to KOLO Reno as vice president and general manager.

Sid Dickler, for many years with independent Pittsburgh stations, to WNCC Barnsboro, Pa., of regional Laurel Network, as assistant manager.

George Nickson, manager, KAVR Apple Valley, Calif., to KFJX San Bernardino, Calif., as commercial manager. He was formerly manager, KBIF Fresno, Calif., and vice-president/general manager, KEEP Twin Falls, Idaho.

David L. Polinger, radio-TV manager, to WAPA - TV San Juan, P. R., as general manager.

Ralph C. Runyan, advertising executive, appointed sales promotion manager, WBRC-TV Birmingham, Ala.

Arthur Sawyer, formerly in sales and promotion with CBS Radio, to KFSD San Diego, Calif., as local sales manager.

Wayne R. Anderson, account executive, KGO-TV San Francisco, and former manager, KDON Monterey, to KNBC San Francisco local sales staff as account executive.

At J. Madden, general manager, Sportsvision, S. F. film production firm, to KGO-AM-TV San Francisco sales staff.

Rick Terry, formerly account executive, Don Frank & Assoc., L. A. advertising agency, to sales department, KGFJ Hollywood.

Mr. Nickson

Mr. Runyan

Grady E. Jensen, administrative assistant to general manager, WABC-TV New York, appointed business manager, succeeding Thomas J. Martinez, resigned.

Mr. Stiles

Mr. Colon

C. J. Paikowski, sales manager at WNDU South Bend, Ind., to WNDU-TV same city as account executive.

Melvin A. Goldberg, lecturer on radio-television research, City College of New York, and advisor on research, communications and management, to Westinghouse Best., N. Y., as director of research.

Richard Reed, commercial operations director, WLWC (TV) Columbus, Ohio, appointed sales account executive.

West Hopkins, program director-disc jockey, WITM -AM-TV Cleveland, Ohio, appointed radio director, succeeded at WITM by Tom Durand, staff announcer.

Gene Graves, WITM staff announcer, named featured morning disc jockey.

Leonard Kesh, KVOD Denver, to sales staff, KMYR Denver; Jim Kibbyheart, KBTV (TV) Denver, to KVOD announcing staff.

Dee Fondy, formerly first baseman, Chicago Cubs, to KFJX San Bernardino, Calif., as account executive and associate sports director.

Lloyd Knight, morning personality, KMYR Denver, appointed program director. Bill Keene, sportscaster-newscaster, named publicity and promotion manager, KMYR.

C. L. Doty, sales director, WCPO-AM-FM-TV Cincinnati, Ohio, appointed to new post of program director, WCPQ-TV.


Charles Inman, KONI Phoenix, Ariz., appointed program and music director, KELE-FM Phoenix, new music station which goes on air in mid-March.

Sam Grossman, athlete, formerly with CBS Hollywood, to KFMB San Diego, Calif., as director of sports.

Charles Brecce, announcer, WFBM-AM-TV Indianapolis, appointed program director, WFBM.

Estel D. Freeman, formerly production manager and talent bureau sales manager, WFBM-TV, appointed promotion manager, WFBM-AM-TV.

Ron DePinto, promotion manager, KPHO Phoenix, Ariz., appointed promotion, publicity manager, KPHO-AM-TV.

Joel Weisman, associate director, WABD (TV) New York, named manager of film production.

Ralph Penza, news director, WCOJ Coatesville, Pa., to KWWL-AM-TV Waterloo, Iowa, as morning news editor. Mel Grummert, former morning news editor, to night radio news editor, KWWL.

Philip Lewis, WCBB-TV New York staff writer, named to succeed Blaine Littell as station's news bureau manager. Mr. Littell was recently appointed assignment chief of "CBS News Campaign Cavalcade" [BT, Feb. 6]. Also by WCBS-TV: Phillip Beigel, director, WATX (TV) Newark, and Louis Visicelli, producer-director, WABC-TV New York, as directors of WCBS-TV public affairs programs.

"COLONEL-OF-THE-YEAR" awards were made by Free & Peters (station representatives) to Osip P. Williams and Robert Somerville, both account executives, for "outstanding personal development and sales performance" in behalf of radio and TV stations represented by the firm. The awards were made by Lloyd Griffin (l), company vice president, to Mr. Williams for his work for television, and by Russel Woodward (r), executive vice president, to Mr. Somerville for his radio efforts.

Page 98 • February 20, 1956
U. S. Radio: In 40 Tongues Other Than English

EVERY WEEK U. S. radio, in addition to the countless hours of English language broadcasts, provides its listeners with some 4,500 hours of programming in 40 other tongues. From Hawaii to Zuni, according to a survey made by BROADCASTING • TELECASTING. Findings are published in the 1956 BROADCASTING YEARBOOK MARKETBOOK, now in the mails to subscribers.

A total of 463 radio stations in 41 states and the District of Columbia reported devoting some air time to programs in languages other than English. Only radio stations in Georgia, Kentucky, Montana, Nevada, North and South Carolina and Tennessee broadcast exclusively in English.

Spanish is the non-English language most widely used on the domestic air, accounting for more than 2,000 hours of radio time each week, well over 60% of the total foreign language time and more than 10 times as much as the second most popular alien tongue, Italian, which gets about 450 broadcast hours per week. Polish ranks third with roughly 350 hours, French fourth with 135, German fifth with 115 and Yiddish sixth with 102. No other language hits the 100-hours-per-week mark.

Generally, the various foreign languages were reported from regions where such broadcasts would be expected—French in Louisiana and upper New England, German in Pennsylvania and Wisconsin, Portuguese on the coasts, Spanish throughout the south-west and Italian and Polish in the great industrial centers.

But there were some surprises, such as weekly half-hour broadcast in Basque being the only non-English language program on the air in the state of Idaho; French the only foreign language on the air in Arkansas, and Spanish the only one in Mississippi.

Programs in Arabic, Hopi, Navajo, Ute and Zuni broadcast in Arizona and New Mexico might have been expected, as well as Swiss programs in Wisconsin, but it was somewhat startling to find Massachusetts stations broadcasting in Arabic and an hour of Hindustani in California.

Languages other than English regularly broadcast in this country include: Albanian, Apache, Arabic, Armenian, Basque, Bohemian, Croat, Czech, Finnish, French, German, Greek, Hindustani, Hopi, Hungarian, Irish, Italian, Japanese, Jugoslav, Latvian, Lebanese, Lithuanian, Maltese, Navajo, Polish, Portuguese, Roumanian, Russian, Serbian, Slovak, Slovene, Spanish, Swedish, Swiss, Syrian, Ukrainian, Ute, Welsh, Yiddish and Zuni.

The BROADCASTING YEARBOOK MARKETBOOK ($3) tabulates the foreign language broadcasts alphabetically by state, city and station, listing the weekly time devoted by each station to each non-English language. The volume also contains a complete list of all U. S. and Canadian radio stations, their owners and executive personnel; radio networks; newspapers with radio affiliations; advertising agencies and their clients using radio; program services; equipment manufacturers, and other basic information about radio broadcasting.

Bill Anson, disc jockey, signed by WAAF Chicago for daily two-hour program.

G. Howard Tinley Jr., radio director, Austin Assoc., Wheaton, Md., and actor-announcer, adds announcing duties at WASL Annapolis, Md.

Bob Gray, newscast director, KPBC-TV Houston, Tex., to Houston Post as general assignments reporter.

Myrus the Mentalist to WTVJ (TV) Miami for Sunday show.


Rick Weaver, sportscaster, KLIN Lincoln, Neb., and KOLN-TV Lincoln, selected to broadcast 1956 games of Wichita Braves over KFH Wichita, Kan.
STORER BROADCASTING Co. promotion managers attended a three-day meeting in New York to explore station advertising, promotion, merchandising and publicity [B&T, Feb. 13]. At the meeting were (1 to r): seated, Art Schofield, advertising and sales promotion director of Storer Broadcasting; Stanton P. Kettler, Storer vice president in charge of operations; Liz Wagner, promotion manager of WSPD-AM-TV Toledo, Ohio; standing, promotion managers Al McLaughlin, KPTV (TV) Portland, Ore.; Bob Nashick, WGBS-TV Miami; Bill Smith, WJBK-AM-FM-TV Detroit; Howard Meagle, WWVA Wheeling, W. Va.; Charles Trainor, WAGA-TV Atlanta, and Ralph Runyon, WBCR-TV Birmingham, Ala.

Louis John Johns, Cincinnati, Ohio, music critic, to WSAI-FM Cincinnati for music programs.

Si Willing, general manager, KTLD Tallulah, La., elected charter president of Tallulah Junior Chamber of Commerce.

Don Heffernan, news photographer, WXIX (TV) Milwaukee, elected president of State Press Photographers Assn.


Klaus Landsberg, vice president-general manager, KTLA (TV) Los Angeles, and Janice McDonald married Feb. 14.

Leo Borin, general manager, KOTA-AM-TV Rapid City, S. D., father of girls Gene Taylor, farm director, KOTA-TV, father of girl, and Verne Sheppard, announcer, KOTA-TV, father of boy.


Norm Prescott, disc jockey, WBZ-WBZA Boston and Springfield, Mass., father of boy Feb. 3.

George Arnold, retail sales account executive, KCBS San Francisco, father of boy, John Byron.

Eloise Winters, formerly with Ohio Fuel Gas Co., to WBNS-TV Columbus, Ohio, as home economics coordinator. In B&T issue of Feb. 6, WBNS-TV was inadvertently identified with another station's call letters.

Robert Hanger to WPON Pontiac, Mich., as news-special events director; Cecella Wells to WPON as advertising copywriter, and Mrs. Lena Nicholson to staff as traffic secretary-assistant bookkeeper.

STATIONS

PERSONNEL RELATIONS

AFM TO ALLOW MOVIE MUSIC USE

Union stipulates that features must promote film only and not mention any commercial product. Agreement expected to pave way for heavier use of motion picture clips.

AMERICAN Federation of Musicians reported last week that it has entered into agreement with major motion picture studios whereby film clips of feature films may be used on television with original soundtracks and with no payment made to the union.

The pact was negotiated by James C. Petrillo, AFM president, and Charles Boren of the Motion Picture Producers Assn. and various film officials. The producers long had sought this concession from the union because heretofore re-recording was required, with resultant payment. The agreement provides that excerpts from features to be used on TV will promote the films only and will not make mention of a commercial product.

It is believed that the agreement will result in increased use of film clips from motion pictures on television. In the past, since re-recording was required, film studios avoided entering into frequent arrangements with television programs because they felt the cost was prohibitive.

The agreement also paves the way for the use on television of dramatic productions in which a musical background is essential to the mood. In the past, infrequent use was made on television of musical motion pictures because virtually no part of the original film could be used without payment of re-recording fees.

AFTRA, TV Networks Strike Re-Run Accord

AGREEMENT reportedly has been reached between the American Federation of Television & Radio Artists and the three television networks, providing for a reduction in the present scale of "re-use payments" for performers who appear on live shows that are later recorded and repeated. The agreement is scheduled to take effect on March 1.

Under the present contract, an artist must be paid the same fee for the second, or any subsequent run, as he received for the first. Neither the federation nor the three networks would discuss the agreement or give an indication of the extent of the reduction. The New York branch of AFTRA, however, has sent members a notice of a regular meeting to be held on Feb. 18, and one of the items on the agenda deals with "a report on revision of AFTRA's television re-use payment and restrictions to become effective March 1, 1956."

The AFTRA move is interpreted as the first step by the union to improve its relationship with the networks and encourage more frequent use of re-runs. It is reported the union long has felt that the current re-use principle has hindered re-runs, and has worked to the advantage of the Screen Actors Guild, which has a more liberal re-run formula for filmed programs.
Program-of-Year Honors
Won by NBC, TV

NBC-TV's "Conversation With Elder Wise Men" and NBC Radio Biographies in Sound were winners of program-of-the-year honors in the fourth annual awards of the National Association for Better Radio and Television. CBS's Edward R. Murrow was voted by NAFBRAT members as "man of the year in radio and television."

Other awards announced by NAFBRAT President Clara S. Logan:
For television: Drama, Hollmack Hall of Fame (NBC); family situation, Life With Father (CBS); education, Adventure (CBS); comedy, Jack Benny (CBS); news, Douglas Edwards (CBS); interviews, Person to Person (CBS) popular music, Perry Como (NBC); classical music, Voice of Firestone (ABC); quiz program, $64,000 Question (CBS); public service. See It Now (CBS); children's program, Lassie (CBS); teenagers' program, Youth Wants to Know (NBC); daytime program, Matinee (NBC); best new program, Wide, Wide World (NBC).

For radio: entertainment, Conversation (NBC); news, Howard K. Smith (CBS); education and information, America's Town Meeting (ABC); classical music, Voice of Firestone (ABC); literature and philosophy, Invitation to Learning (CBS); children's program, Carnival of Books (NBC); teenagers' program, Make Way for Youth (CBS); agricultural program, National Farm and Home Hour (NBC); daytime program, Monitor (NBC) and best new program, Biographies in Sound (NBC).

Nevada Honors 'Death Valley'

THE STATE of Nevada honored a veteran radio-television program and its sponsor Friday in public ceremonies in Carson City. Gov. Charles H. Russell issued a proclamation honoring Death Valley Days and Borax Co., for "accurately recreating . . . events exemplifying the vision and courage of those who pioneered the state of Nevada." The governor also commended Mrs. Ruth Woodman, writer of the series since its inception.

Mrs. Dorothy B. McCann, wife of the vice president of McCann-Erickson and creative supervisor of Death Valley Days, presented prints of two films in the new TV series, Nevada's Plymouth Rock, to the governor. McCann produced the first Death Valley Days on radio in 1930.

Washington IRE Makes Awards

CITATIONS for distinguished service were presented last Saturday by the Washington Section, Institute of Radio Engineers, at its annual banquet in Washington. Among those honored were FCC Comr. Edward M. Webster; Fred W. Albertson, Washington attorney; Fred P. Guthrie, RCA Frequency Bureau, and Eugene H. Rietzke, Capital Radio Engineering Institute.

AWARD SHORTS
James G. Riddell, president-general manager, WXYZ-AM-FM-TV Detroit, awarded plaque commemorating 25 years in radio-television, presented by Louis Miriani, acting city mayor, for some 300 friends at testimonial.

Edward R. Murrow, CBS commentator, named by N. C. Gov. Luther H. Hodges "Ambassador of Good Will for the State of North Carolina." Award was made at WBT-AM-TV Charlotte studios.

Ken D. Given, manager, WLBJ Bowling Green,

FREE TO MARKETING EXECUTIVES!
A Special Report for Management and Marketing Executives
Showing How 12 Marketing Problems were Licked
Also included: Media Selection Problems
Available for the first time, new brochure of 12 case histories, including complete descriptions and solutions of the following problems:
How to Increase Your Share of the Market
Does an Increased Price Bring a Loss in Sales?
Are Dealers Actually Keeping Your Product from Your Customers?
How to Reach More Customers at Less Cost
Can a Successful Manufacturer Always Expand Profitably Into an Allied Field?
How Can Profit Possibilities of a New Product Be Checked in Advance?

These case histories and six additional ones in this new report are yours for the asking.
If you would like your personal copy of this brochure—"12 Marketing Case Histories"—no obligation—call or write Richard Manville, President, Richard Manville Research, 230 Park Avenue, N. Y. 17, N. Y. or call Oregon 9-2435.

Copies avaiable while limited supply lasts. Send for yours . . . it may solve one of your problems.
RCA UHF RIG BEAMS 4½ MILLION WATTS

Experimental unit at Lancaster, Pa., presages new era in super-power ultra high television, company believes. Present legal limit is 1 million watts, but 5 million ceiling has been proposed at FCC.

THE HIGHEST continuous-wave uhf television power output ever achieved—4.5 million w of radiated power at 537 mc (ch. 23)—has been demonstrated in units of RCA's Research and Development Laboratories in Camden, N. J., by W. W. Watts, executive vice president for electronic components, announced Thursday. He said success of the experiment makes possible extended and improved television broadcast service throughout the U. S.

The 4.5 million w produced in the Lancaster experiment is more than four times the output of the most powerful existing uhf station, Mr. Watts pointed out. He said:

"The experiment, latest development in RCA's continuing program to improve uhf broadcast equipment and techniques, coupled an RCA super-power uhf antenna with a development super-power electron tube to produce the record-high effective radiated power," Mr. Watts explained.

"Although uhf television stations are permitted a maximum of one million watts of effective radiated power under existing regulations of the FCC, it is hoped that this limit will be raised as technological advances reach the commercial stage.

"The 4½-mgd w of radiated power produced at Lancaster were obtained by feeding approximately 100 kw generated by the electron tube, into the antenna which has a gain of nearly 50. Station WBRE-TV Wilkes-Barre, Pa., which went on the air a year ago as the nation's first million-watt uhf tv broadcaster, utilizes a type of RCA super-power antenna similar to that used in the Lancaster experiment. The same type of antenna is in operation at uhf station KPTV (TV) Portland, Ore.

"This test of tube and antenna establishes the engineering validity of ultra-high-power, ultra-high-frequency broadcasting. Radiated power in the order of four to five million watts would enable uhf tv stations, so equipped, to extend the area of primary coverage and offer improved television service throughout the present so-called fringe or weak-signal areas."

Proper Use of Research Urged by RCA's Ewing

WITH RESEARCH now a $5 million industry, the business executive must "properly understand and use industrial research" if his firm is to survive today's business competition, according to Dr. Douglas H. Ewing, RCA Labs vice president.

Dr. Ewing, speaking before an executive development class at Drake U., Des Moines, said "today's executive is under fire, so to speak, from two sides. With greater competition, he must improve, innovate or expand in order to hold or increase his share of the business. With the increased complexity and cost of productive machinery, his relative investment is becoming so great that any mistakes have become almost prohibitive. Therefore, of course, no company can afford to substitute for good business judgment in a situation like this—but good judgment is still based on good information."

AB-PT Buys 22% Block Of Research Organization

AS A NEW MOVE in American Broadcasting-Paramount Theatres Inc.'s policy of "broadening" its activities, AB-PT and Western Union last week announced that each will acquire a 22% interest in Technical Operations, Arlington, Mass., a manufacturing, research and development organization.

Under the contract, subject to approval of Technical Operations' stockholders at a March 13 meeting, AB-PT and Western Union will have options to increase individual stock interest up to 25% each.

Each company will buy 46,119 shares of common at $6 per share, increasing the working capital of the New England firm by $553,000. Technical Operations works on the application of nucleonics, operations research, chemistry, physics and electronics to industry and government uses and currently is conducting research and development for the Armed Forces, the
Dept. of Defense, the Atomic Energy Commission and others.

Last April, Westinghouse purchased a one-third interest in Microwave Assoc. Inc., Boston, of which AB-PT already held and continues to hold a one-third interest. Microwave design and produces magnetrons, silicon diodes, radar components, microwave test equipment and other electronic devices.

WESTINGHOUSE STRIKE DICTATES COLOR PLANS

Company plans production of 22-inch sets using all-glass color tubes within a few months. RCA sticks to metal tube until change considered practicable.

ALTHOUGH production facilities have been strapped by a prolonged strike, Westinghouse is ready to begin making color tv sets within a few months, providing its labor dispute is settled in a reasonable time. The company said last week it will employ its 22-inch rectangular, all-glass color tube, a type officials believe is being used solely by Westinghouse.

Until the plant, Westinghouse made 15-inch and 19-inch color sets. Although glass, these picture tubes had metal flanges and were round. RCA's color picture tube is a 21-inch round, metal, aperture-mask type. RCA officials at the Bloomington, Ind., showing of the industry's first color tv set mass production line [BET, Feb. 6], said privately that RCA may consider making all-glass tubes if and when the firm feels they are practicable, in cost, or judged to be necessary.

So far, RCA—as expressed in Bloomington by W. Walter Watts, RCA executive vice president of electronic components—"has never for one minute lost its faith" in the round metal-type tube. Mr. Watts said then: "Despite doubts expressed by a few others, we have gone ahead with our plans to concentrate efforts on this tube. The extensive array of new equipment which has been installed and of which there is more to come has been designed to handle this tube and this tube only. At this time we see no reason to depart from this view. In our opinion no other proposed color tube is near the mass production stage."

Westinghouse Electric Corp. has had its radio-tv receiver production shut off several months, as a result of the employees strike which was in its 123rd day Thursday. Spokesmen said color set production would have been announced for an earlier start except for the strike.

The Westinghouse color set will be "small" and "compact" enough to permit production of color table models, according to E. J. Kelly, the division's general manager. He said the size of the color table model will approximate the current 21-inch monochrome set. In the proposed Westinghouse line, color consoles will be made in a variety of styles.

Although Westinghouse officials avoided any specification of retail price for its color models, Mr. Kelly noted that his firm's price level would be "competitive." As amplified by spokesmen, Westinghouse believes it can meet any price reductions of other color receiver makers, principally RCA, which is expected to announce a lower color set price in the summer or fall—so long as the cuts are economically feasible.

Zenith Suit Against RCA, Others, Set Oct. 1 in Chicago

A COUNTER SUIT filed by Zenith Radio Corp. and its subsidiary, Rauland Corp., against RCA and two other manufacturers will be heard in Chicago Federal District Court Oct. 1, it was reported last week.

The date was set by Judge Michael Igoe, one of the judges involved in the long-pending trade restraint suit against RCA, General Electric Co. and Western Electric Co. Zenith is seeking $16 million in treble damages in its counter suit to action filed in 1948 by RCA, which charged Zenith and Rauland with patent infringements.

A similar suit is pending in Wilmington, Del.

Sears And Two Other Firms To Produce Sets in Mexico

FORMATION of a new Mexican radio-television set manufacturing company, Electrónica Mexicana, by Sears, Roebuck & Co., and two suppliers was revealed Tuesday by John S. Holmes, president of Warwick Mfg. Corp.

Warwick and Pacific Mercury of California are the suppliers joining Sears in the venture, designed to capture a sizable part of the production market in Mexico, according to Mr. Holmes. Warwick, which supplies Sears with sets, recently acquired Crescent Industries Inc., as a subsidiary.

The Mexican plant presently is being used to make cabinets. Production of radio-television receivers will start as soon as Mexican mechanics and supervisors are trained and as rapidly as market conditions permit. The plant covers some 40,000 square feet.

Sarkes Tarzian Ships to 11

SARKES TARZIAN Inc., Broadcast Equipment Div., Bloomington, Ind., has reported shipments of tv studio equipment to six stations and two universities. Scheduled to receive the equipment are: XMN, Chicago; WTVT, No. Carolina; WHB, Miami; WJJD, St. Louis; WLNY, N. J.; and WJZ, Baltimore. The company, which supplies Tarzian with sets, recently acquired Crescent Industries Inc., as a subsidiary.

Sarkes TarzianShipsto 11

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands.

New variety, new personalities, new formats, new impact—they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Free & Peters Opal can tune you in on the New Selling Sound of KMBC-KFRM.

**1955 Best Year for Sylvania**

NET SALES and income in 1955 for Sylvania Electric Products Inc., New York, were the highest in the 54-year history of the company, Don G. Mitchell, president, reported last week. He listed net sales at $307,371,515 as compared with $281,641,987 in 1954 and net income at $13,812,970, as against $9,480,941 in 1954.

**MANUFACTURING PEOPLE**


**CANADA'S COMMISSION ADVISES FOR BRIEFS**

**Deadline set for April 15, with public hearings scheduled to start April 30. Sessions to be held throughout the country.**

A **DEADLINE** of April 15 has been set by the Royal Commission on Broadcasting for the receipt of briefs from organizations, associations and individuals. Public hearings are to start on April 30, and the Canadian organization plans to hold sessions throughout Canada.

An advertisement carried in all Canadian publications over the signature of the Royal Commission's chairman, R. M. Fowler (president of the Canadian Pulp and Paper Assn., Montreal, Que.), stated that all intentions to file briefs must be in the hands of the commission at Ottawa by March 1, so that the commission can set its travel agenda for public hearings. Thirty copies of each brief must be filed with the commission.

Under terms of reference the Royal Commission on Broadcasting is directed to examine and make recommendations upon:

(a) the policies to be followed by the Canadian Broadcasting Corporation in its television broadcasting activities and the relation of such policies to the financing of the CBC;
(b) the measures necessary to provide adequate proportion of Canadian programs for both public and private television broadcasting;
(c) the financial requirements of the CBC for television broadcasting and the relation of these to the extent, nature, standards and distribution of programs;
(d) the financial requirements of the CBC for sound broadcasting in the light of the development of television and the growth of population in the new areas of Canada;
(e) the manner in which the finances for the television and sound broadcasting operations of the CBC should be provided and managed;
(f) the licensing and control of private television and sound broadcasting stations in the public interest; and
(g) such other related matters as the commissioners consider should be included in reporting properly upon those specified.

The three-man commission was appointed early in December (n°T, Dec. 12, 1955) and its findings are expected to have an important bearing on the development of television and sound broadcasting in Canada. Previous commissions have set the tone of Canada's present system of a mixture of private and public broadcasting, with the publicly-owned organization also being the regulatory body. Private broadcasters are expected to urge that an independent regulatory body be established to regulate both the public and privately-owned stations. However, the terms before the commission are expected to deal with future financing through taxation or license fees.

**ITA MAY CUT TIME FOR U.S. TV FILMS**

The British Independent Television Authority, which supervises commercial television in Britain, has indicated it will cut the time now given to American filmed material. The report of such a move came after a protest from 15 British trade unions and professional organizations against the "high" percentage of American films in the total program time given to filmed material. The unions charged the U. S. share is now at 70%, whereas ITA promised the unions foreign filmed material would only get a maximum of seven hours per week out of a total of 50 program hours. Both sides have set a new meeting of delegates within the next four weeks.

The protest against the number of U. S. films on British tv was submitted by the unions to Sir Robert Fraser, director-general of the ITA.

Representatives of the 15 organizations told Sir Robert that they monitored ITA programs and found that a mere 46% of the "filmed drama material" used was from Britain. The rest, 70%, that is, was American, it was reported. The survey reportedly covered "a typical month" of ITA programming.

An intergovernment agreement between the ITA and the unions setting the seven-hour limit was originally reached in October 1955.

**Record Canadian Tv Sales**

**SALE of television receivers for the calendar year 1955 in Canada totaled 776,536, the highest figure on record, compared to 619,428 sets sold in 1954. Figures released by the Radio-Electronics-Television Manufacturers Assn. of Canada, at Toronto, Ont. showed value of sets sold in 1955 at $237,119,654. The association reports that projected production for the first three months of 1956 is 159,117 receivers. Almost 600,000 sets sold in 1955 were in the 18 to 22 inch screen size. Regionally the province of Ontario accounted for 287,670 sets sold in 1955, Quebec 204,530, Nova Scotia 43,362 sets, New Brunswick 25,983, Newfoundland 10,073, Manitoba 55,783, Saskatchewan 22,775, Alberta 54,966 and British Columbia 71,394 sets.**

**TV SECTION UP FOR VOTE AT BBM'S MARCH MEET**

Bureau's survey of independent television stations shows that 22 of 25 on air in Canada are interested in set counts by areas and counties.

**ESTABLISHMENT** of a television section of the Bureau of Broadcast Measurement, Toronto, is to be voted on at the March 28 annual meeting of the BBM in conjunction with the annual meeting of the Canadian Association of Radio and Television Broadcasters. A survey of independent television stations by BBM has shown that 22 of the 25 now on the air in Canada are interested in a tv set count by areas and counties.

Such a set count is to be undertaken as soon as possible, financed by a bank loan to be amortized by fees to be received from stations surveyed by BBM members who wish to participate. No funds from BBM radio station members are to be used for this tv set count. BBM has taken two pilot studies on tv set count and on these has based fees to be charged stations for such a check on number of tv sets in use throughout Canada.

This information has been publicized by BBM and sent all its members, including 127 radio stations, 69 advertising agencies, 42 major advertisers and 15 radio station representatives, as part of its reply to charges of the Canadian Broadcasting Corp. that there are serious shortcomings in BBM's basic methods of operation and techniques. CBC's 19 radio stations have resigned from BBM, and CBC had asked BBM not to conduct a 1956 radio station survey.

BBM sent a detailed answer to the CBC charges to all its members, and pointed out that "the 1956 survey is a commitment which must be followed through" and that "it is not within the province of any station or group of stations to demand that a regularly scheduled survey be delayed or cancelled."

The BBM answer emphasized that "with the growing saturation of television ownership, the need for dependable radio coverage data is even more pressing at this time than in 1954. It is vital that any improvements in the CBC or elsewhere that radio is becoming a secondary, somewhat ineffective medium be corrected. There is strong evidence from recent BBM research that while viewers have changed, radio is a remarkably vital medium which, if anything, has been underestimated."

The letter to members outlines new developments in the 1956 radio survey now underway — including a change in sampling design to assure more consistent dispersion of mailed ballots over components of reported areas. A target date of June has been set for station reports to be ready.

At the request of regional associations of
You can sponsor a minute of truth for Europe’s captive people. And this is why you should:

Suppose for a moment that you are a Czechoslovakian, a Pole, a Hungarian, Bulgarian or Romanian—trapped in your Satellite homeland. Now suppose that you hear on the official state radio that the U.S. threatens war! Could it be true? How can you know where truth stops...and propaganda begins?

Fortunately there is a source—the honest opposition voice of Radio Free Europe! Its programs deal with life inside as well as outside the Iron Curtain. The truth they spread up to 20 hours a day nourishes the spirit of freedom and the will to resist.

Continued effectiveness of Radio Free Europe depends on private support from millions of Americans who believe freedom can become a reality everywhere. Each dollar sponsors a minute of truth behind the Iron Curtain. How many will you give?

Support Radio Free Europe • send your truth dollars to CRUSADE for FREEDOM

c/o Local Postmaster

...and the truth shall make them free!
broadcasters and the CARTB, pilot studies of program rating surveys have been made by BBM in the past year. The March annual meeting will be asked to vote on whether such rating studies are to be continued for publication in the future.

New Canadian Stations Recommended by CBC

NEW RADIO STATIONS for suburban areas of metropolitan Canadian cities were recommended by the board of governors of the Canadian Broadcasting Corp. at its meeting at Ottawa earlier this month.

Howard Caine, formerly manager of CKFH Toronto, Ont., has been recommended for a 1 kw daytime and 500 w nighttime station of 1250 kc at Oakville, Ont., a western suburb of Toronto. He plans to form a company consisting of radio advertising executives who live in the Toronto suburban area.

Radio-Iberville Ltd. has been recommended for a 1 kw daytime station on 1090 kc at St. Jean, Que., a suburb of Montreal on the south shore of the St. Lawrence River. Another applicant for a station there, Jean-Philippe Toupin was turned down. The CBC board stated in its recommendation that Radio-Iberville Ltd. "has shown more thorough plans for a station which would give community service over a wider area, and has more extensive evidence of public support."

CFRA Ottawa, Ont., was recommended for an experimental synchronous booster station at Almonte, Ont., with power of 50 w on 560 kc. This license is granted for technical experimentation purposes for one year only.

Frontier City Broadcasting Co. Ltd., Swift Current, Sask., was confirmed in its recommendation for a 250 w station on 1400 kc following request of another applicant, Swift Current Broadcasting Co. Ltd., that the hearings for the application be re-opened. Frontier City Broadcasting had been recommended for the license at the September 1955 CBC board meeting.

James Piggott, who had asked for an fm station on 98.1 mc at Toronto, Ont., was turned down by the board because the station would be used primarily for point-to-point transmission of a store music service. The CBC board rejected the application on the grounds that "all other licenses of stations using broadcasting channels assume obligations for much wider and more varied service for the public."

Power increases were recommended for

CFCM-TV Quebec, Que., from 1.27 kw video to 12.65 kw video and from 635 watts audio to 6.33 kw audio, on ch. 4, and CHLT-TV Sherbrooke, Que., ch. 7, from 17.3 kw video to 170 kw video and 8.8 kw audio to 100 kw audio.

The station is not yet on the air. A directional antenna 1,920 feet above average terrain will be used.

Application for a low-power tv station at Kamloops, B. C., was deferred to give the CBC board more time to study the economic feasibility of such a station in this area and means of supplying it with national program material.

CJBR-TV Rimouski, Que., requested to be leased to Central Public Service Corp. Ltd., Rimouski, which the CBC recommended since this company is the parent company of the license. Transfer of control of CHLT-TV Sherbrooke Que., and CKRB Ville St. Georges, Que., was recommended, as were share transfers of a number of stations.

BBDO Plans Canadian Office Making U. S. Total There 23

BBDO plans to open an office in Toronto, Ont., becoming the 23rd U. S. advertising agency with a Canadian office. The new office will serve clients already operating in Canada, plus the placing of new Canadian business. Where BBDO clients have Canadian agencies, no change is expected to be made.

Sullivan, Stauffer, Colwell & Bayles Inc. also is planning to open a Toronto office in the near future.

Agencies already in Canada are J. Walter Thompson Co.; D'Arcy Adv.; Young & Rubicam; Hutchins Adv. Ltd.; Ellis Adv. Co.; Kenyon & Eckhard; Atherton & Currire; Ruthrauff & Ryan; Grant Adv. of Canada; Erwin Wasey of Canada; Innsen & D'Arcy; CBS; Radiocorp of Canada; Lost-Man, Cone & Beiding; Weill & Eby; Robert Otto & Co.; Needham, Louis & Brophy of Canada; Leo Burnett of Canada; McCann-Erickson; MacManus, John & Adams of Canada; Donahue & Coe; Ross Roy of Canada; Benion & Bowles, and Bennett & Northrop.

Finnerty Heads B. C. Assn.

MAURICE FINNERTY of CKOK Penticton, B. C., was re-elected president of the British Columbia Assn. of Radio & Television Broadcasters at the association's annual meeting a fortnight ago in Vancouver. Chuck Rudd of CHUB Nanaimo was re-named vice president.

British TV Sets Increase

THERE were 5,400,083 licensed television sets counted in Great Britain on Jan. 1, representing a gain of 138,384 tv sets over the Dec. 1, 1955, figure.

BBC Survey Reports

ITA Audiences Rising

INTERNATIONAL Television Authority's commercial television during the first quarter of free competition between commercial and non-commercial tv in Britain made large inroads into British Broadcasting Corp. audiences, according to a survey issued by the BBC.

Percentages among viewers who have a choice of BBC or ITA were as follows for the last three months of 1955:

<table>
<thead>
<tr>
<th>Month</th>
<th>BBC</th>
<th>ITA</th>
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<tbody>
<tr>
<td>October</td>
<td>57%</td>
<td>43%</td>
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<tr>
<td>November</td>
<td>55%</td>
<td>44%</td>
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<tr>
<td>December</td>
<td>49%</td>
<td>51%</td>
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</tbody>
</table>

Because of BBC's national coverage, however, the total BBC audience was 20 times that of ITA. The average ITA evening audience in the three-month period, according to the BBC report, was 275,000 (about 235,000 in the first seven weeks; 325,000 in the last six weeks). The average BBC audience in southeast England, the area where ITA programs can be received, was 1,625,000.

The average evening audience for radio in Britain decreased from 5.5 million in the last quarter of 1954 to 4.8 million in the corresponding quarter of 1955. The loss is credited to listeners who bought television sets.

Other figures released by BBC indicate that the evening adult tv audience in Britain, for both ITA and BBC services, now is at 5.9 million. This represents 15.8% of the adult population of the United Kingdom.

RCA International Div. Makes Latin American Appointments

RCA International Div., New York, last week announced five new executive appointments in RCA-associated companies in Latin America.

M. S. Hazzard, vice president and general sales manager, RCA Victor Mexicana, S. A. de C.V., was named president of the firm, with F. C. Spiesberger, consumer products sales manager, appointed as his successor.


Australia to See NBC Series

SALE of Paragon Playhouse and The Life of Riley to the Australian Broadcasting Commission, for showing at the start of the commission's tv operations this autumn, has been announced by NBC Film Div. The syndicated series' sales were handled by the division's Australian and New Zealand representatives, Amalgamated Wireless (Australia) Ltd., Sydney. The division last year sold Inner Sanctum, Hopalong Cassidy and Roy Rogers for showing on British commercial tv.
Canadian TV Rep Formed

TELEVISION REPRESENTATIVES Ltd. has been formed at Toronto, Ont., to handle the television station representative business previously handled by Radio Representatives Ltd. and the two firms moved into new quarters at 76 St. Clair Ave., West. Gordon Ferries was named president and general manager.

Television Representatives Ltd. will represent CFPR-TV Saskatoon, Sask., and CFRN-TV Edmonton, Alta., with branch offices in Montreal, Que., Winnipeg, Man., and Vancouver, B. C.

INTERNATIONAL SHORTS

Ford Motor Co. of Canada Ltd. (Ford Monarch cars), Toronto, on March 2 starts live weekly show Graphic on CBC-TV, showing Canadians at work all over the world. Program, one of most ambitious attempt by Canadian Broadcasting Corp., requires full-time staff of 30 at Toronto and will be telecast on all Canadian tv stations, network and timescope. Agency is Cockfield, Brown & Co. Ltd., Toronto, Ont.

CBFT (TV) Montreal, Que., ch. 2 station owned by Canadian Broadcasting Corp., to increase power from 15.7 kw video to 100 kw video, and audio from 8.3 kw to 50 kw. CBFT was first Canadian tv station on air in September 1952.

Sullivan, Stauffer, Colwell & Bayles, N. Y., reported planning to open Canadian office at Toronto, Ont. Television accounts for Best Foods, Lever Bros., Noxema, and others are understood to be main reason for Canadian move.

South West German Radio, to operate on ch 8, will use new 10 kw tv transmitter now under construction at Feldberg, Black Forest, West Germany. Transmitter will be 5,000 ft. above sea level.

CKLB Oshawa, Ont.; CJSP Leamington, Ont., and CJMS Montreal, Que., have joined Bureau of Broadcast Measurement, Toronto.

Radio & Television Sales Inc., Toronto and Montreal, appointed representative for CHUM Toronto, Ont., and new 250 w station on 1560 kc at Simcoe, Ont. Call letters not yet assigned new station, which expects to be on air April 1.

CKVL Verdun, Que. (suburban Montreal), has issued new rate card, effective March 1, with class A time from 7 a.m. to 8 p.m. One minute rate starts at $36, a minute-hour at $120.

Canadian Association of Radio & Television Broadcasters list five new stations bringing membership to 137 radio and 25 tv stations. New members are CHRD Drummondville, Que.; CKLY Lindsay, Ont.; CJIC Sault Ste. Marie, Ont.; CHLN Three Rivers, Que., and CJIC-TV Sault Ste. Marie, Ont.

INTERNATIONAL PEOPLE

J. C. Miller to director of advertising of Ford Motor Co. of Canada, Toronto, Ont.

Ray Torgud, production manager, CKRD Red Deer, Alta., Canada; Stu Phillips, announcer, CHED Edmonton, Alta., and Ron Robison, production manager, CJIC Lethbridge, Alta., all to CHCT-TV Calgary, Alta., Canada, as director-announcers.

George Retzlaff, supervising producer of Canadian Broadcasting Corp. tv sports programs at Toronto, Ontario, loaned to Australian Broadcasting Commission to train Australian tv sports and special events personnel and to organize tv coverage of the 1956 Olympic Games being held at Melbourne in November. He leaves for Australia in April.

Fio Davidson, CJKL Kirkland Lake, Ont., and National Broadcast Sales, Toronto, Ont., to Schneider Cardon Adv. Co., Toronto, Ont., as radio director.

Yves Menard, Needham, Louis & Brooby, Toronto, Ont., to J. Walter Thompson Co. Ltd., Montreal, Que.


John C. Morris, National Broadcast Sales Ltd., Toronto, Ont., station representative firm, to CKSL London, Ont., new 5 kw station which will go on the air this spring, as sales manager. CKSL will be represented by National Broadcast Sales.

Bob Allen, former assistant manager CJIB Vernon, B. C., to CFRB Toronto, Ont., as retail sales manager.

Ian Samson to television production staff of Foster Adv. Ltd., Toronto, Ont.

Clifford Sifton, owner of CKRC Winnipeg, Man., and CKCK-AM-TV Regina, Sask., appointed honorary lieutenant-colonel of Governor-General’s Horse Guards, Toronto, Ont., regiment.

Ralph T. Snegirov, owner of CKBB Barrie, Ont., and CKVR-TV Barrie, elected chairman of Barrie Public School Board.

Gerry Gaetz, manager, CJCA Edmonton, Alta., elected president of Edmonton Chamber of Commerce for 1956.

U. of W. Plans Dedication Of $1.5 Million Media Bldg.

A NEW communications building at the U. of Washington, Seattle, will be dedicated April 6 with columnist-commentator Marquis Childs as featured speaker. Classrooms for radio-tv, journalism and advertising are included in the $1.5 million structure. U. of Washington operates KUOW-FM and uses KCTS (TV), Seattle educational station, for laboratory training.

Study of Teaching by TV Planned by S. F. College

SAN FRANCISCO State College last week began a research project to determine the effectiveness of television as a means of teaching an undergraduate program in general education. The study was made possible under a $125,000 grant by the Ford Fund for Advancement of Education, an independent agency created by the Ford Foundation.

The actual teaching of the four courses to be offered—economics, psychology, creative arts and English—will take place during the fall and spring semesters of 1956-57 over the facilities of KQED (TV) Berkeley-San Francisco, the area’s educational tv outlet.

As envisioned by the college, the project will run as follows: one section of 90 students will take each of the tv courses at home while a second group of 45, matched with the first group as to aptitude, learning experience, etc., will receive instruction in the same subject on the campus. Home students will be brought to the campus every other week for a laboratory-discussion session intended to compensate,
An Educational Stand on Educational TV

THE FOLLOWING is a condensation of a letter sent to B&W in answer to an editorial in which this magazine recommended the FCC reappear its stand on those tv channels reserved for non-commercial, educational use.

EDITOR:
Some say it is never wise to argue with the editor since he can always have the last word, but I know you will not mind my reporting some facts which evidently were not available to you when you wrote the editorial, "A Plan for New (and the U.S.A.)" in the Feb. 6 issue of B&W.
In this editorial you question the wisdom of continuing the educational reservations and refer particularly to New Orleans as an example of where the asterisk should be erased and the channel made commercial. These facts, I believe, will be of interest to you and your readers.

The New Orleans Educational Television Foundation, which represents a major portion of the important educational, cultural and civic agencies of that city, has been working diligently during the past three years to establish an educational station.

Having carefully laid the groundwork, the Foundation proceeded to implement its plan with the support of schools, colleges, universities, civic groups, local foundations, business concerns, including commercial stations, and many individual citizens, it was able to raise $476,554.98 in cash and equipment. Having demonstrated local initiative, the Fund for Adult Education granted the Foundation an additional $100,000. Thus, with almost $600,000 in assets, the Foundation filed its application with the FCC. With the planning done and widespread community support achieved and substantial cash and equipment on hand, the success of the station seems now assured.

The station now owns three commercial stations. With the addition of a fourth station on the reserved channel, the people of New Orleans will soon be receiving a well balanced television service calculated to serve the varied entertainment, educational and cultural interests.
The educational station proposes to operate initially 23 hours per week, Monday through Friday. The schedule will call for 12 hours per day, 120 programs per week, covering in-school, telecasts, special programs for children, adult education, and religious programs.

The hours proposed are choice afternoon and evening hours. You suggest that the Foundation might better use its money to buy this time on commercial stations rather than to build a non-commercial station. I am sure you will agree that commercial stations could hardly be expected to give up their important network programs, especially during prime evening hours. If the FCC held, as prevailing commercial rates, it would cost the Foundation more than $800,000 a year to purchase comparable time. Thinking in long range, realistic terms, obviously it will be much cheaper for the educators to build and operate their own station.

In terms of commercial values, a proposal to operate 25 choice hours per week is a good beginning. But it should be stressed this is only beginning. This has been the pattern in both commercial and educational stations. You will recall the limited schedules of commercial stations when they first began telecasting. WQED (TV), the educational station in Pittsburgh, went on the air April 1, 1954. Initially it operated only 35 hours per week, Monday through Friday. Its present schedule, however, is about twice that amount.

In Chicago, the WTTW station started operating Sept. 19, 1955, with about 12 hours of programming per week. The station already has stepped up the hours to 30 per week. Similarly, KETC (TV) in St. Louis started with a small number of hours, but with the addition of its school programs and other outstanding educational features, it now is on the air about 40 hours per week.

Only 86 vhf channels are reserved for education. In the 20 largest television markets, 7 of the 10 vhf reservations are already in use and the other three soon will be. Thirteen vhf channels occupied out of 86 reserved may not at first seem impressive, but it should be kept in mind that nine of the 86 are in the territorial possessions. Some 30 more are in small cities and towns scattered through the spaces of the West and Southwest where there are very few commercial stations and ample room in the vhf band for all foreseeable users. According to the American Bar Association, 20 are in present use or soon will be. In terms of the use of vhf channels, therefore, educational television's three-year record might be expressed as from 40 to 50%. I believe you will agree this is an impressive record.

Ralph Steele
Executive Director
Joint Committee on Educ. TV
Washington, D.C.
CBS-TV DEVELOPS SPECIAL SHOW
ORSON WELLES will be the dramatic narrator of Out of Darkness special program treating mental health and preempting the Omnibus Sunday, 5-6:30 p.m. EST period on CBS-TV March 18 [BET, Jan. 16]. CBS-TV last week said Mr. Welles will read portions of a book, written anonymously some 100 years ago by a mental patient in Glasgow, Scotland. These parts will highlight and lead into sequences of the program. Medical narrator is Dr. William C. Menninger, nationally-known psychiatrist.

NBC TELESALES USES COLOR
MORE than 2,000 key executives of food and drug chain stores and wholesalers scattered throughout 32 cities "got together" Feb. 7 via a special color closed-circuit NBC-TV hookup, as the Mennen Co. (toiletries), Morristown, N. J., reviewed its 1955 achievements last year and advertising and promotion plans for 1956. Participating in the special telecast, a feature of NBC TeleSales, were top echelon members of Mennen's executive sales staff as well as Dr. Frances Horwich, star of Mennen-sponsored NBC-TV's Ding Dong School, Cesar Romero, star of ABC Film Syndication's Passport to Danger (which Mennen sponsors on a market-to-market basis), Jack Gregson, chief announcer of the ABC-TV Wednesday Night Fights, also a Mennen sponsored property, and a member of the National Basketball Assn.'s teams, whose games Mennen also backs.

TOTAL HALF-TON OF FOOD GIFTS
WHEN-AM-TV Syracuse announce that together they gave away more than half ton of assorted food products during Syracuses's first annual "Food-o-rama" exhibition of local food manufacturers and retailers. Products were awarded as prizes of a special "Food-o-rama Derby" electronic quiz game conducted by the stations.

KONI SENDS ITS LOVE
SENTIMENTAL STATION KONI Phoenix, Ariz., adopted February 14 as "her day" with promotion slogan "KONI Loves You." KONI's red printed Valentine rate card proves it's love in the broader since, as well. Appended to rate information is the message, "KONI loves radio and welcomes the opportunity to be of service to all advertisers. If it is not feasible to use KONI, she sincerely recommends that you invest your advertising dollars with another fine Phoenix radio station."

WOR TO STUDY N. Y. TRAFFIC
A LONG TERM radio series probing New York's transportation, transit and traffic problems, called "Project T-T-T," is planned by WOR New York which has announced a special documentary unit to concentrate on the project. The programs currently are slated for Sunday, noon-12:30 p.m. (No starting date has yet been set.) They will examine all aspects of the traffic situation, the subways, taxis, railroad, bridges, buses, parking and the activities of the Port of New York Authority, the Triborough Bridge Authority and various civic organizations.

UNDER SCOUT 'MANAGEMENT'
NATION BOY SCOUT WEEK found WABC New York Feb. 9 under "management" of a 15-year-old Eagle Scout as the station's executives invited Frank Morris of Boy Scout Troop 231, N. Y., to be "beamed in" on radio broadcasting. Selection was made following screening by the Boy Scout organization in the New York metropolitan area.

WRCA-TV PROMOTES IN COLOR
IN A NEW PROMOTION effort on behalf of color tv in the New York metropolitan area, WRCA-TV has started to shift the bulk of its regular on-the-air promotion to tint. Utilizing the station's five second and 10-second ID's, the promotion entails such slogans as "This is the year—Color TV Is Here" and "Channel 4—The Colorful Station." WRCA-TV also has been devoting irregular segments of its across-the-board personality shows to "experimental colorcasts."

POLL DRAWS MORE BALLOTS
WNEX New York's 1956 "Make Believe Ballroom" popularity poll which closed last week not only showed a 15% increase in ballots over those cast last year, but also indicated an upset when singer Alan Dale beat out Perry Como for the No. 1 slot. Como dropped to second place, replacing Eddie Fisher who rated fourth this year. Other winners of the poll: Patti Page, retaining her crown for the second straight year; Mitch Miller's orchestra replacing Ray Anthony's, and the Four Lads claiming the Crew Cuts' lead.

FULLTIME TRIVIAL COVERAGE
SOME KIND OF RECORD may be claimed for KCBS San Francisco for its coverage of the Bay Area murder trial of Burton Abbott. Newsman Ken Dunham was assigned fulltime to the trial for 11 weeks, making more than 100 broadcasts direct from the court house, and supplementary tapes. KCBS says he was first with news that the jury had been selected and first with the final verdict. Station eyewitness reports were carried on the Columbia Pacific Radio Network, including a post-trial interview with the jury foreman.

DOCUMENTS ITS DOCUMENTARY
TO SUM UP its series of firsthand interpretive reports from Korea, WEWS (TV) Cleveland, Ohio, has published an illustrated booklet, Formosa Project, A WEWS Experiment in Foreign Affairs Education. The spiral-bound volume shows WEWS commentator Dorothy Fuldheim in enlarged film clips with accompanying audio excerpts giving highlights of interviews with officials and people on the island. Film and tape used for the 25 telecasts have been turned over to the Library of Congress, the WEWS booklet states, and the project was described by Librarian L. Quincy Mumford as "a unique document of the war for the minds of men."
On the Dotted Line . . .

ROSEMARY LAPLANCHE, former Miss America, and Harry Koplan (I) discuss filmed commercials they will do on KTTV (TV) Los Angeles for Buena Park Homes with representatives of the homebuilder’s agency (Dan B. Miner Co.), Andy Carpenter (2nd from I) and Al Buffington. Included in the 13-week pact signed with the station are sponsorship of Man Behind the Badge and participations on Saturday Jamboree, Stories of the Century and Las Vegas Wrestling.

HIGH ABOVE DENVER in the Falstaff Brewing Co. executive plans, Alvin Griesedick Jr. (I), Falstaff advertising director, and Joe Heald, KBTV (TV) Denver manager, complete a 12-month agreement for the beer firm’s sponsorship of a series of special events. Under the arrangement, Falstaff will be given first choice to sponsor remote telecasts of major events.

CO-SPONSORSHIP of the Warriors’ basketball games on WCAU Philadelphia has been signed for by Dodge dealers in the area. Completing the deal for the sports show are (I to r) John S. DeRussy, the station’s sales manager; George Gardner Sr., chairman, advertising committee of the Delaware Valley Dodge Dealers Assn., and Bill Campbell, WCAU sports director.

JAMES B. KIDWELL, president, Eureka Federal Savings & Loan Assn., San Francisco, signs a 52-week contract with KSFO that city. Eureka will sponsor an evening dinner concert, the last part of which will be devoted to news happenings in San Francisco before 1900; daily three-minute news broadcasts, and spot announcements. Also present are (I to r) Claes V. S. Wyckoff, Wyckoff & Assoc. advertising agency; R. W. Wassenberg, KSFO general manager, and J. A. Brown, account executive for KSFO.

SIGNING for his food wholesaling firm, Daniel Mordecai agrees to sponsor a late evening (12:15 a.m.) program on WBZ Boston. Also present for the contract signing, and displaying caps promoting the program are (I to r) William Williams, WBZ sales manager; John Fitzpatrick, WBZ account executive; Norm Prescott, WBZ personality who will emcee the program, and Robert Sullivan, vice president, Sullivan Advertising Agency.

A SPOT CAMPAIGN on WPFH Wilmington, Del., has been launched by the Miller Brewing Co. At the contract signing for the promotion are (I to r) Edgar R. Fons, district sales manager for Miller; Paul F. Harron, WPFH president; Edgar Hinkle of the Mathisson agency; John A. Clement Jr., Philadelphia distributor, and Joseph Frazer of WPFH’s sales department.
‘Uncle Johnny’ on Spot

WHEN retail clothing sales hit a slump in Kansas City, Mo., a little more than a year ago, the two John D. Maguire stores in that city turned to a new type of radio advertising with excellent results.

In a conference between Mr. Maguire, the stores’ owner, and Standart & O’Hern, Kansas City agency, it was decided to do away “with sales or any of the other usual selling techniques used in the retail clothing business.”

Instead the decision was reached to build a “personality” for the Maguire stores and to sell a service—the service of credit. Radio was chosen as the medium.

DALLAS RADIO SELLS ITSELF

DALLAS RADIO STATIONS don’t acknowledge any such thing as the “Civil War” or war between the stations that is said by some to be an industry failing. In a unified front the city’s stations are running newspaper ads promoting radio as an institution, with no call letters involved. The ad themes are “Listen while you work . . . while you drive . . . . while you sew . . . relax . . . do-it-yourself,” with supporting copy. They are signed simply, “Your Dallas Radio Stations.”

WFMY-TV SELLS AREA ON SALK

GREENSBORO, N. C., had a problem distributing its Salk vaccine. The area was unusually reluctant to bring children in for the polio-preventive needle. Cooperating with local health people, WFMY-TV Greensboro telecast a 15-minute program in which doctors and nurses explained the vaccine and expressed concern over the poor turnout for inoculations. The day after the program, the health department and doctors were besieged with requests for shots. A survey of Greensboro, Burlington, Winston-Salem area indicated a gain of 160% in inoculation patients, registering a television impact that impressed even WFMY-TV.

TRIES NEW COLOR LURE

IN the local colorcasting business since October 1954, WBEN-TV Buffalo, N. Y., has staged what it believes to be the country’s first “see yourself in color” exhibit at a CBS distributors’ showing of color and black-and-white receivers. In addition the station piped an average of seven hours of color film daily to the show Feb. 1-3, attracting an “unprecedented” number of prospective buyers. Most recent addition to WBEN-TV’s local color schedule is a twice weekly live colorcast of Meet the Millers, daily husband-wife show.

Skyrockets Store Sales

Thus “Uncle Johnny” Maguire was born. “Uncle Johnny” turned out to be “a lovable old Irishman” who in spot announcements over KPRS and WHB, both Kansas City, let it be known in no uncertain terms that he was a friend to all listeners and would be happy to extend credit to practically everybody.

“At the end of one year,” said Mr. Maguire, “the new customer increase was 109% higher than the year before, and our dollar volume was 27% greater. Radio was directly responsible for 69% of the new customer service. The balance was attributed to our referral campaign and a few scattered promotions.”

RALEIGH, NBC TRADE SALUTES

RALEIGH, N.C., Mayor Frederick Wheeler has proclaimed this week as “Monitor-Weekday Week” in recognition of Raleigh’s selectee as first “guest city” to be so honored by NBC Radio’s Monitor and Weekday program services, which will present special features about Raleigh throughout the week.

CBS-TV UNDERSEA ‘ADVENTURE’

TV IS PROBING deeper for material. CBS-TV’s Adventure, for instance, will take viewers next Sunday down into the sea off California’s Catalina Island via mobile underwater TV cameras manned by skidivers. Accompanying the video frog-men will be host Charles Collingwood, who, equipped with diving suit and microphone, will probe remains of the wreck, “Vigilante.” Producers of the program will be able to monitor the sequence via a waterproofed TV set also taken under ocean waters.

CKVL FALLS BACK ON ENGLISH

CKVL Verdun, Que., featured its large Sunday afternoon French-language radio audience and a timeworn English idiom in a mail promotion piece containing a pair of doll pants. The mailer stated that CKVL “knocks the pants off” Sunday competition and cited results of recent surveys.

GALLO GIVES AWAY LIRA

AN ANGO-ITALIAN version of The $64,000 Question—but with a million figure—was to make its appearance on WATV (TV) Newark yesterday (Sunday) at 5:30-6 p.m. The grand prize for six correct answers is one million lira ($1,800), with consolation money for losers. Lew Denis is the Anglo-Italian “Hal March” on the show, titled Win a Million Lira. Questions are worth in sequence: 50 lira, 500, 5,000, 50,000, 500,000 and then one million. Prize money on the Gallo Wines-sponsored program can be collected in lira or dollars. Doyle Dane Bernbach, N. Y., is Gallo’s agency.

WTGG (TV) FILLS VALENTINE VOID

FEBRUARY 14 found Washington, D. C., media looking for Valentine features without any conspicuous luck. But WTGG (TV) Washington fell back on its faithful phone book and came up with an interview for Matthew Warren and the News that stirred a warm reaction among viewers that station reports. Mrs. Ruth E. Ellilcott—Valentine, telephoned on the 7 p.m. show, turned out to be not only an articulate and appropriately named subject, but also represents the family that settled nearby Ellilcott City, Md., well within WTGG’s coverage area.

CAMART TV TRIPOD SUPPORTS

• TRIANGLE $29.50

Heavy duty center keystone casting locks legs and sturdy clamps assure solid support.

• CAR-TOP CLAMPS

Insure a steady tripod support for your newsreal camera when atop a station wagon or car platform. Heavy duty construction. Weatherproof.

Set of three: $28.00

Meet the Artist’s

BML’s series of program continuities, entitled “Meet the Artist,” emphasizes the human side of our great music performers.

“Meet the Artist” comes to you as a 15-minute—three-per-week series of scripts highlighting behind the scenes glimpses into the music business . . . the stories of America’s favorite musical personalities and their song hits. The material is factual, up-to-the-minute and presented in an easy, informal style. Disc jockeys will enjoy using it—listeners will appreciate hearing it.

“Meet the Artist” fills a special need in areas where such data is not easily available . . . highly commercial.
FOR THE RECORD

Station Authorizations, Applications, (As Compiled by B.T.)

February 9 through February 15

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:


Am and Fm Summary through Feb. 15

<table>
<thead>
<tr>
<th>On Air</th>
<th>Licensed</th>
<th>Cps</th>
<th>Applications</th>
<th>Pending</th>
<th>Hearing</th>
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<tr>
<td>Am</td>
<td>2,876</td>
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<td>213</td>
<td>355</td>
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<td>Fm</td>
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FCC Commercial Station Authorizations

As of January 31, 1956

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<th>Am</th>
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<th>Tv</th>
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<tbody>
<tr>
<td>Am</td>
<td>Fm</td>
<td>Tv</td>
</tr>
<tr>
<td>Licensed (all on air)</td>
<td>2,813</td>
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<tr>
<td>Cps on air</td>
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<tr>
<td>Cps not on air</td>
<td>170</td>
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<tr>
<td>Total on air</td>
<td>524</td>
<td>276</td>
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<tr>
<td>Total authorized</td>
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<td>524</td>
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<tr>
<td>Applications in hearing</td>
<td>147</td>
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<tr>
<td>New station requests</td>
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<td>3</td>
</tr>
<tr>
<td>New station bids in hearing</td>
<td>19</td>
<td>5</td>
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<tr>
<td>Facilities change requests</td>
<td>17</td>
<td>3</td>
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<tr>
<td>Total applications pending</td>
<td>282</td>
<td>39</td>
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<tr>
<td>Licenses denied (on Jan.)</td>
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</tr>
<tr>
<td>Cps deleted in Jan.</td>
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Applications filed since January 14, 1952:

(When FCC began processing applications after Feb. freeze)

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<tr>
<th>Am</th>
<th>Fm</th>
<th>Tv</th>
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</thead>
<tbody>
<tr>
<td>Commercial on air</td>
<td>347</td>
<td>98</td>
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<tr>
<td>Noncom. Educ. on air</td>
<td>14</td>
<td>6</td>
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Grants since July 11, 1952:

(When FCC began processing applications after Feb. freeze)

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<th>Am</th>
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<tr>
<td>Commercial</td>
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<td>98</td>
</tr>
<tr>
<td>Noncom. Educational</td>
<td>19</td>
<td>17</td>
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</table>

FCC ANNOUNCEMENTS

New TV Stations

AGENTS OF FCC

Hagaman, N. Y.—Hudson Valley Bstg. Co, granted a 120-kw vhf permit, originally 215 kw vhf, 138 kw aur.; ant. height 188 feet. Construction cost $81,000. Estimated annual cost $12,500. First reading of operating license, noncommercial. (February 9)

Chattanooga, Tenn.—Mountain City Television Inc., vhf ch. 3 (40-66 mc); ERP 10 kw, vhf 50 kw aur.; ant. height average terrain 1,078 ft., above ground 300 ft. Estimated construction cost $391,000. First year operating cost $20,000, revenue $210,000. Office address Mtn. City, Tenn. To use mountain location, none at present. Trans., loc., equipment, ant. General co-ordinates 36° 09' 30" N. Lat., 85° 18' 53" W. Long. Operating station Chattanooga, Georgia. (February 9)

Elkinsburg, Wash.—Kutilla Valley TV Assn., application for new TV booster station returned to applicant by letter of Feb. 14; no provisions in rules for such operation. (February 13)

APPLICATION

WXTV (TV) Youngstown, Ohio—Application for 11-kw vhf station, approximately 8 miles south of Youngstown city limit, near Youngstown, Ohio. To serve Youngstown Township, station location from "to-be-deterr- mined." Youngstown, Ohio. ERP 10 kw, vhf 16.6 miles. Operating station Youngstown, Ohio. File February 16, to be satellite operation of WYTV (TV) and rebroadcast WOR (TV) programmed in its entirety. Granted Feb. 9.

Chattanooga, Tenn.—The Chattanooga Times, for non-commercial use, granted ERP 25 kw, vhf 31, 13 kw aur.; ant. height average terrain 615.78 ft., above ground 502 ft. Estimated construction cost $394,040, first year operating cost $175,000, revenue $175,000. Post office address 1007 E. Main St., Chattanooga, Tenn. To serve Chattanooga, Noncoll. Educ., vhf, antennas, no power. (February 9)


WSBY (TV) Syracuse, N. Y.—FCC denied request for waiver of sec. 3.812 (b) which limits height of vhf stations in Zone I with max., power to 1,900 ft., and returned, as not acceptable for filing, application to increase ant. height from 1,000 ft. to 1,200 ft. Granted Feb. 14.


APPLICATIONS

KFLY (TV) Lafayette, La.—Seeks mod. of cp to change ERP to 215 kw for vis. and aur., and make equipment changes. Filed Feb. 14.

KRCG (TV) Jefferson City, Mo.—Seeks mod. of cp to increase ERP to 20 kw aur., and make equipment changes. Ant. height above average terrain 526 feet. Granted Feb. 13.

XWT (TV) Youngstown, Ohio—Seeks mod. of cp to increase ERP to 30 kw aur., and make equipment changes. Ant. height above average terrain 526 feet. Granted Feb. 13.

APPLICATIONS AMENDED

KSYV (TV) Hutchinson, Kan.—Files amend- ment to change name from Sylvania TV Inc. to Wichita-Hutchinson Co. Amended Feb. 13.

WTVT (TV) Youngstown, Ohio—Files amend- ment to make full response to applicant's name sec. 1.102 and to withdraw waiver of sec. 3.812 of rules. Amended Feb. 15.

PETITIONS

WANE (TV) Fort Wayne, Ind.—Petitions FCC to amend 77.106 to permit broadcasting educational reserv- ation in Fort Wayne, Ind., from ch. 39 to 80. Petition should be issued against WANE (TV) requiring change in operation. Amended Feb. 13.

WXTV (TV) Watertown, N.Y.—Petitions FCC to amend 77.106 to permit broadcasting educational reserv- ation in Watertown, N.Y., from ch. 39 to 80. Petition should be issued against WXTV (TV). Amended Feb. 10.

CALL LETTERS ASSIGNED

KSYD-TV Wichita Falls, Tex.—KSYD Television Co., ch. 6. Changed from KWWT-TV.

New Am Stations

AGENTS OF FCC

Lexington, Mo.—Lexington Bstg. Co. granted ERP 1,500 kw, vhf 51, d to an existing station operated by the Lex- ington Bstg. Co. (February 9)

New Am Stations

Broadcasting • Telecasting

Page 112 • February 20, 1956
APPLICATIONS


WGLS, Alexandria, Va.—Seeks cp to replace owner's am station, which he says is being used as a test facility.

WZOY, Galva, Ill.—Seeks to change frequency from 1500 to 1230 kc.

KXRS, Summerville, Del.—Seeks name change to Century Broadcasting Station.

WMBJ, Cleveland, Ohio—Announces to change name of license to WMBJ Inc. Effective Feb. 12.

WLDY, Grafton, W. Va.—Seeks to change call letters to LRZD.

KAYE Payson, Wash.—Seeks to change call letters to KFBC.

KBNK, Missoula, Mont.—Seeks to change call letters to KBTV.

WGDJ, Detroit, Mich.—Seeks to change to WDAT.

WCHB, Burlington, Iowa.—Seeks to change to WJIB.

WOGM, Bluffton, Ohio.—Seeks to change to WJTQ.

KFBK, Boardman, Ore.—Seeks to change foram to KFBC.

KXEN, Detroit, Mich.—Seeks to change to KXBI.

WASP, Palm Desert, Calif.—Seeks to change to WJFB.

WMW, Milwaukee, Wis.—Seeks to change to WMW.

KSL, Salt Lake City, Utah—Seeks to change to KSLX.

WDAK, Independence, Calif.—Seeks to change to WDDL.

KUAC, Juneau, Alaska—Announces to change name of license to KUAC Inc. Effective Feb. 12.

KBEY, Alpine, Tex.—Seeks to change to KBEY.

WCFM, Farmington, N. Y.—Announces to change call letters to WFTZ.

WZAF, Lake St. Louis, Ill.—Seeks to change to WZAF.

WVRN, Danville, Va.—Seeks to change to WRNR.

APPLICATIONS AMENDED

KCL, Lima, N. Y.—Seeks for renewals of cp to increase power from 15 kw to 100 kw.

KPLS, Lansing, Mich.—Seeks for renewal of cp to change station location to Lansing.

KSWX, Scranton, Pa.—Seeks for renewal of cp to change the call letters to WVLX.

KZLD, Silver City, N. M.—Seeks for renewal of cp to change call letters to KZLD.

KGU, Greenville, S. C.—Seeks for renewal of cp to change call letters to KJG.

WCTA, El Paso, Tex.—Seeks for renewal of cp to change station location to El Paso.

WSTJ, Clevelan, Ohio—Seeks for renewal of cp to change station location to Cleveland.

WTV, Lafayette, Ind.—Announces to change name of license to WTVI Inc. Effective Feb. 12.

WLAW, Asheville, N. C.—Seeks to change to WLAW.

KHJ, Los Angeles, Calif.—Seeks to change to KHJ.

KMD, Champaign, Ill.—Seeks to change to KMD.

WJZ, Baltimore, Md.—Seeks to change to WJZ.

WQAM, Miami, Fla.—Seeks to change to WQAM.

KBIA, Columbia, Mo.—Seeks to change to KBIA.

KDKW, West Palm Beach, Fla.—Seeks to change to KDKW.

WJZM, Madison, Wis.—Seeks to change to WJZM.

KGGG, Galveston, Tex.—Seeks to change to KGGG.

WURD, Uniontown, Pa.—Seeks to change to WURD.

WJZY, Rome, Ga.—Seeks to change to WJZY.

KSL, Salt Lake City, Utah—Announces to change name of license to KSL Inc. Effective Feb. 12.

WJJR, Scranton, Pa.—Seeks to change to WJJR.

WQOR, New York, N. Y.—Announces to change name of license to WQOR Inc. Effective Feb. 12.

WFMJ, Youngstown, Ohio—Announces to change name of license to WFMJ Inc. Effective Feb. 12.

WADK, East St. Louis, Ill.—Seeks to change to WADK.

WTVN, Newark, Ohio—Seeks to change to WTVN.

KXAS, Fort Worth, Texas—Seeks to change to KXAS.

WJLN, Orlando, Fla.—Seeks to change to WJLN.

KSL, Salt Lake City, Utah—Announces to change name of license to KSL Inc. Effective Feb. 12.

WJZ, Baltimore, Md.—Seeks to change to WJZ.

KASB, Laramie, Wyo.—Announces to change name of license to KASB Inc. Effective Feb. 12.

WUSA, Washington, D. C.—Seeks for renewal of cp to change station location to Washington, D. C.

KSL, Salt Lake City, Utah—Announces to change name of license to KSL Inc. Effective Feb. 12.

WJZ, Baltimore, Md.—Seeks to change to WJZ.

WJZ, Baltimore, Md.—Seeks to change to WJZ.

KSL, Salt Lake City, Utah—Announces to change name of license to KSL Inc. Effective Feb. 12.

WJZ, Baltimore, Md.—Seeks to change to WJZ.

KSL, Salt Lake City, Utah—Announces to change name of license to KSL Inc. Effective Feb. 12.

WJZ, Baltimore, Md.—Seeks to change to WJZ.

KSL, Salt Lake City, Utah—Announces to change name of license to KSL Inc. Effective Feb. 12.

WJZ, Baltimore, Md.—Seeks to change to WJZ.

KSL, Salt Lake City, Utah—Announces to change name of license to KSL Inc. Effective Feb. 12.

WJZ, Baltimore, Md.—Seeks to change to WJZ.

KSL, Salt Lake City, Utah—Announces to change name of license to KSL Inc. Effective Feb. 12.

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WJZ, Baltimore, Md.—Seeks to change to WJZ.
Southwest Network
$80,000.00

Fulltime facility in single station market. Above average retail sales, above average family income, above average market growth, and above average climate. This station needs owner management.

Even without this help this station showed presentable profit last year. Financing available with low down payment.

February 10 Applications
Approved for Filing

License to Cover Cp Resubmitted
WILD Lanett, Ala.-West Point, Ga., Resubmitted application for new station which was granted license to cover cp which authorized changes in anten. system.

License to Cover Cp
WDBN Gainesville, Tex.-Grant to resubmit cp which authorized changing ant- trans location and change in studio location to 140 Thompson Blvd. Gainesville, Tex., for new station in ant. system.

WTVB Coldwater, Mich.-Seeks license to cover (Continues on page 120)

BROADCASTING • TELECASTING
Help Wanted (Cont'd)

Wanted: Proven record man. Phone: 505F, Box 209F.

Wanted: An entry or junior man. Phone: 335F, Box 419F.

Wanted: An experienced or junior man. Phone: 625F, Box 482F.

Help Wanted (Cont'd)

RADIO

Wanted: Assistant manager for 250 watt eastern Pennsylvania station. Send resume and photograph to Box 277F, B-T.

Needed: Assistant manager for 250 watt station in southern New England. Phone: 315F, Box 429F.

Salesmen

Excellent opportunity for energetic and effective salesman of good character. Progressive network station in large southern city. Send resume and photograph to Box 239F, B-T.

Top money making opportunity in southeast. Strong background and executive experience essential. Phone: 725F, Box 482F.

California power. Immediate need for 500 watt transmitter. Send resume and photograph to Box 429F, B-T.

Announcers

BROADCASTING - TELECASTING, 1735 DeSales Street, N. W., Washington 6, D. C.

Announcements

WANTED: Experienced salesperson in 250 watt radio station. Excellent opportunity. Salary plus commission. Phone: 505F, Box 219F.

WANTED: An experienced salesman or saleswoman for a large northern station. Phone: 605F, Box 482F.

RADIO

Help Wanted (Cont'd)

DO YOU HAVE ALL THREE?

1. CHARACTER
If you can answer YES there is a strong active demand for your services. But . . . it takes more than a quick yes to land the better positions.

2. ABILITY

3. EXPERIENCE
The successful marketing of one's services requires the application of scientific selling practices by a professional organization, with nationwide contacts, exclusively dedicated to the broadcast industry.

We invite confidential inquiries, with your resume, for analysis of advancement opportunities.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

Page 116 • February 20, 1956
**RADIO**

**Help Wanted—(Cont’d)**

**Technical**

First-phone operator. Immediate opening. Full pay after one month. First letter, WABA, Havre de Grace, Maryland.

Chief engineer—announcer for daytime station in five-station group. Contact Manager at WPFPD, Darlington, South Carolina. Phone 1368.

Wanted: Radio engineer; first class radio tele-phone license; strong on maintenance, No operating tricks. Apply, Chief Engineer, Radio Sta-tion, WTVX, 810 Main Street, Riverhead, Long Island, N. Y.

Chief engineer for WTTX, New Orleans. Must have thorough knowledge and experience all phases of construction and maintenance. Be personable and industrious. Good position for right man. Do not apply unless you are certain you can handle responsibility. Send references and resume to Dale Woudy, Engineering VP, Mid-Continent Broadcasting Company, Kilpatrick Building, Omaha, Nebraska.

Program—Production, Others

Newman—Announcer wanted by Texas station. Must be able to gather, write and voice news. Box 311F, B-T.

Program director—announcer for successful new station. Write for all about yourself ... Tape returned. Box 271F, B-T.

Wanted: Newman with radio and newspaper reporting background. Must have acceptable radio voice and delivery to date—must be able to gather and write news in professional manner. Box 463F, B-T.

Radio—TV director for large eastern college. Requirements: College degree, some experience, public relations ability. Box 503F, B-T.

Wanted: Continuity writer, female, for 5000 watt station eastern market. Must have experience. Send resume and phone. Box 336F, B-T.


Continuity writer, wonderful opportunity. Send resume to WCAR, Box 56, Pontiac, Michigan.

Copywriter wanted immediately. Must have experience, run continuity department, write result getting copy. Salary open for right person. Send full resume to Paul Haler. WEVL, Battle Creek, Michigan.

**Situations Wanted**

**Managerial**

Sales manager: Throughly experienced—15 years—in all phases of radio and television sales functions and administration. Open record of sales accomplishments. Best references. Box 496F, B-T.

Manager, twenty three years, Knowledge all phases. Can direct sales. Box 460F, B-T.


**Salesmen**


Salesman-announcer combination, looking for station—TV or radio. Ideal for wide-awake morning man. Heavy sales background, presently employed CBS drive station, capable and experienced with emphasis on sales. Box 460F, B-T.

**Announcers**


Top man, now employed at leading am-tv in major league city. Looking for time segment to develop show and do personality work. Married—3 references—contract desired. Box 467F, B-T.

Two years staff present midwest location. Straight, character. Immerse, news 53, married. Prefer southwest. Box 461F, B-T.

“Here's the best by actual test”... top personality. Giant—highest rated Hooper—proven sales—production commercials—friendly voice. Under degree radio family.--nothing under 35k. Box 450F, B-T.


Versatile and dependable, want security! Prefer sports director with play-by-play ... can do news, special events, staff radio or tv. Five years experience. Box 460F, B-T.

Personality DJ, with unusually fine musical programming talent, 6 years experience. Friendly and salesmanship. College graduate. Box 460F, B-T.

Sports, play-by-play. 6 years experience baseball and basketball. College graduate. Box 467F, B-T.


Recent broadcasting school graduate. Good DJ, news, sports, board tape. Box 460F, B-T.

Versatile announcer, 2 years experience. Desire position with friendly station. Box 408F, B-T.

Experienced and knowhow. Handle all shows. Excellent announcer. Bellisimo, can air guaranteed. At present station 5 years. First ticket. Box 466F, B-T.

Highly successful announcer—salesman wants southeast immediately. Experienced. 300 week. Box 464F, B-T.

Air salesman—5 years experience all phases. Tape proves it. $110. Box 469F, B-T.


Announcer, single, veteran. Recent graduate, thoroughly trained. Desires staff position anywhere in America. Opportunity more important than salary. Most conscientious, and not afraid to work. Send name and phone available for box return immediately. Box 516F, B-T.

Announcer—5 years experience in all phases including 1½ years as program director. Annoys to settle in Florida with station that offers advance- ment opportunities. Box 511F, B-T.

Dj, sports, versatile, experienced. Lively voice. Pete Franklin, 1007 Floyd Ave., Franklin Square, L. I. N. Y. Floral Park 2-6236.

Production-DJist ... 23, single, 5½ years experience ... contact H. D. Hall, KMID, Cameron, Texas.

8 years radio announcer-PD. University and radio school graduate. Seek radio or tv southwest or Pacific coast. Dwight Larick, 5404 West Street, Ontario, California. Phone YUcon 629-579.


Comedy-DJ team (2). Original material, voices. Let us play for you. 4530 Bar, etc. Fred and O'Brien, 48 Brighton Ave., East Orange, New Jersey.


Morning man, knows radio and never missed. Fourteen years radio, very versatile. Telephone 196-W, Morristown, Tenn.

**RADIO & TELEVISION SALES MEN**

These Are Salaried Positions With Commission

Here is an ideal opportunity for top radio and television salesmen to join a progressive AM-TV organization. You will receive NO Draws but instead be paid a straight salary, based on your experience, with a bonus. We will also receive liberal commissions with your only limit being your ability to sell. We are located in a fine market, ideally located. These openings are brought about with our expansion program and search for top-rated men. If you are interested, write or wire all details to:

Box 517F

**Broadcasting • Teletcasting**

February 20, 1956 • Page 117
RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Production staff available—55 people—for work on radio station as soon as possible. All phases except engineer. Would consider running a new daytime. All have experience. Box 447F, B-T.

Program director. Take full charge programming and staff. 8 years' experience all phases programming, production on and off air. Thoroughly versed music-news operation. Family man. College degree. Box 475F, B-T.

Crackerjack interviewer, commentator, tape editor. Build local community events shows of network caliber. Box 488F, B-T.

Top Right

EXPERIENCED

PRODUCTION PERSONNEL

Top right

EXPERIENCED

PRODUCTION PERSONNEL

Participate in all phases of production. Send photo and complete details to Box 432F, B-T.

Program director—special events man. Responsible family man. 11 years radio . . . 11/2 years television . . . 5 years personnel management. Wish to tie up with aggressive organization. Specializes in sports and news. Available in 6 weeks. Box 500F, B-T.

Top Flight news director of 50 kw, clear channel station in top market available soon. Solid commercial story. New ideas. Top local and national awards. I can make your news department one of the best in the nation. Background in all aspects of broadcast. Will consider combination program-news job. Box 508F, B-T.

TELEVISION

HELP WANTED

Situations Wanted—(Cont'd)

Salesmen

Wanted: Top tv salesman. Must be experienced. Salary and commission. Midwest tv station on clear channel and full power. Network affiliated. Chance to become sales manager . . . if you've got it. Box 468F, B-T.

Announcers

Vhf in good Middle Atlantic market needs personnel. Must be strong on commercials and able to do sports shows. Starting salary $600 per month. Send photo, tape and all particulars in first letter. Write Box 478B, B-T. All replies confidential.

Announcer for on-camera and booth work. Must have pleasing personality and able to adlib "interview" or "master of ceremonies" assignments. Also effectively do on-camera commercials. Submit complete details on background including experience, education, marital status and personal habits as well as recent photo in first letter. Position offers salary plus talent fee and excellent opportunity for right man. Contact Hal Wilson, Director of Operations, WITN-TV, Washington, North Carolina.

Technical

Florida vhf maximum power station needs first class engineers. Box 473F B-T.

Transmitter supervisor, eastern station. $5,500 for engineer experienced in DuMont equipment, capable of keeping equipment in top operating condition. Reply in full to Box 483F, B-T.

Midwestern vhf-tv station has opening for first class engineer; with tv experience desirable, but not necessary. Send complete qualifications, references, and salary to Personal Director, KCKT-TV, Great Bend, Kansas.

HOME OFFICE

PORTLAND, OREGON

OTHER SCHOOLS

NORTHWEST GRADUATES

working in Radio and TV (including Northwest Broadcasting School graduates) we are forming a National Alumni Association and have a special gift for you. Get in touch with me as soon as possible.

BILL SAWYER

NORTHWEST

RADIO & TELEVISION

SCHOOL

HOME OFFICE

3222 W. 21st Ave

Portland, Oregon • CA 97210

Page 118 • February 20, 1956

OVER 16,000 SQ. FEET

DEvOTTED TO THE PROPER TRAINING OF TV PERSONNEL. FOUR SCHOOLS—NATION-WIDE—EQUIPPED WITH 6 COMPLETE CONTROL ROOMS, FIVE COMPLETE IMAGE ORTHICON CAMERA CHAINS. IN THESE MODERN FACILITIES, STUDENTS RECEIVE PRACTICAL TRAINING, PARTICIPATING IN CLOSED CIRCUIT PRODUCTIONS UNDER THE GUIDANCE OF PROFESSIONALS WHO ARE PRESENTLY WORKING IN THE INDUSTRY.

HOLLYWOOD

CHICAGO

WASHINGTON, D. C.

IT'S NO WONDER MORE AND MORE BROADCASTERS ARE CALLING NORTHWEST FIRST FOR QUALIFIED TV PERSONNEL. FOR PROMPT, PERSONAL ATTENTION, WHY DON'T YOU WRITE, WIRE OR PHONE COLLECT—JOHN BIRREL, EMPLOYMENT COUNSELOR?
TELEVISION

Situations Wanted—(Cont'd)

Announcers

Announcer, news, sports, general staff work. Currently with large midwest tv station emcee-ing morning children's program. Desires opportunity to apply and ideas with progressive station. Age 24, college graduate, family man. Box 497F, B-T.

Technical

Studio technician, experienced all phases, first phone, available immediately, reference. Box 498F, B-T.

Chief engineer, presently employed as chief of two vhf stations will consider change to larger operations. Has planned and constructed three vhf stations. Write to Box 499F, B-T.

Programming-Production, Others

Big news ahead! How's your coverage? Experienced versatile broadcaster, former radio-televi-

sion news director and announcer, presently public relations manager-mortgage backed industry, desires return to broadcast field. Single, 30, best references. Active personality showman with executive experience and spark that sells. Your inquiry appreciated. Box 500F, B-T.


Cameraman, family, 3 years experience all studio or location. Excellent director's position. Best references. Box 502F, B-T.

Television artist, experienced all phases—graph-}

ics, production facilities, scenes; six months as assistant engineer, Box 503F, B-T.

News director—now with national midwest tv, desires opportunity in metropolitan market. Currently inked. Box 504F, B-T.

Program director or director—six years ex-

perience from dollyman to program director. Experi-
enced on one of largest networks in city. Can handle men, direct and produce money making shows. Has the proven ability to build the best combinations of live, network and film programming. Box 505F, B-T.

Production, programming and directing: Six

years experience in tv. Do own switching, writing, 100 stations live all air time. Can present all types of shows. Married. Age 35. Box 506F, B-T.

Tv director-producer. Seven years the N.Y.C. sta-

tion. Many credits. Executive experience. Box 507F, B-T.

FOR SALE

Stations

Potential plus, 1kw daytime for sale. Located in heart of rich farming area. Box 442F, B-T.

Fm—multiplexing station, sale or lease. Best equipment—most powerful for price. Background music and programs to Chicago-

ladies. Box 443F, B-T.

Owner going into larger market. Mid-Gulf States secondary market relatively new and well equiped. Send Box 444F, B-T.

We offer good radio and tv buys throughout the U.S. Also bid in all categories on free bulletin board. Box 445F, B-T.

Stoll & Associates. 4560 Melrose, Los Angeles 29, Calif.

Mississippi small market priced under $50,000. Paul H. Chapman, 84 Peachtree, Atlanta.

Single-station market. Near Colorado Springs. Details to qualified only. State your fi-

nances and affiliation letter. Ralph Erwin, Boulder, Colorado.

In negotiating the sale of your radio or tv sta-

tion, the Norman Company works quietly and confidentially. Has handed over more than 1,000 deals. Hugh N. Norman or George Norman. Write for listings. Box 354, Davenport, Iowa.

Eastern buyers should contact me for good sound buys in radio and tv. John Hanly, 1738 Connecticut Ave., N. W., Washington, D. C.

Equipment

Have your own complete sound effects library at a smaller price. Good sound effects—barking boot whistle, door knock, door closing, laugh-

ing, water splash, footsteps, squeaking steps, tennis, starting, motor idling, car crash, etc. 70 sound effects which belong to you for $25, and your tape. Offer of a few sound effects will be made. All reproduction rights yours. Not from any previous recording or li-

berty record. Box 446F, B-T.

FOR SALE

Equipment

For sale: One RCA BTP-35 fm transmitter. One RCA Type BF 14B pylon. One Hewlett-Packard Model 561B color modulation monitor. All equipment now in operation. KVUL, Lafayette, Indiana.

For Sale—1 RCA 700 megacycle color corrected relay system. $8,000. WHAM-TV Rochester, N. Y.

Turntables—two RCA RC'57's. Two new, one used but perfect. Rek-O-Kut T-125F's. Two new CIHD portable consoles. FM and PM modulators, limiters, etc. Send offer. H. Edwin Kennedy, WILM, Wilmington, Delaware.

550 feet 6'/4 inch 75 ohm coax. 200 feet 3'/4 inch 50 ohm coax with reducer terminals and hang-

ers. Excellent condition 1/price. WFTV, Jackson, Mississippi.

2—RCA TK-28-D inoscope film camera complete with camera pedestals, control chassies, beam metering panels, DC power units, edgelight projectors, inter-connecting cables, and TC-5C multiplexers with adjustable BCA slide-projector pedestals. Equipment is less power supplies and wants to buy interest in, and manage small midwest station. Miss.

FOR SALE

Stations


Commercial crystals and new or replacement broadcast crystals for Billeter, Western Electric, RCA holders, Condensed frequencies, crystal re-}
FOR THE RECORD

(Continues from page 114)

FOR SALE

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.

KREM-TV
4103 South Regal Street
Spokane, Washington

INSTRUCTION

PR vs PR
We'll match your PERSONNEL REQUIREMENTS, against the PROVEN RECORDS of qualified people.
Confidential service to Radio & TV Stations, and program producers, anywhere.

Palmer-Demeier (Agency)
50 E. 42nd Street, N.Y.C.
MU 2-7915

Paul Baron, Dir.: Radio-TV-Film-Advy.
Resumes welcome from qualified people.

to initial decision re his application. Action Feb. 9.

WKRV Harlan, Ky.—Granted petition for extension of time to Feb. 15 to file its opposition to "Supplemental Petition to Enlarge Issues and Appoint Hearing Examiner," Remand Case to Hearing Examiner and Reopen Record, filed by WWHC Harlan. Action Feb. 9.


By Chief Examiner James D. Cunningham

Ordered following applications for hearing on dates shown: KLAA Las Vegas, Nev., to extend cp of existing station, and specify studio location and remote control point as 314 N. Cedar St., and station operator as A. Bernhard.

WXMS (FM) New Brunswick, N. J.—Seeks license to cover cp which authorized new fm station for extension of completion date.

February 13 Decisions

February 13 Applications

FOR SALE

Equipment

25 KW LOW BAND TV TRANSMITTER

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February 13 Applications

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50 E. 42nd Street, N.Y.C.
MU 2-7915

Paul Baron, Dir.: Radio-TV-Film-Advy.
Resumes welcome from qualified people.


FCC first class phone. After ten years successfully training men for their first class radio-telephone operator license, this same course is now available to you at home. Write the Don Martin School, Ext. Div., 1633 North Cherokee, Hollywood, Calif.

FCC license preparation: beginners, radio technicians, announcers. Evenings, Sat.—Monty Koller, 115 Hendrix Street, Brooklyn 7, N. Y.

RADIO

Help Wanted

Sales Engineers

Broadcast equipment manufacturer has opening for sales engineers in various territories to travel and call on radio stations, as well as for non-traveling positions for sales engineers in Midwest home office. Sales experience not absolutely necessary, but would be helpful. Technical radio background is essential, preferably as chief engineer of AM radio station. Please send complete resume with photo to Box 316F, B+T

TELEVISION

Help Wanted

OPPORTUNITY

An interesting opportunity for qualified television transmission engineer for temporary assignment in Central American country. Immediate action necessary. Write or wire giving qualifications and date of availability.

Box 504F, B+T

Situations Wanted

EXECUTIVE PRODUCER

PROGRAM SALES

CLIENT CONTACT

AGENCIES
—Need a man to translate ideas from paper to studio?
—Use a successful program producer with sponsor follow-through?
—Want experienced "packager" with studio and sales know-how?

Eight years producing and selling TV. Supervising live programs in stations of all sizes coast to coast . . . getting sales results! Successful in all positions but must stop constant travel.

Excellent background in production, creation, sales. Will get YOUR ideas from paper to studio, service account, and keep it sold!

Write, Wire NOW . . . Box 500F, B+T

INSTRUCTION

(Continues from page 114)

cp which authorized change from employing DA-2 to DA-11.

WKLY Kalama, Wash. — Seeks license to cover cp (as mod.) which authorized new am station.

KOHU Hermiston, Ore. —Seeks license to cover cp which authorized new am station.

KALL Salt Lake City, Utah—Seeks license to cover cp which authorized change from DA-1 to DA-10 and operate by remote control from 146 S. Main St., Salt Lake City, with non-DA.

KRIV Camas, Wash.—Seeks license to cover cp which authorized license for station, and specify location and remote control point as 314 N. Cedar St., and operator as A. Bernhard.

WAMS (FM) New Brunswick, N. J. —Seeks license to cover cp which authorized new fm station.

Renewal of License

KYSM-FM Mankato, Minn.; KTIS-FM Minneapolis, Minn.

WAAT-FM Newark, N. J.

Modification of Cp

WXZZ (FM) Wilkes-Barre, Pa. —Seeks mod. of cp (which authorized new fm station) for extension of completion date.

February 13 Decisions

February 13 Applications

FOR SALE

Equipment

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.

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Resumes welcome from qualified people.
homa City, Okla., to 7-16-56; KGTV (TV) Des Moines, Iowa, to 7-16-56; KSDB (AM) Toledo, Ohio, to 7-16-56; KNXU-TV Houston, Tex., to 7-16-56; KDMP (AM) Norfolk, Va., to 7-16-56; KMKF-TV West Palm Beach, Fla., to 7-16-56; KTVH-TV San Francisco, Calif., to 7-16-56; KEDB Tulsa, Okla., to 7-16-56.

Actions of Feb. 9

KVLY White Castle, La.—Granted license for am

WEY St. Louis, Mo.—Granted license covering change of trans. and studio locations and make equipment changes.

WYES Chalmette, La.—Granted contest for renewal of cảiv license to unlicensed new am station: deletion of call letters.

WPBA Mayaguez, P.R.—Granted cp to make changes in licensed system.

Following were granted extensions of completion date as shown: WTVI (TV) Midland, Mich. to 5-3-56; KWDI-TV Tucson, Ariz., to 6-7-56.

Actions of Feb. 8

WGKA-FM Atlanta, Ga.—Granted license for fm station.

ECHB Chicago, Ill.—Granted permission to sign-off at 5 p.m. beginning March 1 and ending May 31, special occasions. When station may remain on air up to licensed sign-off time.

WBZ-TV Boston, Mass.—Granted cp to change ERP to 63.5 kw, spur 28.2 kw, change trans. location to site of newMich.

Following was granted extension of completion dates as shown: WTVI (TV) Hawaii, N. T. to 7-16-56.

Following stations were granted authority to operate trans. by remote control: WZED Bingham-

kghan, Ala.; KROY, SACRAMENTO, Calif.

Actions of Feb. 7

WOR-FM New York City—Granted license covering changes in licensed fm station.

WXFD Cumberland, Md.—Granted extension of completion date.

Actions of Feb. 6

WABA Aquadale, D.C.—Granted license covering changes in facilities.

KJTV (TV) Denver, Colo.—Granted mod. of license to change corporate name to KTVF Inc.

WKBT (TV) La Crosse, Wis.—Granted cp to change ERP to 200 kw, spur 125 kw and make equipment changes.

Following was granted extension of completion date as shown: WTVI (TV) Midland, Mich. to 8-25-56.

Action of Feb. 3

WSGU-Ty Columbia, Ohio—Granted STA to operate on ch. 34 for period ending May 16.

KINY-TV Juneau, Alaska—Granted STA to operate commercially on ch. 8 for period ending Feb. 24.

February 14 Applications

Accepted for Filing

WKAQ San Juan, Puerto Rico—Seeks license to cover cp which authorized change in ant-

trans. and studio locations and equipment changes.

WSJR-WY Winston-Salem, N. C.—Seeks license to cover new cp which authorized change in ant-

trans. and studio locations and equipment changes.

KATZ St. Louis, Mo.—Seeks license to cover cp which authorized change in ant-

trans. and studio locations from D to uni., using 1 kw, and install DA-N.

WPIN St. Petersburg, Fla.; WYZE Atlanta, Ga.—Renewal of license.

KWNO-FM Winona, Minn.—Application for renewal of license returned. Incorrectly dated and filed.

KCPM (FM) St. Louis, Mo.—Modification of cp.

KHOP (FM) Glendale, Calif.—Seeks mod. of cp (which authorized change in trans.) for extension of completion date.

WXG (AM) Chicago, Ill., Columbus, Ga.—Seeks mod. of cp (which authorized DA-N, change trans. locations and equipment changes) for extension of completion date.

WFWP West Fargo, N. D.—Seeks mod. of cp (which authorized change in frequency, increased power and equipment changes) for extension of completion date.

WINX Rockefeller, Md.—Seeks mod. of cp (as modified which authorized changes in DA; change from DA-I to DA-2) for extension of completion date.

WKNO Longmeadow, Mass.—Seeks mod. of cp (which authorized change in ant., trans. and studio locations, change station location and make equipment changes) for extension of completion date.

WIBB (AM) Athens, Ohio.—Seeks mod. of cp (which authorized new trans. and station location) for extension of completion date.

RMUA (TV) Waldorf, Md.—Seeks mod. of cp (which authorized new tv station to extend completion date to Sept. 1; which authorized new tv station to extend completion date to Dec. 16.

February 15 Decisions

February 15 Applications

ACCEP TED FOR FILING

License to Cover Cp

KSPR Sandpoint, Idaho.—Seeks license to cover cp which authorized change in ant.-trans. and studio locations, air up system changes, and opera-

of trans. by remote control.

KGHH Brookfield, Mo.—Seeks license to cover cp which authorized new am station.

WOIC Columbus, 8. C.—Seeks license to cover cp (which authorized increased power from 1 kw to 5 kw and make equipment changes).

Modification of Cp

WJNO-TV West Palm Beach, Fla.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 15.

WCRG (TV) New Orleans—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 15.

KTBS-TV Shreveport, La.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 1.

Renewal of License

KLYC Leadville, Colo.; KDBK Owatonna, Minn.; KNDC Bettendorf, Ia.; Remote Control

KOWH Omaha, Neb.

UPCOMING

FEBRUARY

February 20: Senate Interstate & Foreign Commerce Committee will resume its investigation of tv networks and uhf-vhf problems.

February 21: RAB Clinic, Roanoke, Va.

February 22: Conference of State Broadcasters, Washington, D. C.


February 23: RAB Clinic, Baltimore.

February 27: RAB Clinic, Miami, Fla.

February 28: RAB Clinic, Columbia, S. C.

MARCH

March 1: RAB Clinic, Atlanta.

March 2: RAB Clinic, Birmingham, Ala.


March 4-6: Hi-Fi Fair, Shoreham Hotel, Washington.

March 5: Michigan AP Broadcasters Assn. News-


March 5: RAB Clinic, Nashville.

March 6: RAB Clinic, Memphis.

March 7: RAB Clinic, New Orleans.

March 8: RAB Clinic, Dallas.

March 15: Michigan State Dept. of Speech

and Hearing, Lansing.

March 12: RAB Clinic, Burlington, Vt.

March 13: RAB Clinic, Boston.

March 14: RAB Clinic, Pittsburgh.


THE NEWSWEEKLY OF RADIO AND TELEVISION

Broadcasting

BROADCASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

February 20, 1956 • Page 121

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February 20, 1956
Reason Why

The ABUNDANCE, not to say superficiality, of weeks devoted to various promotions is such that we suspect most people would appreciate a week confined simply to the celebration of Sunday, Monday, Tuesday, Wednesday, Thursday, Friday and Saturday.

This week, however, is of exceptional importance to anyone who has anything to do with radio and television—including the audience. It is National Advertising Week.

Without advertising, of course, there would be no radio or television—or at least not the kind of wonderful, free, enlightening and entertaining radio and television we have today. So there is considerable self interest to the radio-ty business community in the celebration of National Advertising Week. But there is an equal amount of public interest in the occasion too.

We hope that all radio and television stations will take the opportunity to tell their audiences this week—with good, solid, reason why copy—how important advertising is to the U. S. economy and why it is a primary influence in the creation of prosperity. In fact, it would be a good idea to do that at least once every week in the year.

The Slight of 315

There is a chance that some of the idiocy may be removed from the laws governing political broadcasting.

The chance lies in an amendment of Sec. 315 of the Communications Act to permit the unrestricted appearance of political candidates on radio and television and discussion programs—without imposing on broadcasters the obligation to afford equal opportunity for rival candidates.

The purpose of the amendment, which was originally proposed by Frank Stanton, CBS Inc. president, is to give networks and stations an opportunity to cover political developments of major parties and candidates without having to give equal attention to splinter interests and the downright frivolous candidates that crop up in every election year. As Dr. Stanton has pointed out, it was impossible for broadcasters to provide adequate news and discussion coverage of the two major candidates for President in 1952, for each time Gen. Eisenhower or Mr. Stevenson appeared, broadcasters were required by law to make similar arrangements available to 16 other candidates who were running—or crawling, it might be better said—in the same race.

The Stanton amendment is now before the House and Senate, and has been the subject of hearings in the House (B&T, Feb. 6, 13). It was eloquently advocated by Richard Salant, CBS staff vice president, and endorsed with slight reservation by Paul Butler, chairman of the Democratic National Committee. It was opposed by the majority of the FCC and supported by one dissenting Commissioner, John C. Doerfer.

Last week, with commendable business statesmanship, NBC formally endorsed the bill proposed by its chief competitor.

But so far there has been an embarrassing silence from other broadcasting interests. Broadcasters stand to benefit most from adoption of the amendment; yet among them only CBS and NBC have commented on it.

Why all the silence?

There are elements of indifference, inertia, and, we must assume, suspicion behind the silence.

It is known that the NARTB board decided not to take a stand as an association for fear that some NARTB members would rather operate under existing laws—which largely relieve the broadcaster of the need to use his own editorial judgment. We would hate to think that the board members were correct in that assumption.

In the absence of an official view by the broadcasters’ association, one would hope for individual expressions by its members and by non-member radio and tv stations.

We suggest that rivalries be suppressed for the moment and that broadcasters try—for appearance’s sake if nothing more—to show a little interest in a vital and timely problem. Even if they oppose the measure, they should state their reasons for opposing it.

The Stanton amendment is by no means a complete formula for ridding radio and television of the regulations that are arresting their growth as media of enlightenment. The ultimate goal, of course, must be repeal of all restrictions of Sec. 315.

As a practical matter, there is no chance of wiping Sec. 315 off the books now or in the predictable future. The best that can be achieved is a modification of the kind now under consideration.

If the proposed amendment passes, broadcasters will have the freedom to present comprehensive and intelligent reports on major political developments in this political year. They will have a chance to make a record on which they can stand later in what must be the inevitable effort to remove all the artificial and growth-inhibiting restraints of the political broadcasting law.

They will have no chance to make any kind of record, however, now or for many years, if they fail to express a mature desire to assume the responsibilities which would be theirs under the proposed amendment.

Clear Track Ahead

Recent decisions of the Circuit Court of Appeals in Washington appear to remove most of the roadblocks in the path of prompt consideration by the FCC of revised television allocations, as proposed in its rule-making order of Nov. 10. They seem to dispel the spectre of a new freeze.

In several recent decisions, three-judge panels of the court—second highest in the land—have reasoned that the tribunal should not substitute its judgment for that of the expert FCC, in the absence of conclusive showing of arbitrary or capricious action.

Last week, the court, with a panel splitting 2-1, washed out three petitions for orders to stay vhf grants made by a majority of the Commission in three cities in which deintermixture pleadings had been filed. The majority found that no irreparable injury could be ascribed, since the protesting uhf stations knew as far back as 1952 that the FCC had earmarked vhf assignments in these markets and they did not pretend to intervene at that time.

Heretofore, this same court (or panels thereof) has been rough with the FCC, turning it around almost invariably on the ground that appropriate evidentiary hearing had not been accorded the complainants, usually in derogation of Section 309 (c) which provided for an automatic hearing on economic grounds. That inquisitorious section now has been modified, to give the FCC a degree of discretion in determining whether such hearings should be authorized.

The FCC, because of the actions of Congress and the Courts, now has a clear track ahead. There can be no excuse for undue delays in the handling of pending cases awaiting decision or in the devising of a modified tv allocation plan to which it is committed under its Nov. 10 rule-making order.
KWK-TV IS TOPS IN ST. LOUIS.

IN ADDITION TO THE REGULAR CBS BASIC NETWORK MANY OTHER TOP-FLIGHT SHOWS ARE PROGRAMMED ON KWK-TV'S SCHEDULE

Here are just a few:

DISNEYLAND 5:00-6:00 PM Sunday
MICKEY MOUSE CLUB 5:00-6:00 PM Monday thru Friday
HOP-A-LONG CASSIDY 5:00-6:00 PM Saturday
GIL NEWSOME SHOW 4:00-4:30 PM Monday thru Friday
LITTLE RASCALS 4:30-4:50 PM Monday thru Friday
ANNIE OAKLEY 4:00-4:30 PM Saturday
STEVE DONAVAN, WESTERN MARSHALL 4:30-5:00 PM Saturday
FABIAN OF SCOTLAND YARD 4:00-4:30 PM Sunday
JUDGE ROY BEAN 4:30-5:00 PM Sunday
WATERFRONT 10:00-10:30 PM Monday
MAKE ROOM FOR DADDY 10:30-11:00 PM Monday
FOLLOW THAT MAN 9:30-10:00 PM Tuesday
WARNER BROTHERS PRESENTS 10:00-11:00 PM Tuesday
MASQUERADE PARTY 10:00-10:30 PM Wednesday
CAVALCADE OF AMERICA/DEATH VALLEY DAYS 10:30-11:00 PM Wednesday
HIGHWAY PATROL 9:30-10:00 PM Thursday
ETHEL & ALBERT 10:00-10:30 PM Thursday
M-G-M PARADE 10:30-11:00 PM Thursday
CROSS CURRENT 9:30-10:00 PM Friday
DAMON RUNYON THEATRE 10:00-10:30 PM Friday
BIG TOWN 10:30-11:00 PM Friday

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