For generations cotton-pickers separated the seeds from cotton by hand. While studying this tedious and time-consuming chore—and in a flash of inspiration of perhaps 60 seconds or less—Eli Whitney thought of a time-saving device to accelerate this work. The result was the cotton Gin.

Today, to accelerate sales for your product—Dress shirts in the Winter, Sport shirts in the Summer—to sell merchandise anytime... 60 seconds is all it takes with the time-saving device—Spot Radio.

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

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

**WSB**  Atlanta  NBC
**WFAR**  Ft. Worth  NBC
**WIKK**  Erie  NBC
**KPRC**  Houston  ABC
**WJIM**  Lansing  NBC
**KARK**  Little Rock  NBC
**KABC**  Los Angeles  ABC
**WISN**  Milwaukee  ABC
**KSTP**  Minneapolis  NBC
**WABC**  New York  ABC
**WTAR**  Norfolk  CBS
**WIP**  Philadelphia  MB
**WRNL**  Richmond  ABC
**KCRA**  Sacramento  NBC
**WOAI**  San Antonio  NBC
**KFBM**  San Diego  CBS
**KGO**  San Francisco  ABC

**KMA**  Shenandoah  ABC
**KTBS**  Shreveport  NBC
**KVOO**  Tulsa  NBC
**ABC**  Pacific Radio
**Regional Network**

*Also represented as key stations of the TEXAS QUALITY NETWORK*
CHANNEL 6
THE ONLY STATION IN THE RICHMOND AREA IN THE PREFERRED LOW END OF THE VHF BAND

WTVR OFFERS THE FINEST FACILITIES IN THE RICHMOND AREA. NO OTHER STATION HAS HIGHER ANTENNA FACILITIES AND CHANNEL 6, THE PREFERRED FREQUENCY IS THE ONLY CHANNEL IN THIS AREA IN THE LOW END OF THE VHF BAND. THUS WTVR ASSURES NO RECEPTION PROBLEMS, AS OTHERS ARE EXPERIENCING. YES, OTHERS FROM WITHOUT ATTEMPTING TO COVER RICHMOND HAVE THEIR PROBLEMS, BUT BIG WTVR HAS NO PROBLEMS. WTVR ALWAYS GIVES A CLEAR SHARP PICTURE WITH OR WITHOUT AN ANTENNA. SO BUY QUALITY BY BUYING THE FINEST ...... WTVR "The South's 1st TV Station"

WMBG AM  WCOD FM  WTVR TV
First Stations of Virginia

A Service of HAVENS & MARTIN, INC.
WMBG AM REPRESENTED NATIONALLY BY THE BOLLING CO.
WTVR REPRESENTED NATIONALLY BY BLAIR TV, INC.
"Take this down"

WJIM-TV
Lansing
Covering more of Michigan than any other TV station!
familiar
to
every
family

WGAL-TV
LANCASTER, PENNA. NBC AND CBS

Just as a “mixer” of some type is a fixture in every household, so are WGAL-TV’s outstanding programs completely familiar to the 917,320 TV families in the great Channel 8 Multi-City Market. Make this market’s 3½ million people, with $5½ billion to spend, familiar with your product.

STEINMAN STATION
Clair McCollough, Pres.

CHANNEL 8 MULTI-CITY MARKET

Representatives:
MEEKER TV, INC.
New York Chicago Los Angeles San Francisco
STITCH IN TIME • To resist efforts to preclude spot sales representation by networks of their affiliated stations, all non-CBS owned affiliates now represented by its radio and television spot sales organization, have retained counsel and plan to present their case to FCC’s Network Study Group. Stations contend they have legal right to select their own sales representatives and have retained Covington & Burling, Washington law firm. Coordinator is John S. Hayes, president of Washington Post radio and tv stations (WTOP-AM-FM-TV Washington; WMARR-AM-TV Jacksonville). Others understood to be WBT-WBTW-TV (TV) Charlotte; WBTW-TV Florence; WCAU-AM-TV Philadelphia; KSL-AM-TV Salt Lake City; KOIN-AM-TV Portland, Ore.; KGUL (TV) Galveston; WRVA Richmond and WCCO Minneapolis. It’s presumed group also has considered long-range plan in event representation disavowance comes.

ANTI-TRUST Division of Dept. of Justice is watching developments in color tv “like a hawk,” according to one operator in forefront of color set manufacturing exploration. Every facet of color development, this source adds, is being scrutinized as to plans for licensing, manufacturing and marketing. (See story on other Justice Dept. investigations, page 76.)

NO SUPPORT • Though they aren’t yet talking about it, all three tv networks probably will oppose new amendment to political broadcasting law submitted last week by Sen. Lyndon Johnson (D-Tex.), majority leader (story page 84). All look upon it as device for politicians to obtain more free time.

WHAT’S MORE, ABC probably will oppose any amendment to existing law. In private letter commenting on earlier amendment originally proposed by CBS, ABC said it liked things as they are: “Privacy” of putting candidates on tv news and discussion programs “should not be left to the broadcaster to dispense unregulated by law,” ABC letter said. CBS-sponsored bill would give broadcasters right to put candidates on tv news and discussion programs without having to provide equal time for other candidates. Johnson bill would eliminate equal time provisions in all programs only for presidential and vice presidential candidates of parties which polled certain number of votes in previous elections or could produce petitions signed by 1% of total vote in preceding presidential election.

TIME BANK • Now that President Eisenhower is GOP’s avowed candidate for second term, Democrats are keeping close tab on time used for or in behalf of his "candidacy." Already on sustaining time "bank" is Democratic request for half-hour to offset Vice President Richard M. Nixon’s Lincoln Day talk wherein he labeled "Republican" Chief Justice Warren as having handed down desegregation opinion. Second request for equal time exploded last Wednesday after Ike’s use of all networks to formally explain his decision to run (story page 31).

GOODNIGHT, MRS. CALABASH? Texas Co. and NBC-TV are understood to be considering dropping Jimmy Durante show, (Sat., 9:30-10 p.m.) next fall because of rating difficulties. Advertiser would keep time period, however. Kudner Agency, New York, is agency.

HAVING tossed first bomb in his Look article proposing "let’s try it" approach to subscription tv, FCC Comm. Robert E. Lee is pondering idea thatroll plan might be used for telephones and other big name drives to raise funds painlessly for political campaign expenditures or for eleemosynary purposes. Income from such projects, with talent contributed, he feels, might be geared toward equitable distribution to political candidates. He admits he hasn’t "thought it through" but feels it has potential in light of current Congressional consideration of campaign contributions.

SECRET BALLOT • NARTB’s refusal to divulge vote in referendum approving by-laws change that removes at-large directors from Radio Board next year will provide more fuel for criticism by dissident members. It’s known that opposition surprised supporters of by-laws change, with narrow 4-4-to-3 vote in contrast to former 100-to-1 endorsements of by-laws amendments. No explanation was given for withholding vote contrary to precedent.

FCC Network Study staff has been Mulling additional explorations of segments of broadcasting—other than network, advertising and talent agencies, program producers and distributors and station reps, already visited for orientation during last few months. Next trip, may be: West Coast, and—viewing groups, like PTAs, American Assn. of University Women, League of Women Voters, National Audience Board, National Assn. for Better Radio & TV.

BBC REPORT • What Britain’s non-commercial BBC thinks about Britain’s commercial ITA will be heard firsthand by New York Radio-Television Executives Society March 21 from BBC’s head man, Sir Ian Jacob, director-general. But they’re likely to hear more because BBCers became indignant over what they regarded as untoward comments on BBC’s operations from lips of FCC Chairman George C. McConnaughy last Sept. 14 after chairman has returned from his European trip, when he commented ITA operations should put BBC on its toes and that BBC hasn’t given people programs they wanted.

ARE movie interests seeking to scuttle Emmy awards? Sources close to Jerry Lewis say he was forced by Hollywood majors picture pressure to renege after having agreed to serve as mc. of NBC-TV broadcast (sponsored by Oldsmobile) of awards ceremony March 17. Though Mr. Lewis denies his change of mind was forced upon him, it is known that months ago he accepted, without reservation, invitation to preside. Despite issue of validity of Emmy nominations, opened last week when Jack Webb protested category of Dragnet classification, may not be at end; but members of Academy of Television Arts & Sciences are closing ranks. Ed Sullivan (who today becomes chairman of next year’s awards committee), Milton Berle, Gale Storm, Ralph Edwards and others have called for confidence in academy and its method of selecting nominations.

SRO • Will networks have their time at bat before Senate Commerce Committee week of March 12? Committee doesn’t know, is having trouble lining up hearing room amid spate of other hearing sessions on Hill. No hearings planned this week in Senate group’s uhf-vhf inquiry but if space available “two or three” days will be set week of March 12. Committee has list of less than half-dozen uhf and vhf operators it would like to hear before turning to networks. Senate group somewhat cool to networks’ expressed desire to testify on allocations first, network phase later.

NBC-TV is considering placing another 90-minute color spectacular into Friday 8:30-10 p.m. period once every four weeks, starting next fall.

BROADCASTING • TELECASTING

March 5, 1956 • Page 5
This letter indicates the kind of response advertisers can get when they use KTHS Little Rock, for most of Arkansas! To save your eye-sight, we quote:

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

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

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

KTHS is the biggest, most effective, most powerful radio station in Arkansas. IT GETS RESULTS. Ask your Branham man for availabilities!
Jerrold, GE Testimony Highlights Senate Hearing

SENATE Commerce Committee Friday at uhf- vhf hearing (earlier story, page 76) heard proposal by Milton J. Shapp of Jerrold Electronics Corp. for co-op tv system combining "translators" and community tv methods, while Paul J. Bremer, counsel to Senate subcommittee members GE, new pea-sized Micro-Miniature tube, which he said makes improvement in uhf sets as effective as quadrupling ERP of transmitter.

Mr. Shapp, president of Jerrold, said co-op tv system could extend tv to "every town of over 1,000 population in the U. S." by end of 1956, or some 600 communities with less than 10% tv saturation. He said Jerrold will apply to FCC today (Mon.) to install system in Ellensburg, Wash., already with community system.

Called "pea-shooter" plan because of use of "highly directional" antennas, Shapp plan would pick up signal from vhf network station outside fringe area community, amplify and convert by "translator" to one of 14 channels in "op of uhf band and beam in "pea-shooter" fashion to receiving horn antenna in center of town to uhf and to distribute to houses on coaxial cable.

He said monthly cost in community of 1,000 homes would range from $2.60 to $9.80 (depending on saturation). Jerrold also proposes to bring multi-channel service to towns not in rough terrain by series of "pea-shooter" translators serving as milliview links.

Mr. Chamberlain, general manager of broadcast equipment in Technical Products Dept. of GE's Electronics Div., called for "thorough, objective study" to determine if uhf service is adequate, saying uhf shouldn't be given up on mistaken impression service is not adequate, or lost through default by failure to help uhf.

ANA Sets 3-Day Agenda For Hot Springs Meeting

TELEVISION and other media, advertising management, agency relations, merchandising, sales promotion, research and communications will be on agenda for Assn. of National Advertisers spring meeting to be held March 14-16 at The Homestead, Hot Springs, Va., with close to 300 top U. S. advertisers on hand, officials are announcing today (Mon.). Arthur Dimond, advertising manager, H. J. Heinz Co., is program chairman.

T. R. Sherrer, A. C. Nielsen Co. vice president, will discuss coverage and costs trends and various strategies in television buying as one of features Thursday morning. Another highlight will be closed session Wednesday afternoon on agency relations, featuring panel discussion with audience participation on changes that may result from Justice Dept.'s action against National Advertising Agencies and several non-broadcast media groups. Gerald Light, advertising and sales promotion director of CBS-Columbia, will present "A Case for Advertising That Works--But Still Shows Its Head Off" at Friday morning session.

Other speakers will include ANA Board Chairman Edwin W. Ebel, General Foods vice president; Miss N. M. Anderson, president, Foote, Cone & Belding; Henry Schachter, vice president, Lever Brothers; Russell H. Colby, consultant to ANA Advertising Management Committee, and Richard K. Van Nostrand, Bristol-Myers assignments advertising director, on Wednesday morning; Don

### RADIO DID IT

THIRTEEN-WEEK saturation radio spot campaign that started in mid-December 1955 [At Deadline, Dec. 15, 1955] for Heineken's Holland beer on four Miami, Fla., stations accounted for "100% sales increase of our product over December," Leo Van Munchen, president, Van Munchen & Co. (importers), N. Y., told BWT Friday. Radio was only medium used in campaign. Agency is Peck Adv. N. Y.

- **BUSINESS BRIEFLY**
  - **NASH DRIVE** American Motors (Nash cars), through Geyer Inc., N. Y., planning spot radio announcement campaign effective March 26 for two weeks in more than 100 radio markets.
  - **GLAMORENE HIKES** Glamorene Inc. (rug cleaner), N. Y., increasing its April broadcast media budget by $250,000 for special 30-day tv spot campaign in 60 major national markets. Agency: Product Services Inc., N. Y.
  - **FIRST FOR BRECK** John H. Breck Inc. (hair preparations), Springfield, Mass., in first use of network tv, signed Friday with ABC-TV for three weekly participations on Afternoon Film Festival (Mon.-Fri., 3-3:30 p.m. EST) and Broderick, in first use of network tv, signed March 11 for two radio spots Thursday and Friday's feature show on Geyer's Famous Film Festival (Sun., 7:30-9 p.m. EST) for 13 weeks beginning in April. Agency for Breck—which will use shows to introduce new product, Breck's "Pea-shooter" plan because of uhf salt will utilize radio spot campaigns in 26 weeks spread over 25-week period (three weeks on air, two weeks off, on four again, sum- mer hiatus and several other flights after that). Approximately 30 markets will be used. Ogilvy, Benson & Mather, N. Y., is agency.
  - **BORDEN BROADENS** Borden Co., N. Y., expanding radio-spot announcement campaign on behalf of new "rich- roast" instant coffee, introduced last September, in undeter- mined number of eastern markets, starting this month. New brand is slated to replace regular Borden's, which has been on market for several years. Agency: Doherty, Clifford, Steers & Shenfeld, N. Y.
  - **BELLS AND BRAS** Grace Kelly-Prince Rainier III Monaco nuptial coverage scheduled on ABC Radio April 17-19 (11-11:15 a.m. EST) will be sponsored by Peter Pan Foundations Inc. (bras and girdles), N. Y., through Ben Sachkem Inc., N. Y.
  - **PICK UP OPTION** Bristol-Myers and Singer Sewing Machine, advertisers who held first option on Playhouse 9 show start Oct. 1, 9:30- 11:15 p.m. Thurs., CBS-TV) both signed con- tracts late last week for sponsorships of portions of new show. Two half-hours are still available to other clients but network expects to sell them.
  - **HERB'S HOUR** New hour-long Herb Shriner Show will be placed by CBS-TV in either 9-10 p.m. or 10-11 p.m. Saturday period, starting in fall.
We're going steady with CBS-TV
and everybody in Mid-America
loves us!

KCMO-TV
Kansas City's CBS-TV Affiliate
on Channel 5

KANSAS CITY
Syracuse
Phoenix
Omaha

Represents by Katz Agency Inc.
John Blair & Co.

Meredith Radio and Television Stations
affiliated with Better Homes and Gardens and Successful Farming magazines
TALL TOWER tv applicants are going to have another hurdle to leap, following unanimous acceptance Friday of revised agreement drawn up by Joint Industry-Government Tall Structures Committee last fall [BT, Oct. 3, 1955].

Agreement, which spells out policy regarding tall towers, contains recommendations that FCC from now on put burden of proof on applicants as to why they cannot locate antennas more than 500 ft. high in area already used for that purpose or on existing tower. Antenna farm idea will be subject of FCC rule-making in near future, it was understood.

Also accepted is idea that Commission should have authority over receiving antennas. This will require Congressional legislation, it is understood.

Policy paper, which received tentative approval last fall, was accepted with slight revisions by all elements of JIGTSC. These included; FCC Comr. Robert E. Lee and CAA Administrator Charles Lowen, as co-chairmen, and representatives of broadcasting, aviation, and government agencies. Broadcasters were represented by John R. Evans, FCC; Robert E. L. Kennedy, Assn. of Federal Communications Consulting Engineers, and A. Prose Walker, NARTB.

Agreement was described by broadcast representatives as best possible compromise to soften Air Force opposition to tall tv towers. Air Force members of airspace panel officially asked government policy be established prohibiting construction of any tv tower more than 1,000 ft. above ground. Pending in Congress are two bills (H.R. 138-139, introduced by Reps. Oren Harris (D-Ark.) and Carl H 00saw (R-Calif.), proposing enactment of these limitations.

Philip Morris Will Keep Broadcast Budget in Spot

PHILIP MORRIS INC. (Philip Morris, Marlboro and Parliament cigarettes, other tobacco products) plans this year to continue to use “flexible” advertising policy of concentrating on tv and radio spots, newspapers and magazines, according to annual report. Company year ago switched radio-tv use from network to spot.

PM’s consolidated net sales for 1955 totaled $283,218,646, about $500,000 more than 1954. Net income was approximately $11.5 million, up about $150,000; earnings per common share, $2.63, increase of 10 cents.

Bond Issues Initial Decisions in Elmira, Redding Tv Cases

INITIAL DECISIONS recommending tv grants in Elmira, N. Y., and Redding, Calif., issued Friday by FCC Hearing Examiner J. D. Bond. Mr. Bond recommended Central New York Broadcasting Corp. (ch. 3 WSYR-TV Syracuse, N. Y.) for Elmira ch. 18, which will be used initially as satellite of WSYR-TV. Central New York became lone applicant following withdrawal of Triangle Publications Inc. [BT, Nov. 78, 1955]. In Redding, Mr. Bond recommended Shasta Telecasters (local businessmen) for ch. 7. Here, too, prospective grantee was unopposed. Other applicant, Sacramento Broadcasters Inc. (KXOA), withdrew [BT, Feb. 13].

Wash. Tv Boosters Sought

JUMPING GUN on tv translator service, two applications were filed with FCC Friday seeking booster operations at Manson, Wash. Manson Community Tv Co. asks for two 15w stations, chs. 70 and 76, to rebroadcast to Manson area residents signals of Spokane’s ch. 2 KREM-TV and ch. 6 KHQ-Tv. Submitted with applications were documents from KREM-TV and KHQ-TV granting permission to retransmit their signals. HKQ-TV agreement included cancellation clause, stipulated that full, unaltered schedule must be carried.

Fresno Ch. 12 Stay Denied

REQUEST for stay against FCC grant of ch. 12 to KFRE that city denied Friday by U. S. Court of Appeals. Stay had been asked by ch. 47 KJEO (TV) Fresno and another case argued Thursday by Los Angeles’ Hour, Rand Co., attorneys Henry W. Edgerton, George Thomas Washington and Charles Fahy. Two weeks ago request for stay by KARM Fresno also was denied by same court [BT, Feb. 27]. Arguing against stay was FCC Assistant General Counsel Richard A. Solomon and KFRE attorney Harold D. Cohen. KJEO attorney was Joseph Brenner.

Balabans Ask Birmingham V

APPLICATION filed with FCC Friday by Birmingham Tv Corp. (Harry and Elmer Balaban) seeking ch. 42 at Birmingham, Ala. Station plans effective radiated power of 16.52 kw visual, antenna 779.2 ft. above average terrain. H. & El. Balaban Corp. (theatre interests) owns 50% of ch. 42 KOAJ-JC Rockford and 34% of ch. 20 WICS (TV) Springfield, both Ill. Construction cost of Birmingham station estimated at $134,000; first year operation costs listed at $500,000; expected first year revenue, $350,000.

WEDR Sold for $110,000

SALE of daytimer WEDR Birmingham, Ala. (1220 kc) by Magic City Broadcasting Co. to Edwin Estes for $110,000 announced Friday. Mr. Estes owns WMQO Mobile, Ala. Sellers are J. L. Doss and John A. Thompson. Transaction handled by Blackburn-Hamilton Co., station brokers.

COMMITEE ADOPTS TALL TOWER PACT

House Committee Reports Out $7.8 Million FCC Budget

HOUSE Appropriations Committee Friday reported out independent Offices Appropriation Bill for fiscal 1957 providing $7.8 million for FCC for fiscal 1957—$50,000 less than Budget Bureau estimate for 1957 (see story page 78).

Increase of $930,000 over $6,870,000 appropriated for 1956 is for hiring 70 additional employees to reduce radio-tv and special services backlogs, according to report of subcommittee headed by Rep. Albert Thomas (D-Tex.).

Committee-approved budget estimate of $141,000 to continue FCC’s study of radio-tv network broadcasting, expected to be completed by June 30, 1957. Amount compares to initial $80,000 for study in fiscal 1956.

At least part of $5,500 reduction from budget estimate is to eliminate funds for administrative work in regional offices, applying savings “to assist in other work.” On backlogs, committee said it is anxious to reduce them and has FCC become current and that it doesn’t want applicants to wait long periods through no fault of their own.

Hollywood AFM Rebels Win Control of Club

ANTI-PETRILLO faction in Hollywood AFM Local 47 smashed loyalists in all day election Thursday to decide control of $1.5 million club house there, it was disclosed early Friday. Through write-ins on ballot containing only pro-Petrillo names, rebel group headed by Cecil Read (early story page 44) won two to one in record vote for officers of Musicians Club, property owner.

Both Mr. Read and Local 47 President John te Groen have telegrams from AFM President James Petrillo affirming Mr. te Groen is still head of local despite “suspension” voted earlier in week by local membership. Mr. Read declared he is still “acting president” as voted by membership, plans to go ahead with March 12 general meeting to formally oust pro-Petrillo officers despite failure Thursday to get board quorum when loyalists walked out.
the week in brief

POLITICAL HEADACHES AHEAD
Candidate Eisenhower, if nominated, will campaign by radio-TV. Democrats demand time to answer announcement. Political pressure plus equal time rule foreshadows grim times for broadcasters from now 'til November election.

TV, THE POLITICAL FORCE
CBS' Sig Mickelson details TV's importance in contemporary campaigns and tells how it may change their patterns.

TV NETWORK BUYING IN 1955
PIB tabulations for the whole year show an $86.7 million increase over 1954. Procter & Gamble led the field.

$21 MILLION FILM PACKAGE
Warner Bros. sells features, cartoons and shorts to PRM Inc. in largest single sale of motion picture library to television.

INQUEST ON AFM REVOLT
International stars investigation of Hollywood local's rebellion over musicians' trust fund. Anti-Petrollo faction on coast shuts its way into control, seeks impeachment of President John G. Groen.

UNION WILLING TO HELP
AFTRA offers to discuss plight of network radio with management prior to negotiations for new contracts in fall.

RADIO-TV WINS IN COURT
Colorado Supreme Court rules that microphone-camera coverage of trials should not be barred because of ABA Canon 35.

BIG THREE BY '58
ABC President Robert Kinneer says in two more years his TV network will have caught up with NBC and CBS. 66

B*T INTERVIEW WITH PRESIDENT KINNEER

UHF STATIONS WANT HELP NOW
Unless aid is forthcoming promptly, nation may lose uhf service, broadcasters tell Senate Commerce Committee.

AN ANSWER IN 1957?
FCC Chairman McConnaughey tells appropriations group that's the target date for completion of network investigation.

NDBC-WBC SWAP QUESTIONED
House Judiciary Subcommittee wants to know why FCC approved exchange of NBC's Cleveland stations for those of Westinghouse when Dept. of Justice was investigating deal for possible antitrust violation.

EQUAL TIME' AMENDMENT
Plan introduced by Sen. Lyndon B. Johnson would free stations of need to give equal time to presidential and vice presidential candidates, but not to others.

TV AFFILIATION LIMIT SOUGHT
FCC Comm. John C. Doerfer asks Commission to rule that no TV station may affiliate with more than one network.

THE MONTHLY TELESTATUS
B&T's report on TV stations, their affiliations, rates, reps and other facts, plus the network showsheets.

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SOFTWARE INFORMATION
Annual subscription for 52 weekly issues: $37.00. Annual subscription including BROADCASTING Yearbook ($35.00) $56.00. Annual subscription to BROADCASTING TELECASTING, including $11.00. Add $1.00 per year for Canadian and Foreign postage.

ADVERTISING


SUBSCRIPTION INFORMATION
Annual subscription for 52 weekly issues: $37.00. Annual subscription including BROADCASTING Yearbook ($35.00): $56.00. Annual subscription to BROADCASTING TELECASTING, including $11.00. Add $1.00 per year for Canadian and Foreign postage.

TRADEMARK REGISTRATION
RATINGS ARE MONKEY BUSINESS?

A rating is a many-splendored thing . . . in some circles. A sharp advertising analyst can interpret any given rating in devious ways to make it look good, bad or indifferent. By the same token, the wide variance in rating scores by different services makes it obvious that even expert research groups disagree in their audience evaluation.

Now, we're not criticizing ratings. They perform a specific and necessary function . . . to try to tell you how much of an audience there is for your show, and the composition of that audience. However, no rating has yet been devised to tell you the most significant factor . . . how much return you receive from your television dollar!

The only true measure of the effectiveness of a television show's impact on an audience—saleswise—is consumer acceptance. When a show and its sales 'pitch' scores well, the sponsor is happy. When the sponsor is satisfied, the ad agency is happy. When this happy situation exists the television station has achieved a prime purpose . . . in pleasing and entertaining its viewers, and in serving as a good sales tool for its advertisers . . . ratings to the contrary notwithstanding.

If it's ratings you want, we have them. If it is SALES IMPACT, then inquire about the KTLA story . . . a record of sales without a peer in the Southern California market!

KTLA
5800 Sunset Boulevard
Hollywood 28, California

REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY
FOR RA

An Award-Winning
Performance by
Academy Award
Winning Star!

Champion
of the people!
Here's proof!

32.3
COLUMBUS
beats Perry Como, Climax, This Is
Your Life, Arthur Godfrey and
others.

28.6
DENVER
beats Groucho Marx, Jackie
Gleason, I Love Lucy, Dragnet
and others.

30.3
SAN ANTONIO
beats Godfrey's Talent Scouts,
Robert Montgomery, This Is
Your Life, U. S. Steel Hour and
others.

ARB-Jan. 56; TELEPULSE-Jan. 56

RENEWED
BY CARTER'S IN 37 MARKETS!

Mr. DISTRICT ATTORNEY
Starring DAVID BRIAN

Champion of
the people!
Here's proof!

37.6
OKLAHOMA CITY
beats Ed Sullivan, I Love Lucy,
George Gobel, What's My Line
and others.

31.5
BOSTON
beats Dragnet, George Gobel,
This Is Your Life, Sid Caesar
and others.

28.1
ST. LOUIS
beats Robert Montgomery, Ar-
thur Godfrey, Milton Berle,
This Is Your Life and others.

ARB-Nov., Dec. '55; Jan. '56

RENEWED BY CARTER'S IN 37 MARKETS!
Now! 2nd Year In Production!

32.5 INDIANAPOLIS
Voted No. 1 New Syndicated Film Series

INDIANAPOLIS
Voted No. 1 New Syndicated Film Series

132.5

26.3 INDIANAPOLIS
Voted No. 1 New Syndicated Film Series

AL S!:

S!: ZIV!

NEW! ZIV’S NEXT BIG RATING-GETTER!

THE HOT SHOWS COME FROM ZIV!

“SCIENCE FICTION THEATRE” RENEWED

by OLYMPIA BEER in

- LOS ANGELES
- SAN DIEGO
- SAN FRANCISCO
- PORTLAND
- SEATTLE-TACOMA
- BOSTON
- SYRACUSE
- CHARLOTTE
- INDIANAPOLIS
- GRAND RAPIDS
- GREENSBORO
- ROCHESTER
- PROVIDENCE

Also renewed in these markets:

- BUFFALO
- PHOENIX
- YUMA
- MILWAUKEE
- PORTLAND, MAINE
- GRAND JUNCTION, COLORADO
- BALTIMORE
- DETROIT
- NEW YORK CITY
- PHILADELPHIA
- WASHINGTON, D.C.
- SALT LAKE CITY
- CHICAGO
- ST. LOUIS
- CLEVELAND
- MIAMI
- KANSAS CITY
- KANSAS CITY
- DETROIT
- NEW YORK CITY
- PHILADELPHIA
- WASHINGTON, D.C.
- SALT LAKE CITY
- CHICAGO
- ST. LOUIS
- CLEVELAND
- MIAMI

By these sponsors and stations:

- ARPEAKO
- ARIZONA PUBLIC SERVICE
- CENTRAL MAINE POWER CO.
- WISCONSIN OIL CO.
- MESA DRUG CO.
- BROMO-SELTZER
- GLASS WAX
- KRDO-TV in COLORADO SPRINGS
- KFNS-TV in SPRINGFIELD, MO.
- KGGM-TV in ALBUQUERQUE
- KLAS-TV in LAS VEGAS
- WTVJ in MIAMI
- KBTY in DENVER
- WEFA-TV in DALLAS
- KERO-TV in BAKERSFIELD
- KIDD-TV in BOISE
- KID-TV in IDAHO FALLS
- WMCT-TV in MEMPHIS
- KVAL-TV in EUGENE, ORE.
- WCCO in MINNEAPOLIS

and others.

ZIV TELEVISION PROGRAMS
NEW YORK, CHICAGO, CINCINNATI, HOLLYWOOD
KTHV, Little Rock, is now telecasting from its new 1175' antenna (1800' above average terrain) on Channel 11, with full 316,000 watts. We now obviously cover most of Arkansas. Next big milestone comes April 1 when we join Basic CBS Television Network!

That's a lot of progress in eleven short weeks! Our schedule is filling up VERY fast. If you are interested in the big Arkansas market—and want a really top time period—we cannot urge you too strongly to see your Branham man NOW.

OMNIBUS
BISHOP SHEEN
G. E. THEATRE
ALFRED HITCHCOCK PRESENTS
APPOINTMENT WITH ADVENTURE
FAMOUS FILM FESTIVAL
ROBIN HOOD
BURNS & ALLEN
GODFREY TALENT SCOUTS
DECEMBER BRIDE
STUDIO ONE
NAVY LOG
THE PHIL SILVERS SHOW
MEET MILLIE
GODFREY AND HIS FRIENDS
THE MILLIONAIRE

I'VE GOT A SECRET
U. S. STEEL HOUR
FOUR STAR PLAYHOUSE
MAMA
OUR MISS BROOKS
CRUSADER
WANTED
PERSON TO PERSON
BEAT THE CLOCK
STAGE SHOW
HONEYMOONERS
TWO FOR THE MONEY
IT'S ALWAYS JAN
DOUGLAS EDWARDS NEWS
ESSO NEWS
PLUS LOCAL NEWS, WEATHER, SPORTS

316,000 Watts

Channel 11

NOW AFFILIATED WITH CBS AND ABC

Full Affiliation on April 1

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

Affiliated with KTHS, Little Rock
and KWKM, Shreveport
ANTARCTICA—THE THIRD WORLD

EVEN IF OTHERS in NBC-TV's highly-ambitious This Planet Earth teledocumentaries should turn out to be only half as good as the first—Bill Hartigan's photo-essay on the land of the penguin—the firm of Weaver & Co. can be mightily proud of itself.

What could have easily been an innocuous travelogue ("...and as the sun sets slowly in the west . . .") instead turned out to be a neatly edited, compact and compelling record of man's hardships in exploring the unknown.

Mr. Hartigan—an NBC-TV cameraman attached to the U. S. Navy's advance task-force participating in the 1957-58 International Geophysical Year—has already aired his Antarctica dispatches on a number of NBC programs, yet nothing did his remarkable reportage as much credit as the sharply-edged, colorful and dramatic hour-long exposure over the network.

If reporters are to be judged by their candid admissions to human frailty, then Bill Hartigan is every reporter; surely his fear-shaken comment on the thinking of being isolated and engulfed by the great ice-cap will go down in journalistic history as one of the best man has ever delivered on man's insignificance on earth. Unfortunately, the Powers That Be at Radio City saw fit to go Mr. Hartigan one better. They could hardly have been more wrong: such pontifications as Chet Humley's "the common language of these men is a scratch on a piece of smoked glass" might better have been left on the cutting room floor.

Production costs: Approximately $15,000.

Telecast Sun., Feb. 26, as a special broadcast, 4-5 p.m., on NBC-TV.


PANORAMA

If the view on NBC-TV's "Panorama" a week ago Sunday was disturbed somewhere along midpoint of the 90-minute program by an inability to draw conclusions, the fault could hardly be that of Imogene Coca's. As a matter of fact, she was off-stage during 17.5 minutes of a song & dance routine which can best be described as monotonous.

Billied as a spoof on tv, "Panorama" got off to a rousing start with a very funny bit on credit-rolimania in which dancers collapsed all over the stage while a mile-long credit drum spun out such gems as "frenchcoy cigarette by . . . matches by . . ." Following this, co-star Tony Randall—a very engaging fellow whose past performances on tv and the legitimate stage have singed him out as a most capable performer—joined hands with Miss Coca to parody such NBC-TV stalwarts as Producers' Showcase, Your Hit Parade and Wide World ("...and now our cameras take us to Havana via an airplane circling overhead, two small boys on a raft and the rest of the way by taxiac.").

For all practical purposes, the show ended at 8:16 p.m. What followed then was the tedious "Salute to Forgotten Songs" featuring Shirley Jones, Don Drysdale, Bill Hayes, Eileen Barton and dancers Bambi Linn and Rod Alexander; the disappointing "Merriest Widow" and Miss Coca's inevitable "tramp" routine.

Production costs: $145,000.

Sponsored by U. S. Rubber Co., through Fletcher D. Richards Co., N. Y.; Lewis-Howe Co. (Tums) through Dancer-Fitzgerald-Sam-
Unique Industry

EDITOR:

Radio and TV Warned about Bad Advertising.

That's the king-sized newspaper headline that greeted us recently in reference to the New York address of FCC Commissioner [Robert E.] Lee before the Radio & Television Executives Society [Feb. 27].

It impresses me that we must be of a unique industry in that we are subject to so much criticism while newspapers and magazines go completely unattended. What does Comm. Lee think of the sizable whiskey ads, the miraculous cures for ugly and unattractively pimpled, the movie ads that commonly indicate about to be or recently raped girls, the various astonishing methods for shrinking hemmorhoids, the soothing medical effects for bladder irritations or the remedies for false teeth that drop, slip or wobble when you talk, eat, laugh or sneeze? You may find just such ads on the same page as Comm. Lee's address.

Speaking as an individual, I am proud of the radio industry and its ability to keep its skirts as clean as anyone's. However, as the commissioner says: "Censorship may be needed." When that day comes, Commissioner, I want to be out of the radio business.

W. C. Porson, Mgr.
WNAM Neenah, Wis.

Challenge

EDITOR:

On Feb. 27 the writer completed 25 years of sports broadcasting, all except 15 months in Kansas City, here in the Fargo-Moorhead area. In that time I have broadcast 1,355 baseball games, 1,283 basketball games and 239 football games. In addition there have been scores of wrestling and boxing shows, track meets, hockey games and bowling broadcasts. My first broadcast of a sports event was a basketball game between North Dakota State and North Dakota U. on Feb. 27, 1931 . . . and I've been at it ever since.

I wonder whether any other sportscaster can point to as continuous a career? On April 29 I will start another Northern League baseball season with 126 games to do, and despite the approach of my 60th birthday in November, I'm not looking ahead to the day when I'll have to call it quits. . . .

M. M. (Manny) Marpet, Mgr.
KFPO Moorhead, Minn.

Case for Equal Access

EDITOR:

The Freedom of Information Committee of the West Virginia State Broadcasters Assn. would like permission to send reprints of Judge Miller's article "The Case for Equal Access" to all West Virginia attorneys and jurists.

C. T. Garten, Mgr.
WSAZ Huntington, W. Va.

[EDITOR'S NOTE: Permission GRANTED.]

Female Managers (continued)

EDITOR:

Our attention has been called to WAPL's request [OPEN MIKE, Feb. 13]. We, the staff of KGFI Los Angeles, feel justly proud of the fact that Mrs. Thelma Kirchner [BT, Jan. 11, 1954] has been the active general manager of KGFI since March 1943.

One of her most important contributions to KGFI, the city of the angels, and to the good name of the industry in general, is her ever constant fight to promote the essence of good broadcasting "in public interest, convenience and necessity." This is evidenced by KGFI's public service contributions in the past, at the present, and we feel sure, in the future . . .

Now, a poser of our own: How many radio stations in this country can boast of a feminine commercial manager? KGFI can . . . Mrs. Molly Low.

The Staff

KGFI Los Angeles, Calif.

The California Story

EDITOR:

Larry Christopher deserves a great deal of credit for his "California Story" [BT, Jan. 30]. But I am afraid some of my friends in Monterey County have given him some bad figures.

Larry tells us the farm income in Monterey is $100 million and the fertilizer bill is $27 million. This is capable of two interpretations: one, that the soil in Monterey County is practically worn out to such an extent that 27 cents on every farm dollar has to go into fertilizer. I don't believe that is the case. The other alternative is: could it be that the source of the Monterey figures was full of the fertilizer components?

Fran Conrad
KNTV (TV) San Jose, Calif.

[EDITOR'S NOTE: The $100 million farm income figure is a reliable estimate based on official figures and trends during the last several years; the $27 million fertilizer figure was an off-the-cuff guess which should have been recognized as far too high, despite the fact that, even with rich soil, intensive truck farming calls for lots of fertilizer.]

EDITOR:

"The California Story" in the Jan. 30 BT is of considerable interest to us at the Santa Rosa Chamber of Commerce. We were particularly interested in the Sonoma County report and the accuracy with which you have reported our growth and primary economic factors.

Robert A. Clark, President
Chamber of Commerce
Santa Rosa, Calif.

EDITOR:

. . . It is beautifully, convincingly, and effectively done.

James Musatti, Gen. Mgr.
California State Chamber of Commerce
San Francisco

EDITOR:

. . . It's certainly loaded with factual information and speaks for itself in terms of being a product of considerable research effort on your part.

We particularly appreciated the reference to our own corporation's share in this general picture of state-wide growth.

Crown Zellerbach Corp., San Francisco

EDITOR:

We enjoyed very much the story regarding Imperial County. It was very well done and we appreciate your thoughtfulness in including us in your California Story.

W. G. Duflock, Sec.-Mtg.
El Centro Chamber of Commerce

Yearbook Demanded

EDITOR:

Will you please forward us another copy of the new Broadcasting Yearbook and bill us for same?

We find a single copy in too much of a demand.

Arthur C. McCracken, Mgr.
WPAPA Bethlehem, Pa.

[EDITOR'S NOTE: No sooner said than done. Additional copies of the 1956 BROADCASTING YEARBOOK are available at $1.00 a copy.]
The new TV series  
for EVERYONE!

In exclusive, never-before-photographed scenes THE WORLD AROUND US unfolds nature's most startling and fascinating mysteries and spectacles. In breathtaking color, it dramatizes the how and why behind nature's complex plan of survival. That's because John H. Storer, America's foremost naturalist photographer, travelled over 150,000 miles to film this natural, all-star cast in its natural habitat.

Top TV showmen spent 2 years editing THE WORLD AROUND US into the only show of its kind on TV. Each program opens and closes with pertinent and amusing "chalk-talks" by Tex Antoine, popular network personality.

THE WORLD AROUND US not only appeals to everybody's interest* in nature, animals and weather, it also provides incomparable merchandising opportunities. All sorts of civic, community, fraternal and social groups are ready for exploitation and tie-in by alert sponsors.

For complete information and audition prints, write, wire or call your nearest RCA recorded program services office.

JOHN H. STORER pioneered in the slow-motion photography of birds. Some of his extraordinary shots of bird life were used in Walt Disney's Academy Award winning movie, "Water Birds," and in other True Life Adventure films.

*Today nature movies pack multi-million dollar box office appeal. As Charles M. Sievert of the N. Y. World-Telegram and Sun has said, after viewing several programs from THE WORLD AROUND US, "Disney apparently has started something."

Produced by Thomas Craven
Story and Photography by John H. Storer
Released by Picture Films Corporation
Distributed by RCA Recorded Program Services

RCA VICTOR RECORD DIVISION
155 East 24st. St., New York 10, N. Y., Beverly H 9-7200
445 N. Lake Shore Dr., Chicago 11, Ill., Whitehall 4-3350
522 Forsyth Bldg., Atlanta 3, Georgia, L 7073
1907 McKinney Ave., Dallas 1, Texas, Lyric 2-1371
1016 N. Sycamore Ave., Hollywood 30, Cal., Olmsted 4-1660

TMKS. ©
Greater reliance on competition in rates among the different types of carriers, subject always to essential safeguards of ICC regulation, would make for more efficient use of our transportation plant, and more economical service for all of us. This key recommendation in the report of a special Cabinet-level Advisory Committee named by the President is here discussed by Mr. Faricy.

THE RIGHT TO COMPETE

Cornerstone of Modern Transportation Regulation

by WILLIAM T. FARICY
President, Association of American Railroads

Three outstanding facts about transportation in the United States today are:

1. that “within the short span of one generation this country has witnessed a transportation revolution”;
2. that “during this same period, government has failed to keep pace with this change”; and
3. that “in many respects, government policy at present prevents, or severely limits, the realization of the most economical use of our transportation plant.”

These statements are not mine. They are from a report made by a special committee of Cabinet officers and other high ranking government officials established by President Eisenhower in July, 1954. The report, made public by the White House in April, 1955, was unanimous, being concurred in by all seven of the Cabinet-level officers who composed the Committee.

The key recommendation of the Cabinet Committee is that “today’s competitive transportation world, where the user has his choice of many means of carriage, greater reliance on competition in pricing as among the various modes of transport. This is what the Committee regards as the “cornerstone” of a modern system of regulation designed to bring about a more effective use of our transportation resources. Regulation, Yes, But Not Allocation

As matters now stand, one of the principal tests applied by the Interstate Commerce Commission in its control over rate competition among the different types of carriers is the concept that the government’s power to regulate rates should be used to see that each form of transportation gets what the Commission deems to be its “fair share” of the available traffic.

Thus, when the railroads proposed to reduce rates upon tank-car movements of petroleum products in California and Oregon as a means of regaining some of the traffic which had been lost to barges and trucks, the Interstate Commerce Commission found that the zero percent rates, while yielding revenues which would “contribute substantially to the overhead burden and profits,” should nevertheless be rejected because they were lower than the cost to the shipper of using the competing barge-truck routes and thus “lower than is necessary fairly to meet the competition.” Moreover, although the ICC noted that the rates were lower than the rates charged by railroads from Oregon points, the ICC ordered the rates cancelled because they would “affect adversely the maintenance of competition.”

For like reasons, the Commission has refused to allow railroads to make competitive reductions which they have proposed in rates on sugar from ocean ports to Cincinnati and Louisville, on tinplate from Alabama to New Orleans, on petroleum products from Whiting, Indiana, to Illinois points, on coffee from Los Angeles and San Francisco Bay points to Northern Utah and Idaho, on magazines from Philadelphia and Darby, Pennsylvania, to Texas, on sulphur from Texas to Wisconsin, on scrap steel from Gulf ports to Chicago and on aluminum from California to Texas to Illinois and Iowa— to name a few other instances.

Such a policy of attempting to allocate business among the different types of carriers requires, in effect, that one form of transportation hold an “umbrella” over the rates and traffic of its competitors by another form of carriage. But if one form of transportation, because of its inherent nature, is able to move a given commodity between given points at a lower rate than competing forms, to do so at a profit, and to do so without discriminating against other shippers, then why should not the low-cost carrier have the business and why should not the public have the saving?

That, in essence, is what the Cabinet Committee’s report proclaims—namely, that the law should make it clear that through its power of rate regulation neither the Interstate Commerce Commission, nor any other governmental body, should undertake to allocate and divide business among the different types of carriers. The position of the Cabinet Committee is that “the market”—competitive pricing along with competitive carriage—can do the job better than it can be done by any sort of government allocation.

Essential Rate-Making Standards Maintained

In taking this position, the Presidential Committee did not recommend, and no one contemplates, doing away with the power of the Interstate Commerce Commission to regulate rates. Rates would still have to be published in tariffs filed by the carriers with the Interstate Commerce Commission, as they now are, and still would have to be released—although as published. Rates would still not go into effect ordinarily until 30 days after filing, and there still would be opportunity for shippers or motor carriers to protest or for the Commission to act on its own motion.

The Commission would still have responsibility and power to see that rates are neither unreasonably high nor unreasonably low—a principal test being that they shall be compensatory to the carrier proposing them—and that they do not unjustly prefer or discriminate against any person, any community, or any region. But within these limitations, the recommendations of the Presidential Committee contemplate that competitive pricing, as well as competition in service, should prevail.

Such a result could be accomplished by a simple change in the statutory standards to be applied in determining whether a proposed rate is lower than a reasonable minimum, without affecting the other standards presently applied by the Interstate Commerce Commission. The essential standards would continue as they now are except that in determining whether a proposed rate would be less than a reasonable minimum the Commission shall not consider its effect upon the traffic of any other mode of transportation, nor its relation to the charges of any other mode, nor whether it is lower than necessary to meet the competition of any other mode of transportation. Such a proviso would make it perfectly clear that the Interstate Commerce Commission is not expected to undertake an artificial and arbitrary apportionment or distribution of traffic among the several forms of transportation.

With traffic distributed in accordance with the natural capabilities and advantages of each kind of carrier, a better balanced development of our national transportation plant would follow. In such a development, each mode of surface transport—rail, high way and water—would take its proper place and part, performing those services which it can do better and more economically than the other modes, with both rates and services
ice always taken into consideration. And the public, the users of transportation, would get the benefit.

This sound idea, so thoroughly in accord with the customs, the traditions and the thinking of the American people, has been met with bitter objection from spokesmen for some of the truck—particularly the heavy and long-distance haulers—and some of the inland waterway barge carriers.

They have objected to the composition and the procedures of the Cabinet Committee's group, or staff, also that it was assisted. Attempts have been made to create an impression that the working group gave consideration to the views of the railroad industry alone, but the fact is that other groups also submitted their views and that representatives of the trucking industry subjected written recommendations and also discussed them with the chairman of the group. The insistence that the seven high government officials who concurred in its unanimous recommendations, and also the group of highly qualified and disinterested people, would yield the preliminary staff work, listened only to railroad representations is simply not true.

The "Monopoly" Bugaboos

According to assertions of trucking spokesmen, this recommendation for greater freedom of competition between different modes of transportation would turn transportation back to a state of "cut-throat competition" said to have existed before 1887, when the Interstate Commerce Act was passed.

There isn’t a chance of a return to the conditions of 1887, either in the physical facts of transportation or the legal terms under which the basic act is composed.

In 1887, the only effective competition was that among railroads. Since then, billions of dollars have been spent on building and extending highways, and these ways are here and will remain. More billions have been spent on improved highways, and these highways are here and will remain. These highways and waterways are used by tens of thousands of common and contract carriers by water and by motor vehicle, open to the use of anyone who wishes to move his own goods in his own vehicle and vast tonnages are so moved. Indeed, nearly two-thirds of all intrastate freight trade on the highways and more than nine-tenths of inland waterway traffic is either of this character or is otherwise exempt from interstate regulation as to rates. The mere physical facts as to the extent of transportation facilities in this country, and the variety of their ownership and use, make any chance of general monopoly in transportation too remote to deserve consideration.

From the standpoint of the laws, there has been an equally striking change. Prior to 1887 rates could be made in secret. Now rates are required to be published, with due public notice, and must be adhered to as published. Prior to 1887, there was no statutory prohibition against discriminations or preferences in rates. Now, rates of regulated carriers cannot discriminate against shippers, or in favor of commodity, or community, or region, and cannot prefer another.

There is no recommendation in the Cabinet Committee's report which would depart from these requirements. Adoption of the Committee’s report would not authorize the making of secret rates. It would not do away with the requirements of public notice and of adherence to the published rate. It would not permit the making of rates which are either discriminatory or preferential.

And the Interstate Commerce Commission would retain its general principles, as well as to prohibit rates which are either unreasonably low or unreasonably high.

No, with competition what it is and the laws what they are—and what will remain if greater freedom of competition in pricing as among the different modes of transportation is adopted—there is no possibility that a transportation monopoly could be created or sustained.

No Below-Cost Rates

But motor and water carriers assert that to permit greater freedom in the making of competitive rates would enable the railroads to destroy the highway-waterway competition. It must always be remembered, however, that under the Cabinet Committee’s recommendation, as well as under present law, rates below cost are permitted.

If it be true, as claimed by spokesmen for trucks and barges, that they could not continue to exist in a climate of competitive rates which are compensatory and non-discriminatory, then it would follow that trucks and barges would have no proper place in the transportation system and would exist only because the railroads are restrained from meeting their competition.

Such an assertion is, of course, absurd. In transporting many kinds of freight, trucks and barges have advantages in service or cost of operation. And their competition threatens that trucks and barges should have complete opportunity to give full force and effect to their competitive advantages whenever they exist—the same opportunity, in fact, as is proposed for the railroads.

Another assertion of opponents of the recommendation, equally baseless, is that greater freedom in competitive rate-making would burden shippers of so-called non-competitive or "railbound" traffic. The assertion is that this competition would be such that if rail rates on competitive traffic are reduced it would be necessary for non-competitive traffic to pay higher rates to offset the revenue losses.

Rates X Volume = Revenue

Such assertions rest on a completely erroneous premise. A lower competitive rail rate would reduce rail revenues. Railroad revenues are the product of two factors, rates and volume. The only motive or purpose of the railroads would be to attract and increased volume to more than offset the reduction in rates, and thus to produce greater net revenue.

Such competitive rates, it should be borne in mind, would be required to be compensatory as to their effect upon carriers. If, instead of hurting non-competitive traffic, they would benefit it by reducing the share of the necessary fixed overhead expense the non-competitive traffic can expect to bear. What the shippers of non-competitive traffic have real reason to fear is that competitive traffic, which has repeatedly been made to bear the burden of overhead and fixed expense which will have to be borne by the traffic remaining on the rails.

How this works in practice was well stated by the Interstate Commerce Commission as follows:

"It is a well-established and generally recognized rule that if additional business can be taken on at rates which will contribute at least a little in addition to the actual out-of-pocket expense, the carrier will be able to accommodate this traffic, and the users of such service will be benefited, to the extent to which such traffic contributes to the net revenue."

The Competitive Principle

The competitive spirit has been the driving force of progress in America; the competitive principle is the very foundation of our national economy. That greater reliance should be placed on this principle in the determination of rates as among the several kinds of carriers—always subject to the continuing limitations of essential ICC regulation outlined above—is the heart of the Cabinet Committee's recommendations.

While spokesmen for trucking and barge interests object to the principle, it has received the endorsement of such major organizations as years of transportation as the American Farm Bureau Federation, the National Grange, the Chamber of Commerce of the United States, and the Interstate Industrial Traffic League, which is the major nation-wide organization of men who, as shipper and trucker, deal daily with the problems of rate making and regulation.

What this experienced body of transportation experts, who use the services of every kind of carrier and are concerned only with maximum transportation efficiency, has to say on the subject is particularly in point.

On November 23, 1955, the League approved amendment of Section 156 of the Interstate Commerce Act by adding the following proviso to the considerations to be taken into account by the Interstate Commerce Commission in "the exercise of its power to prescribe just and reasonable rates":

"Provided, however, that in determining a minimum rate the commission shall not consider the effect of such rate on the traffic of any other mode of transportation, the relation of such rate to the rate of any other mode of transportation, or whether such rate is necessary to meet the competition of any other mode of transportation."

Without going into any of the technical details involved, President Eisenhower, in his message on the state of the Union submitted to the Congress on January 5, 1956, had this to say:

"In my message last year, I referred to the appointment of an advisory committee to appraise and report to me on the deficiencies as well as the effectiveness of existing Federal transportation policies. I have commended the fundamental purposes and objectives of the committee’s report. I earnestly recommend that the Congress give prompt attention to the committee's proposals."

Fundamental among these proposals is that to allow greater freedom in pricing among the different types of transportation. Under such conditions, with each user of transportation free to choose the type of carriage which best meets his needs for any particular service, the performance of the nation as a whole would be met with maximum efficiency and at minimum cost—and the producer, the shipper, the consumer, the public and the national defense all would benefit.
REALIZATION that the sensitive field of broadcasting must put its “best face forward” to the public prompted NBC in September 1954 to create the post of vice president for public relations as a top-level policy function, with enlarged responsibilities for advertising and promotion, continuity acceptance, as well as press and publicity.

The man chosen to supervise the efforts of the various “opinion-molding” units at NBC was Kenneth Whipple Bilby, relatively unknown in broadcasting but fortified with a solid background in public relations and newspaper work. Then 35, Mr. Bilby already had left behind him a distinctive career that included service as assistant city editor and foreign correspondent for the New York Herald Tribune and 2½ years of public relations work with Carl Byoir Assoc., New York, on the RCA and NBC accounts.

After 18 months as vice president for public relations at NBC, Ken Bilby regards his job as “a great challenge,” adding:

“This is the most exciting business I have ever been in. In many ways it is a composite of all the other things I’ve done. It reminds me of the newspaper business in its irregular hours. It reminds me of the agency business in the number of its daily crises. It reminds me of the Army in that you’re always being ‘fired at’—but this time by people inside and outside the company demanding more promotion. I really enjoy it.”

Mr. Bilby’s association with broadcasting began indirectly many years ago, because his father, Ralph W. Bilby, an Arizona attorney, was at one time part owner of the Hearst-Tucson, Ariz., Ken Bilby was born Oct. 7, 1918, in Salt Lake City, attended Tucson High School and the U. of Arizona. In 1938 he moved to New York to become a copy boy for the Herald Tribune.

He worked for three years on the Tribune as copy boy, Columbia correspondent and staff reporter, all the while studying part-time at Columbia U. In 1941, while awaiting his draft call to the U. S. Army, he returned to his home and completed his studies for a B.A. degree at the U. of Arizona.

He was drafted into the Army in late 1941 as a private and served for 5½ years, rising to the rank of lieutenant colonel in command of an infantry battalion in the European Theatre. He won a total of six combat decorations from the U. S. and French armies, including the Silver Star and Croix de Guerre. One pleasurable phase of his Army career, Mr. Bilby recalls, was a tour of occupation duty as commandant of tactical forces in Kassel, Germany, during which he lived in a mountain-top villa.

Mr. Bilby returned to the Herald Tribune after the war and was assigned to cover the United Nations. Subsequently, he served as assistant city editor of the newspaper. Tabbed by Herald Tribune executives as “a comer,” Mr. Bilby was handed the choice assignment of covering the Arab-Jewish conflict in 1948. He remained abroad for more than two years, covering news developments from such spots as Egypt, Israel, Jordan, Turkey and Greece.

In 1950, on leave of absence from the Herald Tribune, Mr. Bilby set down his experiences in a book, New Star in the Near East.

Mr. Bilby describes his overseas newspaper experience as “a wonderful education” and will prescribe living abroad at least two years for his son when he comes of age. Nonetheless, in late 1951 he decided to seek a job that would keep him anchored in one place, and was pleased when Carl Byoir Assoc. offered him the post of account executive for RCA Victor at Camden, N. J. Later, from early 1954 until he was chosen for his present position, Mr. Bilby was the Byoir representative at NBC.

Tall and ruggedly built, Mr. Bilby is regarded by his associates as a taskmaster, but by no means a stern one. He has accomplished the unification of the sundry promotional arms of NBC with a minimum of fuss, and is credited with having played a significant part in one major public relations tactic: having top-level NBC executives readily accessible to newspapermen. Associates say that it was Mr. Bilby who impressed upon Board Chairman Sylvester L. (Pat) Weaver Jr. and President Robert W. Sarnoff that newspapermen should have the opportunity of meeting and talking with them, whenever feasible.

Mr. Bilby can pinpoint one roadblock to effective promotion in broadcasting that is difficult to remove: the tremendous increase in the number of spectaculars and special events programs makes it difficult to plan sustained promotion campaigns in advance.

Mr. Bilby married the former Helen Owen Meeker March 6, 1948. She is a great-granddaughter of the late William Jennings Bryan. They have two children, Barbara Windsor, 5, and Kenneth Mansfield, 2½. The family makes its home in Mamaroneck, N. Y.

Mr. Bilby is an outdoor enthusiast—a throwback to his Arizona background. He likes to golf, hunt, fish and swim. He belongs to the Appawamis Country Club in Rye, N. Y., and the Oriental Point Beach Club in Mamaroneck. His professional associations include membership in the Radio & Television Executives Society and work for the Brand Names Foundation.

An avid reader, Mr. Bilby says he has read his favorite book, War and Peace, at least six times. He is a fan of Earle Stanley Gardner and buys every new Perry Mason book as soon as it is available.
As commercial telecasting enters its tenth year, KSD-TV... America's FIRST completely postwar-equipped TV station... notes here some of its pioneering achievements in serving the TV audience of the nation's 9th largest market, and on several occasions the national TV audience as well.

**KSD-TV...**

TV station to originate a closed circuit program in St. Louis (Veiled Prophet Parade, October 8, 1946.)

TV station in St. Louis to transmit a special "dealer meeting" telecast. (RCA dealers, Hotel Statler, St. Louis, February 3, 1947.)

TV station in St. Louis to telecast on-the-air programming. (Commercial operations began on February 8, 1947.)

TV station in the middle-west to originate programs for the NBC network. (Kiel Auditorium, September 20, 1948.)

TV station in St. Louis to originate a closed circuit telecast of a surgical operation. (Firmin Desloge, St. Mary's and Barnes Hospitals, November 30-December 3, 1948.)

TV station to telecast the wedding reception of a Vice President of the United States. (Vice President and Mrs. Alben W. Barkley, November 18, 1949. Program carried by NBC network.)

TV station to telecast a funeral service. (City Comptroller Louis Nolte, January 4, 1950.)

TV station in St. Louis to originate a program for the CBS-TV network. (Address by President Truman, June 10, 1950.)

TV station in St. Louis to originate a program for four networks at one time. (Address by President Truman on November 4, 1950.)

TV station in America to participate in the simulcast of a regularly scheduled series of religious programs. (The Protestant Hour, KSD and KSD-TV, since December 10, 1950.)

TV station to originate a network telecast of a U.S. Senate Committee Hearing in St. Louis. (Kefauver Crime Investigation, February 23 & 24, 1951.)

TV station to telecast a Police Board hearing direct from the Board of Police Commissioners offices. (February 15, 1952.)

TV station in St. Louis to originate live network telecasts from another city for exclusive coverage on its own station. (Interviews at Democratic and Republican National Conventions in Chicago, July, 1952.)

TV station in St. Louis to operate on the maximum power authorized by the FCC. (100,000 watts on VHF Channel 5 since May 20, 1953.)

TV station in St. Louis to telecast a network program in full color. (Address by Gen. Sarnoff, December 17, 1953.)

TV station in St. Louis to telecast a commercial network program in full color. ("Dragnet," December 24, 1953.)

TV station in St. Louis to participate in origination of a live network program in full color. (Grant's Farm, St. Louis County, June 9 & 10, 1954.)

TV station in St. Louis to originate a local film program in full color. (December 11, 1954.)

**KSD-TV**

**THE ST. LOUIS POST-DISPATCH TELEVISION STATION**

**100,000 WATTS ON VHF CHANNEL 5**

National Advertising Representative: **NBC SPOT SALES**
Complete with Illustrations, Diagrams, Planning Information and Prices!

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

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

INCLUDES ALL COMPONENTS FOR THESE APPLICATIONS:

- Network Color Re-broadcast
- Color Slide Origination
- CineScanner 16mm and 35mm Film Origination
- Color Processing
- Color Switching
- Color Test and Monitoring
- Television S-T-L Relaying
- Television Remote Pickup Relaying
- Television Network Relaying

A Copy Has Been Reserved for You!

Ask your Philco Broadcast Representative for a free copy or write to Philco, Dept. BT, Philadelphia on your station letterhead.

PHILCO REGIONAL SALES OFFICES

CHICAGO II, ILLINOIS
666 Lakeshore Drive
SAN FRANCISCO 3, CALIF.
1335 Market St.

LOS ANGELES 25, CALIF.
10589 Santa Monica Blvd.
WASHINGTON 6, D.C.
744 Jackson Place, N.W.

DAYTON 2, OHIO
Talbott Bldg., 1st & Ludlow Sts.

DALLAS 1, TEXAS
201 Southland Life Bldg.

PHILCO CORPORATION
Government and Industrial Division
PHILADELPHIA 44
PENNSYLVANIA
HIGHER THAN
the
GOLDEN GATE
for greater coverage
with a perfect picture

Golden Gate ... 746 feet high
WISN-TV Tower ... 1105 feet high
WISN-TV Power ... 316,000 watts

Here is the tallest structure in Wisconsin
... taller than the giant Golden Gate
(Bridge). That means top coverage for
TV advertisers! So, put your sales
messages on WISN-TV. You'll blanket
Milwaukee County and 23 rich
surrounding counties.

John Norman

on all accounts

THERE are "few situations in the competitive
marketplace where a short dramatic presenta-
tion of a product's desirability is sufficient to put
it across." Instead, John Norman believes.
"Constant repetition is necessary in 99% of the
cases."

As radio-tv director and account supervisor
at Walker B. Sheriff Co., Chicago, Mr. Norman
also feels that the most important decision in
choosing radio vs. television lies in the account's
"financial ability to sustain a campaign of suf-
ficient proportions to insure success." His
thumb-rule: choose a vehicle that fits the budget
without sacrificing continuity on either a fre-
quency or length-of-campaign basis.

Mr. Norman's career embraces advertising,
selling, production and an early smattering
of dramatics. He was born in Clarksburg, W. Va.,
on July 15, 1922, and moved to Baltimore in
1933, attending Polytechnic Institute and later
working with a dramatic group at WFBR there.
Joining the service, Mr. Norman served in the
Army Signal Corps, the infantry and the Air
Force Special Services. Transferring later
to Mitchell Field. He also attended the American
Academy of Dramatic Arts in New York.

Mr. Norman moved from dramatics to ad-
vertising and Robert W. Orr & Assoc. in 1946,
becoming assistant radio-tv director. He left
after three years to open his own radio package
firm, and later, in 1950, joined WLIO (now
WOHI) East Liverpool, Ohio, as
commercial manager. Mr. Norman held other
sales posts in the early '50s with William G. Rambeau Co.,
station representative, ABC Spot Radio Sales.
WENR Chicago, and finally WLS there. He
joined Walker B. Sheriff Co. in 1955.

At the Sheriff agency he is active on the Halli-
crafters Co. (mostly radio for its communica-
tion equipment), Shaler Co. (tv for its automo-
tive supplies), Ben Hur Mfg. Co. (radio-tv for
farm and home freezers), Qui-Frez Inc. (radio-
tv for its commercial home freezers), and
Parker House Sausage Co. (radio) accounts.
Shaler recently entered network tv with partici-
pations on Steve Allen's Tonight show.

Mr. Norman likes golf and lives in suburban
Park Forest. He married the former Ellen
Norton. They have two children—Scott, 2, and
Holly, six weeks old.

Page 24 • March 5, 1956

BROADCASTING • TELECASTING
IN NEW ORLEANS it's **WBOK**

NEW NIELSEN (N. S. I.) PROVES WBOK LOWEST COST PER 1000 IN N. S. I. AREA

**WBOK Leads in Negro Audience during Negro Programming Period**

**HERE ARE THE NIELSEN FACTS**
- During the WBOK Negro Programming Period 6:00 A.M. to 3:00 P.M.
  - WBOK Average Rating 9.9
  - Other Negro Station 3.9

**HERE ARE MORE NIELSEN FACTS**
- During 30 Quarter Hours of Negro Programming from 7:00 A.M. to 3:00 P.M. WBOK Leads in 29 Quarter Hours in Station Total Homes Four Week Cumulative Audience.

Once again WBOK is proven to be the OUTSTANDING NEGRO STATION, both in Metropolitan Homes and in NSI Area Homes. That's why WBOK carries more than twice the national advertising of the other Negro Station and more local advertising by far. Only this dominant total audience leadership always available to advertisers on WBOK can deliver more sales...more results...more profits.

The new Nielsen (NSI) now proves what Hooper, Trendex, S.A.M. and Nielsen (NCS) have said over and over again...WBOK dominates the Negro Market.

**WBOK Leads All Stations in Total Audience During Its Hillbilly Programming Period.**

From 3:00 P.M. to 5:00 P.M. during the Red Smith Show, WBOK has more listeners than ALL other stations in New Orleans. (Station Total Homes) 66% of the audience is in the nearby parishes with the high purchasing power. The Red Smith Show is a natural to reach the low and middle income white audience.

**MORE FOR YOUR MONEY**

WBOK has a powerful merchandising and promotion plan for 1956 to assist your radio buy...Bus Cards, Negro Newspaper Ads, Mailouts and Complete Merchandising Service to Stores.

**WBO**

Forjoe and Company, Representatives
SOMETHING TO CROW ABOUT

The wonderful comments our subscribers are making about . . .

THE EDDIE SAFRANSKI ORCHESTRA

"Epitome of jazz; a masterpiece of jazz work!"
R. H. Thompson
WSYL, Sylvania, Ga.

"It really swings!"
Chuck Lay
KYMA, Yuma, Ariz.

"Very Good!"
Viola Nordman
KXEL, Waterloo, Iowa

"We introduced Eddie today, and if our listeners enjoyed his music as I did, 'He's Sold!'"
Fred Staples
WCBE, Cheraw, S. C.

SESAC
"the best music in America"

475 Fifth Avenue
New York 17

IN PUBLIC INTEREST

To Aid Sunday School Week

ARTHUR HULL HAYES, president, CBS Radio; Gordon Gray, vice president, MBS and general manager, WOR-AM-TV New York; Robert Lexine, vice president in charge of programming and talent, ABC-TV; actor Ernest Borgnine and TV actress Eleanor Powell, have been elected to serve on a special radio-tv stage committee for the 12th annual National Sunday School Week, April 9-15. National chairman of the NSSW is Henry G. Riker III, president, Thomas A. Edison Inc., New York, and chairman of the National Assn. of Mfrs. Sponsor is the Layman's National Committee.

KNOE-TV Delivers Midwinter Watermelon

LAST MONTH a viewer of KNOE-TV Monroe, La., called the station's program director Harry Arthur and told him that her aged father was suffering from leukemia and had a burning desire for a piece of watermelon, or even watermelon juice. The station aired an announcement explaining the situation, without mentioning names or ailments, and within a few minutes over 200 people who represented three different states had called in saying they were loaded with watermelon . . . even in the middle of winter.

KTL, KPOJ Fight Floods Together

BROTHERHOOD among radio stations was proven further by cooperation of KTL Tillamook, Ore., and KPOJ Portland during the disastrous floods which besieged the Northwest. During the height of the floods, when all Tillamook was surrounded by water, Station Manager Tom Hoover of KTL found his station without any wire services, though still on the air. He telephoned KPOJ Program Director Jack Moys in Portland and asked permission to take KPOJ's Today's News program of film and broadcast it by am. Not only did KPOJ grant the request, but the station made all its news broadcasts available to KTL.

WTCD, WPBN-TV Aid Storm Victims

A SUDDEN ice storm which blanketed northern Michigan caught four busloads of high school students on extremely dangerous roads, but tragedy was averted, thanks to Traverse City stations WTCM, WPBN-TV, both owned by the Midwestern Broadcasting Co. The students were on their way to a basketball game in Ludington, some 100 miles from Traverse City, when the storm struck and quickly became severe. The stations contacted the state police. Police supplied escorts and sanding trucks for the busses. WTCM, WPBN-TV interrupted programs every fifteen minutes to report the progress of the cavalcade.

WOV Aids Italy

AN INTENSIVE emergency drive has been launched by bi-lingual WOV New York to insure prompt and steady flow of food packages to families in Italian areas stricken by severe winter storms. Officials said that appeals are being broadcast in Italian every hour urging listeners to ship food packages to friends and relatives throughout Italy and Sicily. For non-Italians, WOV is supplying names of families to whom parcels may be sent. Listeners who report to WOV on such package mailings will be represented on a scroll to be presented to Italian government relief authorities when the crisis is over.

BROADCASTING • TELECASTING
Results indicate that WBRC wins by far in busy Birmingham.*

**WBRC** leads with all 15 top daytime quarter-hours! (Monday through Friday.)
**WBRC** leads with 8 of the top 10 programs available for local sale! (Monday through Friday.)
**WBRC** leads the nearest competitor by 61% in the morning! (Monday through Friday.)
**WBRC** leads the second choice by 63% in the afternoon! (Monday through Friday.)
**WBRC** leads the second place station by 55% in the evening! (Sunday through Saturday.)
**WBRC** has 72% more quarter-hour firsts than all other Birmingham radio stations combined!
**WBRC** is THE station for reaching the Busy Birmingham market.

---

B&T's 1956 Yearbook-Marketbook*, radio's one volume reference library, just out, says:

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 ... and only 4.5% below the all-time industry high of $477,206,000 achieved in 1953.

Obviously, a great number of advertisers regard radio as a sound investment. What about listeners?

EVERYBODY LISTENS. The average family spends 2.19 hours daily listening. 1955 production of radios, 14,894,695 sets, reached the highest point since 1948; this is 4.5 million sets above the 1954 output. Since 1946, 98 million home radios and 41 million car radios have been purchased. The number of car radios alone in use today far exceeds the total circulation of all U. S. morning daily newspapers.

Radio is advertising and show business and journalism, and indeed, something more than all of these. Most qualified observers believe that radio for 1956 will continue the gains of 1955. How? By intelligent sales effort, largely at the Main Street level, directed not against other stations, but for radio's sound appeal.

For detailed news of this activity, informed people in and out of radio regularly turn to B&T, the news weekly for radio and television.
More North Carolinians listen to WPTF than to any other station, BUT what about the listeners right in metropolitan Raleigh? WPTF's home bailiwick? Is it possible to program for a state-wide audience and still keep 'em happy at home? Here's the latest weekly Cumulative PULSE Audience Report on Wake County. More proof that WPTF is the Number One Salesman in the South's Number One State.

% OF TOTAL RADIO HOMES REACHED BY EACH STATION

<table>
<thead>
<tr>
<th>Station</th>
<th>6 AM-12 Noon</th>
<th>6 PM-12 Noon</th>
<th>6 AM</th>
<th>Total Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>WPTF</td>
<td>70.4</td>
<td>74.6</td>
<td>81.1</td>
<td>92.7</td>
</tr>
<tr>
<td>Station A</td>
<td>48.4</td>
<td>50.4</td>
<td>48.2</td>
<td>77.4</td>
</tr>
<tr>
<td>Station B</td>
<td>29.6</td>
<td>48.4</td>
<td>50.4</td>
<td>76.6</td>
</tr>
<tr>
<td>Station C</td>
<td>42.2</td>
<td>53.4</td>
<td>38.2</td>
<td>72.1</td>
</tr>
<tr>
<td>Station D</td>
<td>17.9</td>
<td>16.5</td>
<td>*</td>
<td>30.2</td>
</tr>
<tr>
<td>Station E</td>
<td>20.2</td>
<td>19.9</td>
<td>*</td>
<td>29.9</td>
</tr>
<tr>
<td>Station F</td>
<td>6.7</td>
<td>5.1</td>
<td>5.1</td>
<td>11.4</td>
</tr>
<tr>
<td>Station G</td>
<td>3.2</td>
<td>3.0</td>
<td>2.0</td>
<td>5.1</td>
</tr>
</tbody>
</table>

WPTF NCS Coverage Map

MARKET DATA*

<table>
<thead>
<tr>
<th>NCS Coverage</th>
<th>NCS Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population 2,940,700</td>
<td>Food Sales $428,452,000</td>
</tr>
<tr>
<td>Families 690,200</td>
<td>General Merchandise Sales 248,926,000</td>
</tr>
<tr>
<td>Radio Families 672,945</td>
<td>Furniture-House-Radio Sales 107,054,000</td>
</tr>
<tr>
<td>Net Effective</td>
<td>Automotive Sales 407,991,000</td>
</tr>
<tr>
<td>Buying Income $2,737,392,000</td>
<td>Drug Sales 54,304,000</td>
</tr>
<tr>
<td>Retail Sales 1,933,439,000</td>
<td>Gross Farm Income 847,300,000</td>
</tr>
</tbody>
</table>

IKE'S DECLARATION SETS OFF POLITICAL TIME FREE-FOR-ALL

- President chooses radio-tv to explain his position
- Democrats immediately demand equal time to answer
- It's beginning of months of trouble for broadcasters

EIGHT grim months of political broadcasting loomed at the weekend, with television and radio caught between the two political parties and the equal-time requirements of the FCC and the Communications Act.

As the campaigning got away to a quarrel-some start last week, it became obvious that tv and radio will serve as the primary means of influencing voters. This will be especially true in the case of President Eisenhower, who has flatly rejected whistle-stopping.

The reason for the emphasis on electronics, especially tv: Campaigners have a 100 million potential tv audience when they go on the air (40 million sets by convention time, according to Sig Mickelson, CBS news-public affairs vice president (page 32).

All networks, and most of their stations, carried President Eisenhower's historic news conference and address to the nation last Wednesday. As a result the networks found their moral integrity challenged by the Democrats because they adhered to legal and FCC tenets.

Developments moved swiftly and charges were met by counter-charges as the President's decision to stand for a second term was handled by broadcasters as a major news development.

The equal-time nemesis arose Thursday when Paul M. Butler, chairman of the Democratic National Committee, and F. Joseph Donahue, campaign manager for Sen. Estes Kefauver (D-Tenn.), asked ABC, CBS, NBC and Mutual for a chance to reply to the President's speech, claiming it was political in nature. Mr. Butler said he wanted "equal facilities for the Democratic party" in accordance with "established procedures."

When the requests were rejected by all networks, Mr. Butler promptly came back with a second request "in the name of fair play." He contended the networks were morally obligated to grant the time and pointedly hinted that if he didn't get it, Congress (controlled by Democrats) might want to change the law "to assure fair treatment to both major political parties."

At the weekend these key trends and developments were observed on the political scene:

- Sen. Lyndon Johnson (D-Tex.), majority leader, introduced a bill requiring broadcasters to provide presidential and vice presidential candidates of major parties with equal facilities. It has the approval of party leaders on both sides (page 84).
- Sen. Richard L. Neuberger (D-Ore.), introduced a bill for government financing of political time on radio-tv (page 84).
- Radio and tv served both as media of immediacy and as the President's personal contact with the people as he announced willingness to run at his news conference, and as he explained why and how in a 16-minute broadcast.

(The as many as 70 million persons are estimated to have heard the President's address.)

- Networks dropped huge sums as they juggled schedules on short notice to keep the nation informed of Wednesday's momentous developments.

- Democratic Chairman Butler called for revision of Sec. 315 and urged newspapers to adopt the radio-tv technique of giving both sides equal chance to tell their story (page 85). That happened Wednesday noon before the hassle developed over reply time following the President's network address.

- GOP Chairman Leonard W. Hall announced Thursday the party will wage an "electronic age" campaign.

Chairman Hall said the Republicans total budget for the Republican National Committee and the Congressional committees would run about $7 million, of which $2 million will be devoted to tv and radio. He displayed charts showing proposed blanketing of all sections of the country by electronic media before the November election.

The tv shows will include several appearances by President Eisenhower but the President may also make "several quick trips" to key sections. A special organization will be set up in Chicago to handle the campaign in the farm belt, Cabinet members, except Secretary of State Dulles, will hit the campaign trail in the autumn. Mr. Hall predicted Vice President Nixon will be the President's running mate.

President Eisenhower said in his Wednesday night radio-tv address that he would not "encourage in extensive traveling and in whistle-stop speaking—normally referred to as barnstorming." He said he would reach the American people "through means of mass communication."

At the Wednesday morning news conference he announced his decision to stand for a second term following countless requests by newsmen for his personal desires on the matter. Having met their request, he answered very few questions. Instead he promised to give the answers in his broadcast. Thus radio-tv were first to tell the world about his decision to stand for renomination, with word going out over net-
WHY TV HAS BECOME A POLITICAL FORCE

THE REASONS for television's importance in contemporary political campaigns and its likely influence in changing historic patterns of public opinion were discussed last week by Mr. W. Sarnoff, CBS Inc., president, in a speech to the annual Journalism Institute of the University of Wisconsin at Madison.

SOME months ago I began to think of election years as the years of the blue shirt. Of course, the blue shirt is not a product of television, but it is one manifestation of the great part that television will play in the 1956 election year.

To understand television's role in 1956, you must start with the story of its incredible growth.

There was television during the summer of 1948 when both political parties held their conventions in Philadelphia, but it was minuscule compared to its present status. In 1948 there were barely more than 400,000 television homes in the entire U. S. In 1952, at the time of the conventions, the number was 2 million. In 1954 it is estimated that the figures will run somewhere between 36 and 40 million.

The growth in the number of stations which will be able to carry broadcasts from the convention sites this summer is just as spectacular. In the summer of 1948 there were only 15 stations on the air which were able to carry the signal from Philadelphia. In 1952 this figure had risen to 107. In 1956 the total will be 396.

Back in the primitive year of 1948 there were only seven cities which were interconnected by AT&T cable and thus, in only those seven cities were viewers able to see any part of the convention proceedings. In 1952 the seven had grown to 62 cities which were similarly interconnected. But in 1956 the figure will rise to 233.

This gives you a picture of the growth of television's potential as a political force since 1948, but I think you should take particular note of the growth just since 1952, which I suppose many people regard as the ultimate year in the interconnection between politics and television. Although 1952 was a great year for television, there will be approximately twice as many television homes in 1956. There will be nearly four times as many stations able to carry the convention signals, and there will be nearly four times as many cities into which the signal will be able to go.

It really isn't any wonder that the persons in charge of planning for the political conventions and the campaigns to follow this year are not underestimating the power that television will wield.

The statistics show that some 55 million persons saw some part of one or the other of the 1952 conventions. At the peak point, between 10:30 and 11:00 p.m. on the night of Friday, July 25, during the third ballot of the Democratic national convention well in excess of 10,000,000 homes were tuned in to the proceedings. This represents more than 25 million households.

This gives some indication of what we can expect in 1956. With twice the number of homes equipped with television sets this summer, we should be able to expect twice the impact of 1952. Perhaps more than twice the impact, because this year the signal will go into both large and small cities, not concentrated along the principal cable lines but scattered in all parts of the country. This may easily mean that at some key moment some 100 million persons will be looking in simultaneously at convention proceedings—the most fantastic audience ever assembled.

There will undoubtedly be some changes in convention procedures this summer. The Republicans, for example, are promising us there will only be one session daily—that from 2 to 7 p.m. San Francisco time (11 a.m. to 7 p.m. the first day), which, of course, translated into terms of New York time, is 5 to 10 p.m.—incidentally, the peak hours of television. The hope is to begin a program of streamlining which will make their convention move more swiftly and which will eliminate many of the procedures which repel viewers rather than attract them.

The Agency and the Producer

Many of these changes are worth a very careful look because they may have a profound effect upon one important element of American democracy—the machinery for nominating and electing a President. There are additional changes in prospect, worth close examination because of their potential influence on the processes of selection of candidates.

One of these is the ascendancy of the advertising agency into a position of substantial importance in the whole electoral process. The second is the rise of the personal producer, the man who advises the candidate on radio and television and television and is always at his side to see that he is lighted, photographed and made up in the right way.

The third prospective change is the short campaign, limited now to something less than two months, perhaps to approximately six weeks duration. This will undoubtedly mean tremendous emphasis on television. It may mean the virtual end of the great American institution, the campaign train, and will reliance on national websites. In other words, mean that the famous porch campaign will really come into its own because only now is it really feasible.

A fourth is the tailoring of conventions for television work and station facilities a few seconds after the morning conference was over.

All networks, in turning down the original requests of Chairman Butler and Sen. Kefauver for reply time, couched their answers in substantially the same language to the two individuals. The letters from the networks based their refusals on two points: they would allot equal time to contending candidates for the nomination of the same party, but not to a different party, as in this case; President Eisenhower's claim to the interest, and similarly, significant talks by Democratic leaders would be presented.

Robert W. Sarnoff, president of NBC, wrote Mr. Butler that NBC makes its facilities available to political leaders from time to time as a matter of public interest. He said the network carried the President's address because it was "a news event of unusual national importance." He pointed out that NBC attempts to maintain "fair balance" between representatives of the major parties, and in this connection, mentioned that NBC had provided free time to Adlai Stevenson on two recent occasions.

Robert E. Kintner, president of ABC, turned down the Democratic request with this wire: "We regret to inform you it is our decision that we are neither legally nor morally obligated to allocate time ... ABC has followed and will continue a program of balanced and full presentation of various political points of view."

In declining the requests, John B. Poor, executive vice-president of Mutual, said MBS had carried the President's address as "a special news feature in the public interest." Under the circumstances, he added, there is "no obligation on the part of the network to furnish equal time."

Mr. Mickelson pointed out the policy of CBS Radio and CBS-TV to "give equal facilities to contending candidates for the nomination of the same party." In accordance with this policy, he said, both Sen. Kefauver and Mr. Stevenson have been on CBS Radio and CBS-TV. He said the network attempts to "keep an overall balance between Republican and Democratic viewpoints at all times."

In his second request for time to reply to the President, Mr. Butler said: (1) the address was political and the President spoke as a candidate, outlining his program; (2) his request for time was based not on legal but on moral responsibilities of networks to treat both parties the same; (3) the network denial set a precedent "that the President can campaign free of charge from now to the convention;" (4) some network officials are asking relaxation of equal time laws on the ground they can be trusted to deal fairly, and he deems the denial unfair; (5) if the network persists "with its shell game of 'Let Congress study the problem and take steps it deems necessary to assure fair treatment;" (6) Congress intended broadcasters should serve all the people, not merely the party in control of the executive branch, and (7) millions
viewing—a tailoring which would eliminate the supposedly duller elements but which might also serve to sweep some of the evidences of dissidence and discord under the rug.

What about these potential changes? Are they good or bad? Will they mean the White House hereafter will be occupied by the most sincere-appearing actor, backed up by the strongest, most creative advertising agency, or will they simply mean what James Shaffer, of the network, has provided with better standards of judgment of strong candidates and weak candidates?

The fact is that political campaigning is becoming so complex, what with the tremendous increase in importance of television, that it probably would be totally impossible for a political party to function adequately without the strong support of a competent advertising agency.

Timebuying is not necessarily mysterious but it is complicated, and no other instrument but an advertising agency has personnel which is experienced and skilled in this particular operation. Even the local candidate will have his troubles buying time, but on a national basis it seems to me that it is virtually impossible to function without the support of an agency.

Apart from timebuying, there are the growing complexities of television production. A candidate simply has neither the time nor the experience to cope with the problems of camera positions, audio pick-up, direction, lighting and, where necessary, set design. He is not to mention program scripting and construction, film integration, research and, for that matter, reading a stopwatch well enough to get on and off the air at the right time. Nor can such matters be handled by amateurs, if the candidate is going to look his best, sound his best, and deliver his message with the maximum impact.

The dangers of buckherness rampant undoubtedly be there. But there is one key quality which can keep the agency and the personal producer in their proper place. That key factor is integrity. So long as there is integrity among candidates, among political parties, among advertising agencies, among television experts and among the voting public it should be possible to control the machinery of campaigning 1956 style.

As has television can play an important role. Television itself has given every indication that it will reveal the integrity or the lack of it among the candidates. So far, it appears that television has succeeded for the most part in unmasking the villains and providing a vehicle for the honest.

The third potential change, the reduction of the length of campaigns, seems to have such obvious advantages that we can universally approve it. But the fourth—the evolution of the convention itself—should be marked by some danger signals.

It is my firm opinion that the convention system should be maintained as the best and most logical method of nominating candidates for the Presidency. As a matter of fact, with the ubiquitous eye of the television camera cutting through the fog and smoke of the convention floor, penetrating through keyholes and over transoms into smoke-filled rooms, popping up unexpectedly in the caucus room, and weaving the whole business of the convention together with thoughtful, intelligent and well-informed correspondents, the day of the nomination by a few willful men is at an end.

As a matter of fact, it is quite possible that a direct primary could be more easily rigged than a single convention. That does not mean, however, that the convention should be left precisely as it has been. The size should undoubtedly be cut to reduce the number of the throngs milling around on the floor, and some of the non-essential formalities from the past should be wiped out.

Keeping Conventions Honest

The most important element, however, is to keep the conventions honest. Television would have no interest in covering a national convention if it were to be scheduled solely as a show, if it were not to be an honest effort on the part of a political party seeking publicly to select its best candidate for the Presidency. We would be violently opposed to having the political parties enforce rules against demonstrations,phony as many of them really are. Similarly, we think it would be a serious error to rule out the polling of the delegations or to try to poll delegations only behind closed doors. The polling of a delegation is part of the democratic process and that process should be kept out in the open where it can be seen by the public.

We would encourage cutting down on the number and the length of the nominating speeches but it would be an unforgivable error if a delegate were not to have a clear right to challenge the report of the credentials committee or the platform committee from the convention floor.

The arrangements committees are undoubtedly right in seeking to streamline the conventions, but at that point where streamlining becomes a convenient method of sweeping the unfavorable elements under the rug or locking up the actual convention business behind a sealed door, streamlining should be vigorously opposed.

We who represent the television industry in the production of news and public affairs programs in this case are simply serving as the eyes and ears of the public. We are looking forward to a great summer—the summer of the blue shirt—which will be filled with the excitement and interest of an election year and which will, at the same time, bring the practical business of American politics closer and more graphically to more citizens than ever before.

are deprived of the right to hear from their opinion leadership in answer to the President. Radio and tv film coverage of the President's news conference Wednesday was speeded to broadcast by the Westinghouse, the PR firm of Edward R. Murrow, which handles the President's press. A special 90-minute news conference was held from the White House.

NBC had Peter Hackes, newsmen, on West Executive Ave. beside the Executive Office with a mobile unit. After relaying the flash, Ray Scherer, commentator, joined him with a running account of the news conference on NBC-TV. Richard Harkness handled radio to New York from a microphone outside the news conference room. The Executive Office on NBC-TV and weekday radio program carried the flash and commentaries.

NBC-TV carried the film account of the conference starting at 12:30 p.m., claiming a half-hour. CBS had Charles Von Fremd on radio and tv with a flash at 10:52 a.m., after the news conference. Eric Sevareid, Griffing Buncroft and Bill Shadel worked from the corridor. The network had Len Cauler assisted station with Allied Stevens on the Savoy Plaza Hotel, New York, where Mr. Stevenson handled the Von Fremd flash on a radio set. After the President's evening talk to the nation, CBS-TV carried a 40-minute series of clips and commentaries handled by Douglas Edwards.

ABC tipped off its news staff by having an open mike in the corridor outside the press room, with the opening doors and rush for telephones as a signal. Bryant Rosh, John Edwards, Martin Agronsky, and Edward P. Morgan gave a 17-minute account that included a switch to the Senate Radio Gallery where Richard Rendell interviewed legislators. Albert Warner supplied commentary from the studio. ABC carried the radio new conference at 1 p.m., and Mr. Rush fed a filmed version when the tv network opened at 3 p.m.

ABC Radio carried a special program from
THE TOP 7 ON NETWORK TV

The gross time purchases of network advertisers in each of these product classifications were more than $10 million in 1955. Together, the seven categories accounted for $344,141,415 of the total $406,899,059 spent for tv network time last year.

TV NETWORK BUYS AND BUYERS

PROCTER & GAMBLE, the top buyer of network tv time last year, purchased at gross rates, before discounts, $33,822,228 in time in 1955, or more than $10 million over its 1954 network tv allocation.

The big money in network tv last year came from national advertisers of foods, toiletries, automobiles, soaps and tobacco, ranked in that order. Reflecting these purchases is the makeup of the top 10 tv network clients for 1955, based upon the compilation of gross billings prepared by the Publishers Information Bureau.

Colgate-Palmolive, which spends most of its network tv ad dollars for toiletries products and some for soap, was second in line in the tv market, checking out with $18,698,318, an increase of about $4.6 million over the previous year. Gillette Co., also big in toiletries tv advertising, added about $4.2 million, while Lever Bros. (toiletries as well as foods and soap in tv advertising) was up $7.2 million.

In the automotive field, Chrysler

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS DURING DECEMBER AND FULL YEAR 1955, COMPARED TO 1954

<table>
<thead>
<tr>
<th>Product Group</th>
<th>December 1955</th>
<th>Full Year 1955</th>
<th>December 1954</th>
<th>Full Year 1954</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>32,300</td>
<td>134,577</td>
<td>284,506</td>
<td>3,235,718</td>
</tr>
<tr>
<td>Automotive, Auto Equip. &amp; Access.</td>
<td>5,399,187</td>
<td>47,059,360</td>
<td>2,197,357</td>
<td>1,999,614</td>
</tr>
<tr>
<td>Aviation, Aviation Access. &amp; Equip.</td>
<td>10,492</td>
<td>133,947</td>
<td>1,091,709</td>
<td>9,847,510</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>792,858</td>
<td>7,588,396</td>
<td>769,448</td>
<td>6,980,809</td>
</tr>
<tr>
<td>Bldg. Materials, Equip. &amp; Fixtures</td>
<td>98,088</td>
<td>1,860,776</td>
<td>1,121,774</td>
<td>5,020,050</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>1,172,417</td>
<td>8,113,792</td>
<td>763,403</td>
<td>6,179,307</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>34,080</td>
<td>1,173,357</td>
<td>1,093,090</td>
<td>1,297,433</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>2,591,934</td>
<td>23,280,306</td>
<td>1,999,614</td>
<td>15,848,666</td>
</tr>
<tr>
<td>Entertainment &amp; Amusements</td>
<td>44,885</td>
<td>1,313,141</td>
<td>1,152,100</td>
<td>1,187,700</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>7,254,841</td>
<td>79,988,578</td>
<td>6,689,648</td>
<td>64,495,785</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>517,225</td>
<td>4,994,750</td>
<td>544,980</td>
<td>3,988,141</td>
</tr>
<tr>
<td>Horticulture</td>
<td>35,268</td>
<td>146,978</td>
<td>23,406</td>
<td></td>
</tr>
<tr>
<td>Household Equip. &amp; Supplies</td>
<td>2,870,470</td>
<td>31,548,849</td>
<td>2,755,701</td>
<td>26,403,009</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>230,261</td>
<td>2,570,634</td>
<td>364,150</td>
<td>4,031,046</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>941,889</td>
<td>7,507,334</td>
<td>691,743</td>
<td>6,600,320</td>
</tr>
<tr>
<td>Insurance</td>
<td>380,811</td>
<td>2,219,079</td>
<td>233,208</td>
<td>1,765,272</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Comer.</td>
<td>510,032</td>
<td>4,834,779</td>
<td>553,651</td>
<td>3,178,091</td>
</tr>
<tr>
<td>Office Equip., Stationery &amp; Writing Supplies</td>
<td>718,923</td>
<td>5,921,867</td>
<td>748,767</td>
<td>5,556,031</td>
</tr>
<tr>
<td>Political</td>
<td>34,295</td>
<td>706,821</td>
<td>20,940</td>
<td>217,593</td>
</tr>
<tr>
<td>Publishing &amp; Media</td>
<td>616,765</td>
<td>8,096,483</td>
<td>787,921</td>
<td>8,595,186</td>
</tr>
<tr>
<td>Radios, Tv Sets, Phonographs, Musical Instruments &amp; Access.</td>
<td>10,392</td>
<td>42,121,762</td>
<td>3,928,697</td>
<td>42,727,939</td>
</tr>
<tr>
<td>Retail Stores &amp; Direct by Mail</td>
<td>3,869,086</td>
<td>45,967,555</td>
<td>3,295,545</td>
<td>34,606,678</td>
</tr>
<tr>
<td>Smoking Materials</td>
<td>184,694</td>
<td>697,408</td>
<td>30,423</td>
<td>120,645</td>
</tr>
<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>6,190,022</td>
<td>74,175,005</td>
<td>537,306</td>
<td>49,962,588</td>
</tr>
<tr>
<td>Sporting Goods &amp; Toys</td>
<td>43,930</td>
<td>508,140</td>
<td>37,140</td>
<td>839,270</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>244,464</td>
<td>2,695,023</td>
<td>207,920</td>
<td>2,652,226</td>
</tr>
<tr>
<td>TOTALS</td>
<td>$39,398,617</td>
<td>$406,899,059</td>
<td>$33,560,340</td>
<td>$320,154,274</td>
</tr>
</tbody>
</table>

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING DECEMBER 1955

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Advertiser</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>Ralston-Purina Co.</td>
</tr>
<tr>
<td>Automotive, Auto Equip. &amp; Access.</td>
<td>Chrysler Corp.</td>
</tr>
<tr>
<td>Aviation, Aviation Access. &amp; Equip.</td>
<td>General Dynamics Corp.</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>The Coca-Cola Co.</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>Western Union Tel. Co.</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>American Home Prods.</td>
</tr>
<tr>
<td>Entertainment &amp; Amusements</td>
<td>General Foods Corp.</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>Gulf Oil Corp.</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>Florist's Telegraph</td>
</tr>
<tr>
<td>Horticulture</td>
<td>Delivery Assn.</td>
</tr>
<tr>
<td>Household Equip. &amp; Supplies</td>
<td>General Electric Co.</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>Armstrong Cork Co.</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>Aluminum Co. of America</td>
</tr>
<tr>
<td>Insurance</td>
<td>Prudential Insurance Co.</td>
</tr>
<tr>
<td>Political</td>
<td>Admiral Corp.</td>
</tr>
<tr>
<td>Publishing &amp; Media</td>
<td>R. J. Reynolds Tobacco</td>
</tr>
<tr>
<td>Retail Stores &amp; Direct by Mail</td>
<td>Lionel Corp.</td>
</tr>
<tr>
<td>Smoking Materials</td>
<td>Gillette Co.</td>
</tr>
<tr>
<td>Soaps, Cleansers &amp; Polishes</td>
<td>Pan-Am. World Airways</td>
</tr>
<tr>
<td>Sporting Goods &amp; Toys</td>
<td>Armour &amp; Co.</td>
</tr>
<tr>
<td>Toiletries &amp; Toilet Goods</td>
<td></td>
</tr>
<tr>
<td>Travel, Hotels &amp; Resorts</td>
<td></td>
</tr>
<tr>
<td>Miscellaneous</td>
<td></td>
</tr>
</tbody>
</table>

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Broadcasting • Telescal
Corporation, nearly doubled its 1954 expenditure for network tv, for a more than $17.2 million total that placed the firm in third place, and General Motors Corp. spent $5.7 million more, a total of $14 million, netting it the fifth spot behind Gillette, R. J. Reynolds Tobacco and American Tobacco Co. once again were the tobacco industry's blue-chip network tv advertisers, Reynolds investing about $400,000 and American about $1.2 million above their 1954 expenditure.

In foods, General Foods and General Mills upped their spending on the medium, General Foods by some $4.1 million and General Mills by $1.8 million.

Record spending by the top national tv clients carried into December, the second month (the first being October 1955) that nine of the 10 spent $1 million or more. GM and Chrysler together that month surpassed the big $3,131,267 in network tv time purchases of Procter & Gamble. Their total came to more than $39.9 million. The select $1 million, or more, group in December 1954 was made up of six advertisers compared to last winter's nine. The 10th advertiser General Mills, came within $92,000-plus of the $1 million level.

Tv network gross time sales in 1955 totaled $406,899,059, more than a $86.7 million increase over the previous year.

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**Top Ten T.V. Network Clients in Full Year 1955**

1. Procter & Gamble $33,822,228
2. Colgate-Palmolive 18,698,318
3. Chrysler 17,272,769
4. Gillette 13,740,246
5. General Motors 14,077,573
6. General Foods 13,839,211
7. R. J. Reynolds Tob. 12,230,666
8. American Tobacco 10,703,825
9. General Mills 9,456,259
10. Lever Bros. 9,444,752

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**Top Ten T.V. Network Advertisers in December 1955**

1. Procter & Gamble $3,131,267
2. Chrysler 2,077,988
3. General Motors 1,912,532
4. Colgate-Palmolive 1,521,179
5. General Foods 1,427,430
6. R. J. Reynolds Tob. 1,254,708
7. American Home Prodcs. 1,232,629
8. Gillette 1,230,676
9. American Tobacco 1,031,103
10. General Mills 907,131

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**BBDO, NBC-TV PLAN ‘COLOERTOWN’ STUDY**

A joint color tv study, financed by NBC and BBDO, New York, is known as the "Colortown" project [at deadline, Feb. 27] was announced officially last Monday by Hugh M. Beville Jr., NBC vice president of planning and research, and Ben Gedalecia, director of research, BBDO. The "Colortown" project will be conducted by Adverstest Research.

Culminating a year's preparatory work, "Colortown" will be a continuing project. Current plans call for surveys a year with a "probability sample" panel of 4,000 families. The panel already has been selected and the first interviews completed.

Mr. Gedalecia said that "the first study will begin to take on significance only in light of the results of the second or third survey.

"Within the next few years earmarked for color television's most rapid expansion, we believe that 'Colortown,' which will enable us to chart the growth and analyze the impact of the medium, will be of invaluable benefit to the future growth of color," Mr. Beville explained.

The survey work, under the immediate guidance of Dr. Thomas Coffin for NBC and Mrs. (Teddy) Anderson for BBDO, is being supervised by Seymour Smith and Richard Bruskin, directors of Adverstest Research.

Results of the first study, originally slated for release last week, are not being disclosed pending further study.

**Barton's Ad Criteria: Short Copy, Big Pictures**

For decades, Bruce Barton, chairman of BBDO and one of America's top advertising men, has called for "shorter copy" in advertising. Last week he revised this admonition: "Make pictures bigger and copy shorter," he said at a Washington Ad Club luncheon.

Television is making people picture conscious, Mr. Barton said. A new generation is growing up which knows no other advertising medium but pictures.

Mr. Barton prophesied that the next decade would be, barring war, the most exciting and rewarding in advertising history. He pegged this estimate on rising population (high birthrate, older people living longer, rising productivity (new industries, known ten years ago are now an important part of many manufacturing companies), the full employment philosophy of both major political parties, and finally what he called "pyramid building" (rebuilding "horse and buggy" cities, highways, schools, hospitals, etc.).

In discussing television, Mr. Barton said BBDO was now spending more than one-third of its $162.5 million billings in the visual medium — yet we're spending more money than ever in newspapers, magazines, billboards, direct mail, etc.," he added (BBT, Feb. 27).

**Four Buy Participations in Film Festival Shows**

Four national advertisers have signed for 93 participations in ABC-TV's two Film Festival shows, Slomcom Chapin, ABC-TV vice president in charge of sales announced Wednesday. Effective with the “Film Festival” shows (Sun., 7:30-9 p.m. EST), Dow Chemical Co. (Saran Wrap), Midland, Mich., signed for six spots through MacManus, John & Adams, New York; Envlrdude Motors, Milwaukee, has bought seven participations starting April 8 (except for the April 22 program) through Cramer-Krassell Co., Milwaukee.

For the daily Afternoon Film Festival (Mon-

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**Advertising Faults Discussed by Kobak**

In discussing advertising shortcomings, Edgar Kobak, business consultant to advertisers and station owners, said last week that a current tendency of some large advertisers to demand rebates from their agencies is "nothing short of chiseling."

Mr. Kobak, speaking Tuesday at an Assn. of Advertising Men & Women's lecture period in New York City said that "deals are unhealthy — for the people making them as well as for the industry as a whole." He expressed alarm at what he saw as a resurgence of a "house agency," saying networks and stations as well as other media groups would do better in doing business with agencies which have "no stake in the client" other than due completion.

Other "bad tendencies" pointed out by Mr. Kobak included:

- That of claiming too much in advertising copy: "To undersell is in your favor, since the consumer will, in many cases, come back to you and say how good your product really is."
- That of imitation: "Anybody can imitate another copywriter's idea. Not enough agencies try to do it better..."
- That of spending too little time listening and seeing: "Clients will approve a budget, a piece of copy, a program, but strangely, they no longer seem to pay attention to the finished product. They're too busy doing other things to look over their investment."
- That of premium advertising in all media: best advertising in business: "I am glad to see at least one advertiser (Ralston Purina Co.) tell its customers, 'all we have to sell is a good product'."
- Mr. Kobak, whose own credits include ownership of WTW Thompson, Ga., and past presidency of Advertising Research Foundation, urged people in the advertising business to underplay credits: "They mean nothing. The best credit you can get is tacit agreement that you don't cheat. Don't ever let the other fellow know you sold him anything. Let him feel he bought something."

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**West-Marquis Plans Offices in Chicago, New York, Texas**

WEST-MARQUIS INC., veteran west coast agency and plans to open offices in Chicago and New York and another one in either Dallas or Houston, it was announced last week by President John R. West. No dates have been set.

Now in its 20th year at Los Angeles, the agency also has branches in San Francisco and Seattle.

"Although many eastern agencies have opened west coast branches, West-Marquis becomes one of the first large western agencies to reverse this pattern," Mr. West said.

Promoting from within the ranks, the agency plans to make use of members of its present staff to manage the new offices. Headquarters will remain at 1220 Wilshire Blvd., Los Angeles.
PRESTIGE SEEN AS PROFIT IN COLOR TV ADVERTISING

Twenty different advertisers now spend more than $45 million a year in medium, mainly to create position of leadership, NBC's Richard A. R. Pinkham says in address before Boston Advertising Club.

TWENTY different advertisers are spending more of their budget in color tv, mainly to create for them "a position of prestige and leadership which may profit them more in the long run than the immediate sale of the product."

This summary of dollar activity by color tv advertisers was offered last week by Richard A. R. Pinkham, NBC vice president in charge of television network programs. He spoke before the Boston Advertising Club.

Mr. Pinkham said color has appeal to advertisers who seek support of their distribution effort as well as the advertising impact on the public. Explaining, Mr. Pinkham said that these companies set up district sales meetings to coincide with the showing of their color shows, or they set up special closed-circuit color tv presentations of their ad campaigns. He noted that the number of color tv sets in use is "still limited" and that the figure at the end of this year may reach about 300,000, but by 1957, the total "will surpass a million and by 1960, 12 million."

Mr. Pinkham said the $45 million is being spent in color tv because compatible color can be seen in black-and-white and because they "stand to gain extensive experience in color production," particularly in commercials.

Next fall, NBC-TV will have available color kinescope for the first time, a proce that breaks down the color image electronically and then records on special film for processing and readiness for broadcast within three hours—permitting the network’s full color facilities to go through the west coast at the same clock hour as in the East despite the time difference of three hours, he said.

For the advertiser, color adds costs ranging from a low of 25% to a high of 15% for an average increase of 10%, Mr. Pinkham said, adding: "This extra cost for color is moderate, it seems to us, when compared to a premium of around 30% charged for four color pages in magazines." He continued:

"Still it is more money and it will demand a higher television budget on the part of most advertisers. We think this money will be easily available because when television is completely in color, present criteria of sales effectiveness will be obsolete, including ratings...the trip hammer impact of commercials in color is something no rating service can even begin to reflect. Color provides an essential visual stimulus and it should be recognized as a factor that is a shot of adrenaline to sales."

Mr. Pinkham estimated that tv earns about 12 1/2% of the total advertising dollar as compared to 7% in newspapers. He said "informal sources" see the figure rising to at least 25% "for a total advertising expenditure of over $3 billion for television by 1965."

Some of this money will come from other media and some from new advertisers who never used tv before "because it did not offer color," he predicted.

Shopping Via Electronics
Not Far Off, Pinkham Says

WHAT is the "perfect sales tool"? Color tv, said Richard A. R. Pinkham, NBC vice president, but with a qualification: "To me the perfect sales tool will be in your hands when it becomes possible for you to order your product electronically from his living room immediately after watching your commercial."

Mr. Pinkham also told his Boston Advertising Club audience last week that this day was not too far in the future. He referred to "Centercasting," an electronic system which permits the viewer to order a product after watching the commercial simply by pressing a button, and at the same time express his likes or dislikes of program or commercial also by using the buttons. This system—developed by New York consultant Dr. Alfred N. Goldsmith but as yet not financed—would provide for an instantaneous and accurate count of the number of sets across the country which are tuned in to each program. Under the system, it is necessary to install little electronic boxes, actually transmitters, for sending out tiny radio signals in code from tv sets to a central receiver.}

Color Tv May 'Entice' Retailers, Says Settel

COLOR tv may "entice" more retailers to the medium because of its very character in permitting display of "fabrics, textures, shades and tones which will help sell merchandise."

This conclusion is contained in an article entitled, "Why Retailers Bypass Television," written by Irving Settel, tv sales promotion consultant and television instructor at Pace College, and published in the current Journal of Retailing, published quarterly by the New York U. School of Retailing.

Mr. Settel, noting that manufacturers now are redesigning their packages "in the knowledge that color television will greatly affect retail sales," said that color’s effect on selling and purchasing is across retail counters "means bigger business via the medium of television." He continued:

"Many retailers believe that this increased business should stimulate more cooperative advertising, with manufacturers assuming a larger part of the retailers’ television budget. Perhaps here lies the answer to some of the retailers’ problems.

"Perhaps the answer to radio, however, Mr. Settel indicated that retailers at present still prefer this medium over tv because "radio advertising was much cheaper and frequently just as effective as television for every dollar spent."

`Andre the Analyst' Gives Lowdown on Agency People

WHAT sort of people does their handwriting show about men and women to be? Last week, "Andre the Analyst" told all. As a whole, said Andre, they are "extremists...quick tempered, idealistic, suspicious. They have more phobias than most people, more neuroses, who rarely make up their minds."

"Andre the Analyst" based his conclusions on an examination of hundreds of handwriting samples from the advertising industry. In a slogan contest conducted by Westinghouse Broadcasting Co.‘s WOWO Fort Wayne, Ind., each entrant was offered a personal character analysis based on his handwriting.

A lunch meeting last Wednesday in New York, WBCC trotted out Andre and had him tell what he found. With obvious delight, Andre broke his findings down according to executive level:

Vice presidents—"They are natural reasoners, who rarely make up their minds hastily on important matters," said Andre, who reported he had examined 421 handwriting specimens of agency vice presidents. He found them "pretty prudent...cautious...wise." But he also found signs of confusion and suspicion—"it could be the expense account problem." Moreover, he said, 36% of these vice presidents’ handwriting indicate that this group never wholly makes up its mind about when to stop acting and start living. For example, these men are not capable of deciding whether or not to have the third Martini. The bartender has to.

He also reported—almost gleefully, it seemed—certain regional differences: "New York vice presidents indicate more refinement. Chicago vice presidents are more the white vice presidents. Tones in Houston and, to a greater degree, in Los Angeles, show an unquenchable thirst for washroom gossip."

Account executives—Andre said about 57% of those he studied are "five-wire types" who "get things done, probably over the dead bodies of timebuyers and clients' advertising managers. This group thinks up schemes to employ every legitimate—and illegitimate—psychological device to achieve an end. Only a few, about 6%, showed a very sensitive nature. Most were masters of good repartee, and a generous amount of sarcasm. Many showed themselves as masters of exaggeration. Many are skillful at evasion..." He was smiling as he said it.

Timebuyers—Less dynamic, these, but with "a wealth of spontaneity, initiative, courage. Good mixers. Good story tellers. Better curser than any other group in the business. Some are very similar to Andre. Andre was bewildered by the amount of spiritual conflict he found in this category. Of 647 specimens, he said, 36% are "tough, bour-bon-and-water types."

While another third have "deep seatedspiritual sentiments."

Advertising managers of non-agency companies—Andre was a bit cautious here. He had studied 409 ad managers’ handwriting but his report dealt only with "certain of these men." Of these he said: "This man is a personality personified. He walks around the office backward so he won’t have to face an issue. On occasion he feels his executive dignity is being crossed..."

After he has signed his name, he goes out and gets drunk. This man hopes some day to become a legend. His major gripe is the account executive who directs the day-to-day work of the company president rather than to him. And who is this "Andre the Analyst" who knows so much? Andre, WBCC officials confessed afterward, is really Guy Harris, program director of WOWO. They hasten to add, however, that in addition to being one of WBCC’s top station program chiefs he is also, on a sideline basis, a professional graphologist, or handwriting expert. He turns out that he takes in handwriting on the side and apparently does a thriving business at something like a buck per submission. Brave fellow, too. Obviously.
Lights Camera Action

When WSAV-TV throws the spotlight on an advertiser's product, the reaction is immediate...yes, advertised products fairly dance off the dealers' shelves as cash registers ring out a happy sales song that is heard all over the Coastal Empire.

Ask your dealers...then let WSAV-TV spotlight your product and get ready for action.

CLEARLY...SAVANNAH'S PREFERRED-CHANNEL STATION

It's 3 in Savannah WSAV-TV

Represented by HOAG-BLAIR Offices in: New York and Chicago
Represented by BLAIR-TV Offices in: Detroit, Boston, San Francisco, Dallas, St. Louis, Jacksonville, Los Angeles & Seattle
415,835 TV FAMILIES
in the rich market of RICHMOND

Petersburg and Central Virginia

WXEX-TV also has maximum tower height—1049 ft. above sea level and 943 ft. above average terrain...more than 100 ft. higher than any station in this market. It has maximum power—316 KW. It is the basic NBC-TV station. See your Forjoe man for full details about this great buy.

CHANNEL 8

WXEX-TV

Tom Tinsley, President
Irvin G. Abeloff, Vice President

Represented by Forjoe & Co.
Puppy Contest Makes Ipana Smile

THESE are “dog days” (but happy days) on television for the Bristol-Myers Co., New York.

For the five Thursdays preceding Feb. 23, Bristol-Myers, on behalf of Ipana, conducted a “Name the Puppy” contest as part of its sponsorship of a 15-minute segment of ABC-TV’s Mickey Mouse Club. (Thurs., 5-6 p.m. EST). To the surprise of B-M, the contest created such enthusiasm that entries were expected to attain the six figure mark by the contest deadline.

Richard K. Van Nostrand, B-M’s advertising manager, was “amazed” by the flood of returns, saying he had expected about one half of the entries, and adds:

“This is by far one of the most successful contests we have ever run for Ipana.”

Recently Bristol-Myers suggested to its agency, Doherty, Clifford, Seers & Shenfield, New York, that a contest for Ipana be run on Mickey Mouse Club. Agency officials had received complaints that boys and their dogs’ motif, reasoning that youngsters (girls as well as boys) love dogs.

The task of crystallizing this concept fell to the Ipana account group at DC&S&E, headed by Joel Jacobson, vice president and supervisor, and John Kennedy, account executive. They huddled in several “brainstorming” sessions and came up with a “Name the Puppy” contest.

On each Ipana segment of Mickey Mouse Club (5-30-5-45 p.m. EST), DC&S&E runs a film commercial of Lady, star of Walt Disney’s cartoon feature, “Lady and the Tramp.” Viewers are asked to submit a one-word name for a male puppy that looks like Lady. The only other requirement for entering the contest was to enclose an Ipana carton of any size.

The magnet of the contest, according to DC&S&E officials, was that it is simple and offered prizes that children cherish: 100 cocker spaniel male puppies.

Following the end of the contest on Feb. 29, the Reuben H. Donnelly Corp., New York, has been examining all entries to select the winners. They will receive health certificates and American Kennel Club registration and pedigree papers, along with their eight-week old pups. Any child, if he so desires, may choose the alternate prize of a Schwinn bicycle.

B-M officials feel it is too early to pinpoint the exact impact of the contest on Ipana sales, but reasonably believe that some of the expected contests were sold through “puppy-love.”
Warner Bros. will be the distributor of the library in foreign markets.

The control of PRM, it was reported, recently was acquired by a group headed by Mr. Chessler and George Gardner, PRM president.


Mr. Hyman said that preliminary negotiations were for "tv rights only," but later were enlarged to cover other rights. He reported there will be no "block selling" of the films for television.

The $21 million transaction dwarfs the acquisition by C&C Super Corp. of the RKO Radio Pictures backlog of 650 feature films plus cartoons and shorts for $15.2 million [B&T, Jan. 6]. Several weeks ago, Columbia Pictures released through its "tv" subsidiary, Screen Gems Inc., 104 feature films to television [AT Deadline, Feb. 14].

RKO Teleradio Asks Agencies To Wholesale Film Display

WHAT was believed to be a new sales technique by a tv film distributor was implemented last week when RKO Teleradio Pictures showed 52 feature films to top agency executives in a series of closed-circuit sessions. The films, part of the 150 picture package that RKO Teleradio retained for a two-year period when it sold the RKO Radio library to C&C Super Corp., are available for network or national spot sale for a one-time showing only.

Some 20 agencies attended the closed-circuit sessions at the St. Regis Hotel in New York, viewing 20-minute clips of many of the films on eight television receivers located in several rooms. Agency executives were invited to breakfast, lunch or late afternoon cocktail sessions. Among the agencies represented at the closed-circuit meetings were BBDO, J. Walter Thompson, Young & Rubicam, Benton & Bowles, McCann-Erickson, Foote, Cone & Belding, Kudner Adv., Grant Adv., Kenyon & Eckhardt, D'Arcy Adv., Wm. Esty Co. and Cunningham & Walsh.

WBBS-TV Buys Film Features

SCREEN GEMS Inc., New York, has sold 104 Hollywood feature films from Columbia Pictures' library to WBBS-TV New York for showing on the station, starting July 1. The sale is believed to be the largest number of films sold to a single station. Negotiations were handled by Robert Salk, director of sales for Screen Gems; Haw Hough, program director of WBBS-TV; and William C. Lacey, manager of the station's film department.

Package includes such films as "Pennies from Heaven," with Bing Crosby; "Sahara," with...

ABC Film Staffs Two New Offices

ABC Film Syndication announced Thursday it has opened new offices in St. Louis and Minneapolis, with another office in Detroit expected to be opened within the next 10 days.

Designated as head of the St. Louis office at 317 N. 11th St., is J. Chris Hetherington, former St. Louis manager for John Blair & Co., station representative. Before joining Blair in 1939, Mr. Hetherington was sales manager of KMOX St. Louis and also was with WBKB Chicago. He now overlooks Missouri, Kansas, Southern Illinois, Southern Indiana, and Western Tennessee.

Ted Wold, former sales staff member, KSTP-TV St. Paul-Minneapolis, will be in charge of the Minneapolis office at 517 Northwestern Bank Bldg., covering both Dakotas, Minnesota, Northern Wisconsin, Nebraska, and Iowa.

Stevens, Four Star Plan Joint TV Series Production

MARK STEVENS TV Co. and Four Star Films announced last week a production agreement whereby the two independent tv film packagers will jointly produce a new film series, The City, set against a New York backdrop. The Stevens firm, currently in production on Big Town for Lever Bros. Co. and General Motors Corp., and Four Star Films Co. Four Star Playhouse for Singer (sewing machines) and Bristol-Meyers Co. Pilot film will be shot in approximately three weeks, William Cruikshank, Four Star president, and Mark Stevens, president of Stevens TV, said last week. Negotiations were handled through William Morris, which will also act as sales representative for The City.

Aussies Buy 5 NBC-TV Films

PURCHASE of five NBC-TV film series by Australian commercial television interests was announced last week by NBC television films division, making seven NBC properties which will be shown late this fall when Australian tv is expected to go on the air.

Via Amalgamated Wireless (Australia) Ltd., Sydney, NBC-TV films' representatives in Australia and New Zealand, the following series were bought for the Sydney and Melbourne markets: The Great Gliderswee, Victory at Sea, Captured, Dangerous Assignment, and Steve Donovan, Western Marshall. The Great Gliderswee was purchased by the Herald-Sun Ltd., while Amalgamated Television service bought the other four properties.

MacRae Enters Production

GORDON MACRAE has formed Kintail Enterprises Inc. for the production of live and filmed tv shows and feature motion pictures. The new firm will package and own the Gordon MacRae Show, which begins today (Monday) on NBC-TV sponsored by Lever Bros. Officers of Kintail are Mr. MacRae, president; Samuel P. Norton, vice president, and Jerome B. Rosenthal, secretary-treasurer.

RKO Teleradio Announces Plans for First TV Series

FIRST TV film series to be produced directly by RKO Teleradio Pictures will be Bozo and His Friends, a half-hour children's series to be produced in color and black-and-white in early March, it was announced last week by C. R. (Bob) Maiby, vice president in charge of television activities for RKO Teleradio.

The series, which will be produced at the RKO Pathe studios in New York, will cover 62 episodes and is intended for presentation on an across-the-board basis for 13 weeks. Each program will consist of 22% minutes of film, leaving 7½ minutes for a live presentation by a local personality. RKO Teleradio will supply stations with a script and portion for the local personality, and his association with the program will enable local advertisers to arrange promotion and merchandising tie-ins.

Herbert Rice, formerly a vice president of Mutual and General Teleradio, has been designated executive producer of the Bozo and His Friends series. Mr. Rice also is preparing a plan for sale of the series to stations.

FILM SALES

National Telefilm Assoc., N. Y., has sold The Mud Whirl roller derby tv film series to Frank J. Miller Adv., Hollywood, for showing on 13-week basis in Wilmington, Phila., Minneapolis, St. Paul, Fort Worth, Dallas, Wheeling, W. Va., and Huntington, W. Va.

Associated Artists Productions, N. Y., has sold 12 Sherlock Holmes features to WPIX (TV) New York on library basis for two years. Total number of stations which have purchased films is 114.

INS-INS, N. Y., reports facsimile service sold to WCMR-TV Harrisburg, Pa., and WRFA-TV Richmond, Va., and Telenews daily newsmagazine and weekly news review to KLAS-TV Las Vegas, Nev., and weekly news review to KTVK (TV) Phoenix, KBES-TV Medford, Ore., and KJEM-TV Eureka, Calif.

George Bagnall & Assoc., N. Y., announces sale of package of 34 old-time "Mickey McGuire" feature films with Mickey Rooney and "Snub" Pollard to WPix (TV) N. Y., for showing on station's Clubhouse Gang Comedies nightly series.

FILM PEOPLE

Frank Fitzgerald, NBC Radio account executive, to MCA-TV Ltd., N. Y., in similar capacity. Other MCA-TV sales staff additions: Vincent Ramos, vice president, Caribbean Networks Inc., N. Y., to MCA's International department; Colm O'Shea, to MCA-TV, Montreal; Bill Thomas to MCA-TV, Beverly Hills, Calif.; Paul Weiss to MCA-TV, Minneapolis, and Allen Green to MCA, Chicago.

Hilly Rose, writer-producer, Kling Film Productions Inc., Chicago, promoted to creative director.

Michael J. DeSandis appointed assistant treasurer of UM&M TV Corp., N. Y., and Lottie Adler accountant in charge of booking. Mr. DeSandis was controller of Minot TV Inc., N. Y., and Miss Adler was with accounting department, MPTV, N. Y.

Philip F. Donoghue, former unit and domestic business manager, Louis De Rochemont Productions, N. Y., to Transfilm Inc., N. Y., as administrative assistant to Robert H. Klages, vice president in charge of tv commercial and industrial film production.

L. Henry Miller Jr., freelance cameraman, to production staff of George Blake Enterprises, N. Y., producer of tv film commercials and industrial shorts.

Albert F. Cook, veteran audio-visual specialist, to Detroit creative staff of Atlas Film Corp., Oak Park, Ill.

AFM names 5-man committee to probe Hollywood revolt

International Executive Board starts investigation of Hollywood Local 47's rebellion over AFM's $14 million trust fund. Local 47 moves to impeach President John te Groen.

AN "immediate on-the-scene" probe of Hollywood AFM Local 47's charges involving control of trust fund monies paid for recorded TV appearances was authorized Thursday evening by the International Executive Board of the American Federation of Musicians.

The same time AFM President James C. Petrillo, who has been accused of mishandling the monies, granted a stay in the ousting of John te Groen as Local 47 president and ordered him, related pending termination of the investigation. Mr. te Groen appealed to Mr. Petrillo and the executive board for such action.

Mr. Petrillo was "unanimously" instructed to appoint a committee of five board members to conduct the probe. It was understood that AFM Local 47, some of whose members "re-voted" last Monday evening, would be placed on "trial" or on a probationary basis until the investigation completes its findings.

The nine-man executive board met at Chicago's Palmer House.

Among board members attending, in addition to Mr. Petrillo, were C. L. Bagley, AFM vice president, Los Angeles; Leo Cluestman, international secretary, and George Clancy, international treasurer.

Charging Mr. Petrillo with an "immoral dictatorship" and challenging the legality of the union's $14 million trust fund, the rebellious faction within Hollywood Local 47 shouted itself into "control" last Monday at a general membership meeting officially called for another purpose (BHT, Feb. 27) and on Tuesday morning "assumed" operation of business affairs at Local 47's lush headquarters building there.

There has been no violence, but both sides in the fight reported bodyguards have been hired to protect leaders of the respective oppositions.

Despite grave challenges as to the legality of the various actions taken by the rebels early last week, it appeared that Mr. Petrillo was facing one of the major revolts of his long tenure as chief of the musician's federation. The Hollywood revolt included cries for Congressional investigation, court relief and sympathy action by AFM's other two big unions, those of New York and Chicago. The battle cry: "We are no longer afraid of Petrillo."

Local 47 has 15,000 members.

The revolt hangs on the policy of AFM to put extra payments for release of theatrical films to television into the trust fund instead of giving the money to the musicians who played for the film. Another sore point is diversion of recording royalties to the trust fund. Hollywood musicians claim they contribute 95% of the tv money and 33% of the recording money into the trust fund and get back only 4%.

On Monday, at a tumultuous five-hour meeting at the Hollywood Palladium, an estimated 2,000 Local 47 members heard Vice President Cecil F. Read report on his appearance before the AFM international executive board in New York last January in an unsuccessful effort to amend the trust fund policies. The Local 47 meeting, a regular monthly business session, was advertised as solely to hear Mr. Read's report, but in the verbal tussle that followed with President te Groen and other officers the members shouted Mr. Read into the office of "acting president" and "temporarily suspended" Mr. te Groen.

Mr. Read charged Mr. Petrillo with "robbing" Local 47 members to pay others. He said, "We can submit to these injustices and let Petrillo and company continue to rub our noses in the dirt or we can assert our right as free American citizens to break this immoral dictatorship with which we have been shackled."

The members also censured Recording Secy. Maury Paul and Financial Secy. G. R. Hennon for supporting Mr. Petrillo in a resolution of confidence passed a fortnight ago at the 18th annual convention of the 29 AFM locals from California, Arizona and Nevada held at Bakersfield, Calif. The resolution opposed efforts to destroy the trust fund.

Mr. te Groen recalled to the membership the fateful experience of Local 310 of New York when it went to court against the Federation. Its charter was revoked, he said, and in the confusion the theatre operators immediately cut musician pay by 40%. The AFM chartered a new local, the present 802, with the result that in a short time all the members of 310 had joined the new union, reducing Local 310 to nothing but a shell, "its assets depleted in futile court actions—the death benefits of members gone."

The "suspended" president warned his membership that "displeasure with Federation policies and attempts to persuade the Federation to change those policies is one thing, but open revolt is something else. The Federation has bylaws under which it can quell an open revolt."

Mr. te Groen pointed out that to win a court battle would result in destruction of the trust fund and a ruling at the next AFM convention which would preclude Local 47 members from all movie, radio and TV work. He predicted the chartering of another local there and a repeat of New York history.

By the time the meeting ended, Mr. Read was presiding and Mr. Groen was in the audience. Later the deposed official called this "one of the most un-American and illegal meetings in AFM history. I believe in Mr. Petrillo and his policies. My suspension from office is illegal under the bylaws. Officers can be removed only by impeachment."

Early Tuesday morning Mr. Read called an immediate meeting of the board of directors of Local 47 to ratify the actions of the previous day. It was an open session held before TV, movie and still cameramen and reporters in the wood paneled board room at Local 47 headquarters.

Mr. Read refused to yield the green leather swivel chair at the head of the table to Mr. te Groen who protested it was his duty as president to chairman the board meeting. After attacking the legality of the board gathering, and backed by AFM Vice President C. L. Bagley, Mr. te Groen retreated to his office across the hall.

Mr. Read proceeded with the explanation he was in the chair only because he had been put there by the membership as "acting president" and disavowed all personal feelings.

With Messrs. Paul and Hennon consistently casting dissenting votes, the board passed a series of motion which affirmed Mr. te Groen's ouster, authorized Mr. Read to physically take over as acting president and called for a special membership meeting on March 12 or another appropriate date to act on impeachment of Messrs. te Groen, Paul and Hennon.

Mr. te Groen refused to give up his office and Mr. Read said he would not press him to do so. Mr. Read said he would use another office.

Mr. Read said, "We are acting under the direction and authority of the membership of Local 47 and our responsibility is to the Local 47 membership. We are in complete sympathy and wish to cooperate with the AFM. We do not want to withdraw or be expelled from the AFM, but we no longer can submit to a dictates..."
meet Virginia Graham,

The lively, lovely lady pictured on this page is someone you'll find well worth knowing. Since the beginning of this month, she has been entertaining millions of American housewives with her charm and vitality as hostess on WEEKDAY, NBC Radio's daytime service.

Fifteen years of broadcasting ... hundreds of telethons ... and a dramatic appearance on "This is Your Life," have made Virginia Graham a national favorite. She brings to WEEKDAY warmth, wit and a winning way with a commercial because most of all, she's a saleswoman, equally willing and able to sell a woman's audience or a sales staff. (She was one of Chicago's top models, and makes a real impact at a merchandising meeting.) Delivering commercials along with co-host Mike Wallace, she gives WEEKDAY a one-two punch unmatched in radio.

Ask your friends in the fashion, beauty and food fields about her. Then ask NBC Radio for facts and figures about WEEKDAY on NBC Radio Network a service of.

your new hostess on WEEKDAY
torage and to policies which ignore the rights and best interests of musicians and has permitted the music business to deteriorate to the condition it is in today.

He said it is time the AFM policies are established by professional musicians and contend the great number of non-professionals who work at other jobs and merely hold an AFM card should be held accountable to "hold accountable who.

Read noted the International Board said music is a "weekend business" every place in the country except New York and Hollywood because, he said, "You can't hold back technological progress," he said, "you must learn to live with it."

Attacking the "absolute" powers granted to Mr. Pettrillo in the AFM constitution and by-laws, he said, "Mr. Collyer and Mr. Falk make his own when "such orders are necessary to conserve and safeguard the interests of the Federation, the locals and/or members," Mr. Read said: "I would be happy to have this matter out with Mr. Pettrillo before a Congressional committee, before our membership, in a courtroom or before public opinion."

Mr. Read claimed everyone "agrees we are right but say you can't fight the Federation. I say let's try it. Don't go down the drain, the officers of Local 47 won't fight for the members, they should resign. That would be better. I really don't want charges preferred. If the membership gets scared, then there are other steps.

President Pettrillo released the following statement in Chicago following Local 47's revolt: "A fundamental democratic principle is being challenged by some of our misguided musicians in Los Angeles. The challenge will be met promptly. It concerns whether the many or the few are to benefit from the wise and honest administration of a trust fund which today supplies some $2,600,000 worth of free music each year to national charitable organizations, veterans hospitals and other worthy public causes.

"This money is contributed by the makers and users of recorded music to a legally established trust fund operated by an independent trustee appointed by and responsible only to the industry. Our union never sees nor handles any of these funds. Through this fund the trustee employs many thousands of musicians to perform in a tax-free medium and under license-free performances. It brings a few dollars each year to thousands of largely unemployed musicians whose livelihood has been curtailed by the widespread use of mechanical music on records and film. But we have no control of any of these funds so our union wanted to...

"Every step of our relationships with the trust fund and its operation has been at the instance and approval of our membership as expressed through their elected convention delegates and executive officers and board members.

"It is the contention of the misguided musicians in Los Angeles that since they record a considerable percentage of this music on film that they should get not only to the original fee paid them for their services, but to any and all monies that may be paid into the trust fund as a result of the secondary use of these music tracks on television film. They do not subscribe to the democratic principle of consideration for the many instead of the few.

"Their viewpoint is not good unionism. It is not good Americanism. It reeks of something much more sinister than pure selfishness. It goes to the very foundation of the Los Angeles local whose actions and beliefs are not in line with sound American trade unionism and which will be vigilantly investigated.

"I discuss this matter reluctantly. It is not my practice to air family disputes in public. But when a misled faction of one of our 700 locals challenges the existence of a trust fund that has meant so much over the years in fine public service, it becomes a public threat as well as a union matter which will be dealt with promptly within our own rank.

"On Wednesday, Mr. Read issued this further explanation of his position:

"To put it as simply as possible, Pettrillo and the Federation have taken earnings away from motion picture, television, radio and recording musicians. We believe that in terms of dollars, earnings and to prevent any such further action.

"No other group of musicians in the rest of the country has such a large part of their earnings taken away from them. It has resulted in our membership. There are instances of musicians who sit at home watching reruns of as many as four television series on which they worked and then having to apply to the unemployment bureau for $25. All this while the employers may be paying the trust fund as much as $7,100 per week for the use of the musicians services for these four shows."

"Does Pettrillo think it is bad unionism, and un-American, to complain about such inequities?"

AFTRA LEADER SETS OFF RADIO 'TRIAL BALLOON'

National Executive Secretary Donald Conoway says union is willing to discuss industry leaders what can be done to aid medium, whose network business is sagging.

LET'S sit down and see what possibly can be done about radio—which network business is sagging but whose local revenue is rerunning. This was the gist of a "trial balloon" set off Wednesday by a top spokesman of the American Federation of Television & Radio Artists who indicated the union would be willing to discuss the situation with industry leaders.

At the same time, radio-television leaders were served a reminder that industry-wide, two-year contracts with the union terminate next November, and that negotiations will be opened with the networks in late summer or in mid-September.

"This is a negotiating year," Donald Conoway, newly-elected to the national executive secretary post held by the late George Heller, told radio-television executives in New York's Hotel Roosevelt. Mr. Conoway, AFTRA's First Vice President Bud Collyer and John Henry Falk, a vice president of AFTRA's New York local, spoke on the union's "Today and Tomorrow" at a workshop meeting of the Radio & Television Executives Society.

Mr. Conoway stressed television pay as "literally an invasion of property rights," and declared that AFTRA was "disturbed" over the pay tv remarks of FCC Comm. Robert E. Lee.

Although Mr. Conoway did not expand on his "sounding" remark for the RTES audience, he told BTV that he definitely meant to speak interest in the industry on the possibility of talks among AFTRA and industry leaders on what can be done to better the lot of the network radio AFTRA performers, now feeling the pinch compared to the local radio AFTRA member who is in that segment of the business that is progressing well. Mr. Conoway hinted that AFTRA's may be willing to discuss pay scales of national performers in radio, but chose not to elaborate on what AFTRA has in mind.

In his talk to the executives, Mr. Conoway referred to BTV's estimate of net time sales in radio, which had found that "vigorous selling and revitalized programming combined last year to shift radio out of BTV" [BTV, Feb. 20].

Mr. Conoway presented figures from this article on national network, local, regional network and spot business to illustrate that network is going down while local is on the way up and in 1953, only 45% away from the all-time industry high achieved in 1953. As expressed in his talk, Mr. Conoway said that AFTRA and the industry could "work together for radio's improvement."

Terming the principle of pay television—charging the public a fee to see a program—is not in the public interest and is "abominable" to AFTRA's philosophy, Mr. Conoway said people don't want to pay the way to see the Rocky Mts., the Atlantic or Pacific oceans. The air they breathe and the air used to entertain them should be free."

Both Mr. Collier and Mr. Falk stressed cooperation of AFTRA and the industry.
Now...with an affiliation with the NBC Television Network, beginning May 1, KARD-TV Channel 3 is your best buy in the rich Kansas market. Operating on 100,000 KW, KARD-TV is Wichita's maximum power station, and with a tower height of 1,070 feet, reaches over 40% of the population of Kansas, plus eight counties in the rich oil field country of Oklahoma. Total population of KARD'S coverage area is 1,033,000 people who spend $1,198,145,000 each year in retail sales. Start getting your share of the Kansas market...

call your Petry man today.

Edward Petry & Co., Inc.
NEW YORK • CHICAGO • ATLANTA • DETROIT
• LOS ANGELES • SAN FRANCISCO • ST. LOUIS
the Film Producers Assn. of New York, American Assn. of Film Producers (of the midwest) and the West Coast producers' unit was set up to study "various areas" of activity for the proposed national organization. The seven-unit will hold a planning meeting in New York April 13.

The group will establish a sort of working constitution for members of the present three associated independent producers. The proposed national organization would be set up to further the interests of the visual media, it was explained. A total of 43 film executives representing 78 producers attended the Chicago sessions.

Members of the governing body are Robert Lawrence, Robert Lawrence Productions, new president of FPA of New York; James Holmes, general manager, Vogue-Wright Studios, Chicago, and secretary of the AAFP; H. Tessler, Loucks & Norling; Lang Thompson, Wilding Pictures Corp.; Marvin Becker, West Coast film organization representative; Sam Orleans, Sam Orleans Productions, and Larry Sherwood, Cellav Films.

The American Assn. of Film Producers represents some 14 production firms in the south and midwest.

**PROFESSIONAL SERVICES**

**S.F. Publicists Organize**

PROFESSIONAL publicists in the Bay Area have formed the San Francisco Publicity Club, according to Don Mills, publicity director for KPIX (TV), that city, who was elected president. The club's plan call for the establishment of an annual publicity clinic, a spring dance and projects aiding worthwhile civic drives.

PROFESSIONAL SERVICE PEOPLE

 Mildred Viderhouse, free lance radio- TV consultant to public service campaign organizations, named TV placement specialist, Ruder & Finn, N. Y., public relations counseling firm.

 William P. Stremlen, editor, press information service, Chrysler Corp., Detroit, promoted to manager of press information.

 Ralph Maloney, public relations counselor, has merged office with Jacques William Assoc., N. Y.

 Robert B. Johnson, formerly sales promotion manager of The Merchandise Mart, Chicago, appointed merchandising director, Harshrot-Topan Inc., Chicago public relations firm.

 Ronald Sedgewick, assistant operations manager, Cellomatic Corp. (sales promotion film animators), N. Y., to Chicago office, as operations manager.

 James R. Brooks, public relations department, Needham, Louis & Brorby Inc., Chicago, to Eker Sales Co. (housewares), that city, as public relations manager.

 Mal Parks Jr., publisher of Parts Jobber magazine, Chicago, to Howard W. Sam's & Co., Indianapolis, electronic engineering and publishing firm, in executive capacity.

 Michael Sean O'Shea, former publicity director, Motion Pictures for Television (MPTV), N. Y., and owner of his own publicity firm, appointed national publicity director, American Theatre Wing, N. Y.

 Sid Lavitt, formerly assistant producer for NBC Radio, appointed radio TV liaison for United Cerebral Palsy during its 1956 campaign, which will be conducted in May.

### PERSONNEL RELATIONS

**STATIONS**

**MICROPHONE-CAMERA COVERAGE FAVORED IN RULING BY COLORADO SUPREME COURT**

Decision supporting radio and tv at trials hailed as major victory in long-range effort to break down legal barriers. Judge O. Otto Moore hands down his referee's opinion after 'full dress' procedure.

RADIO AND TV now have the formal decision of a high court to support their claim that modern media should be admitted to court rooms. A major victory in the long-range effort to break down legal barriers last week when the Colorado Supreme Court ruled that microphone-camera coverage should not be barred because of Canon 35.

The Colorado decision was handed down after a lengthy series of demonstrations, held before Judge O. Otto Moore of the court, who served as a referee. His report (see excerpts from text, pages 50 and 51), was approved without dissent by the full state Supreme Court.

Two significant findings appear in the decision. First, the court chastised the legal profession for its adherence to the American Bar Assn. Canon 35, the outmoded barrier to visual audio recording of trials. Second, it stated flatly that the modern media can operate in a courtroom without disturbing the proceedings.

In taking a firm stand on behalf of visual and audio news media the court adopted a rule that sets the ground rules for coverage. These, briefly, specify that in Colorado the trial judge may allow broadcasting or photographs but should not permit coverage if it would detract from dignity, disrupt witnesses or degrade the court, or interfere with a fair trial.

The court specified that no witness or juror is to be photographed over his expressed objection and that media must have permission from the trial judge, who can lay down the regulations.

Cooperation Pays Off

Cooperative effort by a large number of individuals and groups was credited with the industry's victory, the first major breakthrough in the campaign to break down the resistance of the legal profession. It was believed the decision will serve as a reference in future court proceedings in view of the fact that a full-dress trial was held, with media receiving a favorable decision.

Hugh B. Terry, president of KLZ-AM-TV Denver, and Charles Peterson, his news director, and Judge Justin Miller, NARTB consultant and its former chairman-president, were among a score of persons whose combined activity were important elements in the decision.

In his referee's opinion, Judge Moore mentioned an air editorial by Mr. Terry and a method of covering procedure submitted by Mr. Peterson as significant elements in the case.

The victory was described by Judge Miller as "wonderful," but he warned that it may be "Pyrrhic" unless media measure up to the confidence expressed in them by the court. He cited a trial in Beverly Hills last week where 21 photographers were working with flashlights despite the fact that room lighting was adequate.

Judge Miller confronted the ABA with this challenge: "The question, now, is what is the ABA going to do in the face of this decision. Certainly it cannot continue to sponsor an ob- solete pronouncement such a Canon 35. Three states in succession—Ohio, Texas and Colorado—have now rejected Canon 35 and demonstrated its error. The time is ripe for action. The situation now has changed from one of old prejudices and emotional reactions to one in which the clear light of reason and demonstration has shown the direction in which the bar must go."

He added: "For the first time, a court of coordinating jurisdiction has considered and de- cided the question of a rule that is properly respectful of the finest tradition of judicial administration . . . ." He said that the court saw demonstrations that did not disturb pro- ceedings and listened to exhaustive arguments on questions of law and policy.

Justice Moore conceded he had leaned toward outlawing of radio and tv prior to the hearings. He voiced hope that the new rule will lead to a cooperative effort between the judiciary and media to protect and portray judicial processes. "The dignity or decorum of the court was not the least disturbed," he said, referring to numerous cases when he did not know cameras and microphones were functioning.

He cited a U. S. Supreme Court precedent to support his statement that radio-TV does not merely provide entertainment. He dismissed the "idle curiosity" argument advanced by Canon 35 proponents by asking what need for edu- cating and informing the people about all branches of government. Taking up the oft-voiced fear that judges or lawyers will be harmed, he said the camera does not change their " inherent character " and the public will detect damping quickly.

Justice Moore answered the right of privacy contention by saying that persons involved in public events emerge from seclusion.

Application of the new rule will be watched in the murder trial of John Gilbert Graham, charged with putting a bomb in a United Airlines plane. District Judge Joseph M. McDonald will preside at the trial, which starts April 16. He said he would carefully study media requests to cover the trial.

Among those who took an active part in the preparation and conduct of the industry case before Justice Moore were P. A. Sugg, WKY- AM-TV Oklahoma City; Kenneth C. Wayman, (TV) Sioux City, Iowa; Rex Howell, KFXI-TV Grand Junction Colo.; Grady Franklin Maples, KGMC Englewood Colo.; Joseph Herold, Marshall Faber, KBTV (TV) Denver; Gene Jenkins, KLZ-TV; Robert Mott, KVOD Denver; Bill Stockholm, KJWT-TV Waco, Tex.; Vincent Wasilewski, NARTB; Richard Schmidt, attorney for Denver Area Radio & TV Assn., and Gordon Yoder, Dallas newsreel cameraman.

Mr. Terry said: "We are pleased with the decision. We think it was a justified and proper one, and that it was a decision in favor of the public. The high court is to be commended for its enlightened attitude."

NARTB President Harold E. Fellows said: "It is our earnest hope that other states and members of the bar generally will acquaint themselves with the evidence and testimony presented in this precedent-setting case. It is truly an historic landmark in broadcasters' ef- forts to achieve equitable public court proceedings. It is an equal victory for the public at large for it recognized their inherent right to be informed on the conduct of public business."

Robert D. Sweezy, WDSU-AM-TV, New Orleans, Chairman of NARTB's Freedom of
LET'S NOT GIVE THE BABY CROP UNDUE CREDIT

Check the editorials. Check the forecasts. Note how many refer to the baby crop as the prime reason for America's assured prosperity.

Babies haven't assured prosperity in India or China.

Another factor in America's rising prosperity is more important. This is the free expansion of business competition striving constantly to excel with new products and greater values, to the ultimate benefit of our nation as a whole.

Such competition has been prevented in other lands and other eras by baronial power.

"Baronial power" is merely the historic term for excessive government control.

REPUBLIC STEEL

GENERAL OFFICES • CLEVELAND 1, OHIO

EXPANDING BY $150,000,000 TODAY BECAUSE OF FAITH IN TOMORROW
THE EMANCIPATION
OF COLORADO RADIO-TV

JUDGE MOORE'S HISTORIC RECOMMENDATION FOR COURT ACCESS

CONSTITUTIONAL protection granted the press, with freedom of speech, "is a right of wide import" and includes every vehicle of information and opinion, Judge O. Otto Moore, of the Colorado Supreme Court, wrote Feb. 27 in his referee's report to the full court. This report was approved by the full court.

The main part of Judge Moore's report on Canon 35 and the rights of media follows:

We are concerned with realities and not with conjecture. Canon 35 assumes the fact to be that the use of camera, radio and television instruments must in every case interfere with the administration of justice in the particulars above mentioned. If this assumption of fact is justified the canon should be continued and enforced. If the assumption is not justified, the canon cannot be sustained.

For six days I listened to evidence and witnessed demonstrations which proved conclusively that the assumption of facts as stated in the canon is wholly without support in reality. At least one hundred photographs were taken at various stages of the hearing which were printed and introduced as exhibits. All of them were taken without the least disturbance or interference with the proceedings, and, with one or two exceptions, without any knowledge on my part that a photograph was being taken. A newsreel camera operated for half an hour without knowledge on my part that the operation was going on. Radio microphones were not discovered by me until my attention was specifically directed to their location.

Several hours were devoted to the technique involved in modern production of live telecasts and for one whole day the events taking place in the court room were produced on a closed circuit telecast and shown as they happened on the television set in the courtroom. Cameras used in photo and television demonstrations were of different kinds. In still photography and newsreel activity they were not noticeable and were operated in such manner that I was unaware that they were functioning. The television cameras shown were of several kinds, varying from the large, already outmoded one which is mounted on a movable tripod, to the small one which is 4" x 5" x 7" in size. All equipment used, whether large or small, is capable of installation outside the court room with only the lens appearing on the exterior wall, or, through an otherwise concealed door or window, or from a booth in the rear of the courtroom. Only the regular lighting at all times functioning in the courtroom was used, and any court room with adequate sunlight for ordinary court proceedings would require no additional lighting.

There was nothing connected with the telecast which was obtrusive. The dignity or decorum of the court was not in the least disturbed. Many persons entered and retired from the courtroom without being aware that a live telecast was in progress. Others who took seats which were so located that they could see the television screen which was reproducing the hearing, were obviously surprised when they observed it a brief time after being seated.

I am very sure that many well meaning persons, including some leaders of the bench and bar, are of the firm conviction that some, or all of the prohibitions contained in Canon 35 should be continued and enforced without variation. If I must confess to this hearing I leaned definitely toward that view insofar as television and radio were concerned. I am equally certain that the vast majority of those supporting continuance of Canon 35 have failed, neglected, or refused to expose themselves to the information, evidence, and demonstrations of progress which are available in this field. I am also satisfied that they are unfamiliar with the actual experiences and recommendations of those who have permitted supervised coverage by photographers, radio and television of various stages of court proceedings.

I do not mean to say that in every case photography, radio and television broadcasting should be permitted. There are doubtless many cases and portions thereof, which, in the court's discretion to insure justice, should be withdrawn from reproduction by photo, film, radio or television. The responsible leadership in each of these fields are in agreement that the trial court should have complete discretion to rule out all, or any part of, such activity in those instances where proper administration of justice requires it.

Arguments and suggestions of various kinds have been submitted to me in various ways in support of the retention of Canon 35. Generally they fall into one or more of the following classifications. A brief discussion on each may be of assistance.

(1) It is claimed that permitting photographs, newreels, radio and telecasts of court proceedings amounts to entering the field of entertainment and is not strictly within the field covered by the term "freedom of the press." The Supreme Court of the United States has held otherwise. From the opinion in Winters v. New York, 333 U. S. 507, I quote:

"The line between the informing and the entertaining is too elusive for the protection of that basic right (a free press). Everyone is familiar with instances of propaganda through fiction. What is one man's amusement, teaches another's doctrine. Though we can see nothing of any possible value to society in these magazines, they are as much entitled to protection of free speech as the best of literature. Hanlon v. Esquire, 327 U. S. 146."

(2) Closely related to the foregoing is the argument that coverage of court proceedings going beyond the inaccurate word pictures painted with the pen of the courtroom press reporter, would be merely to satisfy "idle curiosity" for entertainment purposes. This contention overlooks the obvious fact that under our concept of government there is a constant regard for the necessity of educating and informing our people concerning the proper functioning of all three branches of government. There is no field of governmental activity concerning which the people are as poorly informed as the field occupied by the judiciary.

It is highly inconsistent to complain of the ignorance and apathy of voters and then to "close the windows of information through which they might observe and learn." Generally only idle people, pursuing "idle curiosity," have time to visit courtrooms in person. What harm could result from portraying by photo, film, radio and screen to the business, professional and rural leadership of a community, as well as to the average citizen regularly employed, the true picture of the administration of justice? Has anyone been heard to complain that the employment of photographs, radio and television upon the solemn occasion of the last presidential inauguration or the coronation of Elizabeth II was to satisfy an "idle curiosity?" Do we hear complaints that the employment of these modern devices of thought transmission in the pulpits of our great churches destroys the dignity of the service; that they degrade the pulpit or create misconceptions in the mind of the public? The answers are obvious. That which is carried out with dignity will not become undignified because more people may be permitted to see and hear.

(3) It is contended, usually orally and in smothered words or whispers, that some trial judges, and lawyers "who are hungry for publicity," will conclude that they are actors, and by some psychological motivation, "play to the galleries" and so conduct themselves as to satisfy their own vanity, or otherwise exploit themselves.

Any judge or lawyer who so demeans himself before a camera does not change his inherent characteristics for that particular occasion. "Shut-off" or a "strutter" will be just that whether a camera is present or not. They are readily identified by any person of ordinary intelligence and are ultimately adequately and justly disposed of by the people. If a large segment of society is permitted to witness such offensive conduct the offender will be properly judged by the people sooner than might otherwise be possible.

Actual experience, however, has led to the majority view that where the courts in legal proceedings are far more careful in their conduct and indulge in less bickering in those cases where cameras are permitted to operate under court supervision, Equipment employed in
broadcasting, either by radio or television, is such that if any participant evidenced an intention to offend in this matter all the judge would have to do to press a button and the offensive conduct would be inaudible and invisible to any person except those in the courtroom. The capable trial judges of this state can keep the judicial proceeding from such situations.

It is perfectly obvious that the solution of the problem does not lie in arbitrarily forbidding the photographing or broadcasting of court proceedings. A constitutional right of all citizens cannot be denied because a very few persons may conceivably make fools of themselves before a larger audience than that which might otherwise be subjected to their offensive conduct. In the case of People v. Hensley, 75 Ohio St. 255, 79 N. E. 462, the court said:

"The people have the right to know what is being done in their courts, and free observation and the utmost freedom of discussion of the proceedings of public tribunals that is consistent with truth and decency, tends to the public welfare."

(4) Another argument frequently referred to during the hearings as supporting Canon 35 is that to permit photography at public trials would violate the "right of privacy" of participants or spectators. There are at least two conclusive answers to this contention:

First: One needs only to cite the law applicable to the question, which unequivocally and repeatedly has stated that when one becomes identified with an occurrence of public or general interest, he emerges from his seclusion and it is not an invasion of his "right of privacy" to publish his photograph or to otherwise give publicity to his connection with that event. The law does not recognize a right of privacy in connection with that which is inherently a public matter. Numerous cases are available on the subject and I have found no disagreement as to the law.

Second: To uphold Canon 35 on the ground that it prevents a violation of the individual's "right to privacy" would be to repudiate the provision of our Constitution by rule of court, and to make effective the prior restraint upon freedom to publish, although the Constitution expressly prohibits such restraints by clearly indicating that the remedy for abuse of the constitutional right to publish "whatever he will on any subject" is that the publisher shall be "responsible for all abuse of that liberty." How can it be contended that the prior restraint upon conduct imposed by the canon is valid when the Constitution clearly indicates that the remedy for abuse of the "right of privacy" must be compensatory in its character?

(5) It also is argued that to permit photography or broadcasting of court scenes would mean that the trial judge would be confronted by innumerable persons clamoring for access to photograph and broadcast the proceedings, each attempting in a highly competitive business to outsmart his competitors. If such a threat were to become a reality there could be little hope of maintaining order and decorum in the judicial proceedings.

The representatives of press and broadcasting interests have been alert to this situation and have taken effective steps to insure against any such debacle in this state. I can do no better than to quote from the testimony of Sheldon Peterson of the staff of KLZ-AM-TV:

"The Court is aware of, course, that the Denver area now has 14 radio stations and 4 television stations. . . .

"The stations are thoroughly cognizant of this danger and, through a pooling arrangement, have taken positive steps to safeguard against it. To this end, they have organized a permanent association. From the membership in this association, a standing committee has been named in which is fixed full responsibility for courtroom broadcasts and telecasts, should they be permitted. The committee consists of Joe Herold of KBTV (TV) Denver; Grady Franklin Maples of KGMC; William Grant of KOA-AM-TV; John Bosman of KIMN and Mr. Peterson. Mr. Herold and Mr. Maples are co-chairmen of the committee and Mr. Peterson is the secretary.

"Here is the way in which this association proposes to function. Whenever any of the member stations wish to cover a given trial, they will communicate with the secretary who will carry the request to the judge. Should the judge decree that radio and television coverage shall be permitted, he need deal with only one individual - that is the secretary - in laying down the ground rules for such coverage. Having reached a clear understanding where the microphones and cameras shall be placed in the court room, the secretary shall then make the necessary arrangements.

"From this basic equipment, duplicate tape recordings and film prints will be made available to all the Denver area radio and television stations that desire them. In this way, as many stations as wish may derive the benefits from the pool, yet there will be only one set of equipment for radio and one set for television. If the judge deems that live television of a trial shall be permitted, the same pooling arrangement shall prevail.

"The radio and television industries in the Denver area are highly competitive. The news men of these stations are fully as eager to exceed each other as are the newspaper photographers. Moreover, they are firmly convinced that under the freedoms guaranteed by the Constitution, they have the right of access to the courts with microphone and camera.

"But they are mindful, too, that the decorum of the courtroom must be preserved at all costs. That is why they have decided to forego the possibility of gaining competitive advantage and have agreed to cooperate through this system of pooling. Having reached this agreement, the Denver area radio and television stations, through their association, have every confidence that they can broadcast and telescast trial proceedings in a fashion thoroughly compatible with the traditional dignity of the courts."

A similar pooling arrangement has been entered into by representatives of the press photographers. This cooperative effort is to be commended; but even in the absence of formal agreements the court, in the exercise of its discretion, could, and in cases of wide public interest unquestionably should, enforce similar regulations as a condition under which photographers or broadcasting of any kind would be permitted.

All of the above arguments, and others not specifically mentioned, are directed at preventing that which contributes to an undesired result in matters wholly unrelated to the disposition of the trial thus publicized, and have nothing whatever to do with the proper determination of the issues on trial.

I have given careful consideration to the language which should be employed in a new rule which would effectively do away with the discrimination against actual pictures on favor of word pictures, and at the same time afford positive protection against interference with orderly procedure and a fair public trial. In my judgment the entire matter should be left to the discretion of the trial judge. Limitations upon that power affixed by the Supreme Court might be used to impression that all matters within the field not covered by the express limitations were proper subjects of reproduction by photograph or radio.

I know of no logical way in which this rule might be inflexibly applied to all cases because every case involves different personalities and circumstances, all of which should be considered by the trial judge before prescribing the conditions under which radio or photography might be had.

I recommend that the following rule be adopted, effective forthwith, which shall hereafter govern trial courts in matters pertinent thereto, and that it replace any rule heretofore issued in conflict therewith.

"Proceedings in court should be conducted with fitting dignity and decorum. Until further order of this court, if the trial judge in any case finds the particular circumstances of a given case, or any portion thereof, that the taking of photographs in the court room, or the broadcasting by radio or television of court proceedings would detract from the dignity thereof, distract the witness in giving his testimony, degrade the court, or otherwise materially interfere with the achievement of a fair trial, it should not be permitted; provided, however, that no witness or juror in attendance under subpoena or order of the court shall be photographed or have his voice broadcast over his expressed objection; and provided further that under no circumstances shall any court proceeding be photographed or broadcast by any person without first having obtained permission from the trial judge to do so, and then only under such regulations as shall be prescribed by him."

The broad discretion thus given the trial court affords ample protection against abuses of the constitutional privileges of the press, and will lead to a cooperative effort as between the judiciary and the press to protect, preserve, and portray the judicial process upon the level of justice to which it actually attains.
KOMO-TV Explains Its New Color Film Process

Ninety-minute technique allows television to do about everything in color that up to now has been done in black-and-white, says Seattle station's Gen. Mgr. W. W. Warren.

TELEVISION can do about everything in color that up to now has been done in black-and-white as a result of a new 90-minute color film process devised by KOMO-TV Seattle, according to W. W. Warren, general manager. The technique cuts much of the cost and most of the time from color TV film processing [BT, Feb. 27].

Details of the KOMO-TV method were supplied BT last week by Mr. Warren and Merle Severn, KOMO-TV's chief newscaster cameraman, who conducted the research. Mr. Severn joined KOMO-TV as chief cameraman when the station went on the air Feb. 16, 1953. He studied film and still photography at Brooks Institute of Photography in Santa Barbara.

Reports and findings of the new fast-processing techniques are being adapted to modern production gear by Forde Motion Picture Labs., Seattle, for commercial availability. Actually, the 90-minute trick can be worked in a simple wooden tank with some coffee cans.

Mr. Severn's technical report explains that while he uses Anschochrome, he is not endorsing processing; machine, reel and trough, or rack and tank. Machine processing is expensive. It requires an automatic processing machine which will cost over $10,000. While it is the most efficient, it requires large volumes of chemicals and is not practical for small amounts of footage.

"The reel and trough method consists of a drum rotating through a trough of solution. This type of operation requires small amounts of solution but there are strong tendencies for aerial oxidation to deplete the life of the chemicals and because the reel carries the film out of the developer for periods of time it may well cause strain."

"Finally, we have the famous old rack and tank method. Here the film is wound onto a flat rack and submerged completely into the solution. This system requires more solution and more equipment."

And the lab can do $10,000 worth of work for about $250. But it is required by quantity.

"Our lab has produced a version of the rack and tank. It consists of a master water jacket thermosstatistically controlled at 68 degrees in which are set six plastic tanks designed to hold a rack onto which can be wound 200 feet of color film. As each chemical solution is held exactly at 68 degrees you have a standard by which your film can be exposed. A 15-inch tray is being devised to produce automatic agitation."

"This machine is capable of producing consistently good results without a great outlay of money and has many advantages.

Forrest of Anso's Motion Picture Development Labs in Binghamton, N. Y. Another advantage to this particular system is that by using racks which move the film, you can use six separate plastic tanks, additional racks carrying equal amounts of film can progress along in systematic order. Therefore, other film need not be delayed until the first film completes the entire cycle. With a drum-type drying rack pasting by heat lamps the color film should be ready to be televised within an hour and a half after it enters the processor."

"It still is possible to produce good color film. Coffee cans, the third factor that will be encountered but they exist largely because of some small error along the way. To the man who has never processed black-and-white reversal it may indeed seem a complicated system yet it is the only man who knows reversal it is not a great deal different. Anschochrome offers a margin of error."

WMGT (TV) Staying Off Air While New Tower Is Built

WINDS of hurricane force destroyed the antenna and part of the transmitting tower of WMGT (TV) Pittsburgh, and the station will be off the air while a new tower is being constructed, according to Alan D. Vaber, program director.

"Because of adverse weather conditions on Mount Redrock, where the transmitting site is located, work on rebuilding may take as long as four months," said Mr. Vaber, "but we definitely will return to the air as soon as it is completed."
Starting this week, and for weeks to come, the New York Central will publish a series of Progress Reports. From them, you'll learn how the railroad is keeping ahead of the demands for modern transportation.

We think you'll enjoy a peek into the new world of railroading...you'll be interested in learning...

...how the Central's new lightweight, low-cost, low center of gravity passenger trains—the Train X concept—will be in service this year to make your traveling faster and more enjoyable than ever.

...how the Central's new mechanical reefers (refrigerator cars) will keep your perishables fresh en route—without using ice! They're part of the 21,800 freight cars costing $169,000,000 on order this year.

...how the Central's Early Bird freight fleet gets goods to market one day sooner.

...how the Central's new automatic "traffic cop"—Centralized Traffic Control—makes two tracks do a better job than four with never a traffic jam.

...how the Central's new automatic fact finder—the Centronic "Spaceman"—will make the quickest reservation on earth for you.

...how the Central's new mechanical reefer machines, like the "shoulder molder," last year smoothed 3200 miles of roadbed—five times faster than by automatic hand tools.

...how and why the Central is sending its "brass" to American Management Association schools to polish up on the newest methods in business management.

...how the Central is reorganizing...
Dale Smith, George Gray Named to Crosley Posts

KEY APPOINTMENTS at three Crosley Broadcasting Corp. stations have been announced by Robert E. Dunville, corporation president.

Dale Smith has been named sales manager of WLWD (TV) Dayton, Ohio, and George Gray has been named general sales manager of WLW Cincinnati, Ohio. Mr. Smith had been national sales executive for Crosley since 1951 and previously was affiliated with the Storer stations in a sales capacity. Mr. Gray joined Crosley in June 1954 as national sales representative in Dayton and previously was general sales manager of WKNA Charleston, W. Va., and sales manager of WILS Beckley, W. Va.

Earlier Mr. Dunville announced that WLWT (TV) Cincinnati sales executive James J. Crane had been promoted to sales manager of the station [BWT, Feb. 27].

Full Radio Logs Reinstated After Furo in Minneapolis

FULL radio logs have been restored to the radio-tv section of the Minneapolis Star, Cowles publication, following a storm of public indignation during a two-week period when only noon-to-midnight radio programs were printed.

The curtailed radio section appeared three weeks ago when the Star changed its typographical format. No change was made in tv logs. As soon as the revamped paper hit the streets, phone calls began flooding the WCCO switchboard, jamming it for hours. Irate listeners in most cases blamed WCCO for the change.

In several news programs WCCO explained it had nothing to do with the newspaper's decision and suggested they call the Star. Larry Haeg, WCCO general manager, told BWT the announcements were not designed to incite criticism but merely to tell listeners the station had no part in the change.

WCCO-AM-TV is owned 53% by Midwest Radio & Television, of which John Cowles is 47% owner.

**NBC O&O's Pushing Merchandising Plan**

A CAMPAIGN to build additional retail support for their advertisers is underway by NBC's owned radio stations, according to Max E. Buck, director of merchandising, NBC-owned stations.

The drive already has been launched in New York, and similar campaigns now are being opened in Washington, Chicago, San Francisco and Philadelphia. Aim is to sign up "every" food retailer, chain and independent, to the station's "merchandising team."

In New York, the merchandising campaign took the form of invitation—via a night-and-day announcement schedule on WRCA-AM-TV and double-page advertisements in food trade papers—to more than 20,000 food retailers to become part of its "Chain Lightning." This is WRCA's own merchandising plan, which arranges point-of-sale displays for the station's advertisers.

Each of the stations will have a schedule of "airtime credits" which will allow retailers which take part to keep tabs on amounts of time they will get in return for their cooperation in the promotion.

In New York, for example, retailers which do $1 million a year in volume will be credited $14, in time on WRCA and/or WRCA-AM-TV for every promotion in which they participate.

Other cities will work toward crediting air time, although not necessarily in both radio and tv, according to spokesmen, who pointed out that the campaign is primarily designed for radio.

At WRCA-AM-TV, stores which have a volume of less than the $1 million annually will be credited proportionately, e.g., a $500,000-volume retailer will receive $7 in air time per promotion, stores with $250,000 in volume will get $3.50 in time per store-promotion, etc. Under the plan, retailers file certificates of performance after each store promotion.

For some time, WRCA-AM-TV, as part of its Chain Lightning plan, has worked with so-called "quality stores" in the New York area in which retailers had been identified with the stations by displaying a diamond-shaped symbol. These stores received on-the-air promotion.

Montez to WBRC-AM-TV

LOLA MONTEZ, former actress and producer, has been named community projects director for WBRC-AM-TV Birmingham, Ala. A station spokesman said the new position was created in an effort to work closely with local civic groups and promote group projects which are of interest to the area.

Miss Montez has appeared on the Broadway stage in numerous roles and since 1948 has produced, written and performed for television.

Evans Leaves Hawaiian Ltd., Worrall Resumes as Gen. Mgr.

C. RICHARD EVANS, vice president-general manager, Hawaiian Broadcasting System Ltd., has resigned effective March 1 to enter the field of electronics manufacturing in the U. S. He is tentatively planning to establish an electronics factory in Star Valley, Wyo., with offices in Salt Lake City and New York.

J. Howard Worrall, HBS president and for many years its general manager, has resumed his former general managership duties, replacing Mr. Evans. Melvin B. Wright, national sales account executive, was promoted to manager of station operations.

HBS owns and operates KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo and KMAU (TV) Wallalu, all Hawaii.

**KCMO-TV Begins Operations From 1,042-Ft. Antenna**

KCMO-TV Kansas City has put into operation what it claims to be the world's tallest self-supported tv antenna.

The new antenna, 1,042 feet above the ground and 1,336 feet above average terrain, cost nearly $300,000 and is located in downtown Kansas City. It is a Lehigh structural steel tower and was erected by C. H. Fisher & Assoc., Portland, Ore.

KCMO-TV, a Meredith station, currently is planning to double its present studio space in anticipation of color telecasting, according to General Manager E. K. (Joe) Hartenbarger.

O'Neill, Armstrong Named To Mid-Continent Posts

APPOINTMENTS of James F. O'Neill, KOWH Omaha, and William L. Armstrong, WTLX New Orleans, to the post of program director at their respective stations have been announced by Todd Storz, president of Mid-Continent Broadcasting Co.

Mr. O'Neill has been with KOWH since 1948 in various capacities and is being moved up from production director to his new position.

Mr. Armstrong has been with Mid-Continent since 1954, first with KOWH and then to WTLX in September of that year.
1. With the gals, MacEvelly was never inept, Though the one that he fell for would never accept.

2. But at last he prevailed! This guy will go far, gents. He wangled one ticket to "No Time for Sergeants".

3. Right show—and right audience—won his objective. With your Dayton sales you should be as selective!

MORAL: Why labor it? You get 'em both—for Dayton—on Dayton's first and favorite station—WHIO-TV.

To make a hit in the Dayton Area

THE SHOW MUST GO ON [whio-tv]

WHIO-TV is the first and leading station—not only of Dayton, but of the whole, wide, rich surrounding area as well. (37 counties, 26 in Ohio and 11 in Indiana; $2,161,341,000 retail sales.) To sell these 511,310 enthusiastic set owners, representing a set saturation of 86.1%, concentrate on our dominant* coverage. Ask National Stage Manager George P. Hollingbery for market data and choice reservations.

*A. R. B. December report shows that WHIO-TV had ALL 10 OF THE TOP 10 SHOWS!

CHANNEL 7 DAYTON, OHIO

One of America's great area stations
NBC Owned, Operated Outlets Report Sales Gains in January

NBC owned and operated stations have started the new year with "substantial sales gains" over those reported for January 1955. Charles R. Denny, vice president of the stations and NBC Spot Sales, reported last week. He said that both the stations' national spot and local business in January "increased heavily" over the same month last year.

In national tv spot sales, WRC-TV Washington reported a 57% increase, WFIL-AM (TV) Chicago a 41% increase and WRC-TV New York a 6% gain; in local tv sales, KRCA (TV) Los Angeles reported a 74% increase, WRC-TV a 40% gain and WRC-A-TV a 25% increase.

In national radio spot sales, WRC gained 39%, KNBC Philadelphia and WBUF Los Angeles reported 40% gain and WRCA-TV a 27% increase.

Other NBC owned and operated stations reporting sales records were WRCV-TV Philadelphia and WBUF-TV Buffalo.

KUDL Kansas City Bought By Tele-Broadcasters Inc.

KUDL Kansas City, Mo., has been purchased by Tele-Broadcasters Inc. (H. Scott Killigore) for $175,000, the firm has reported. Mid-America Broadcasting Co. (David Segal) was the seller; the sale is subject to the usual FCC approval.

Tele-Broadcasters also announced a stock issue beginning today (Monday) of 200,000 common shares to be sold at $1.50 per share through Joseph Mandell & Co., New York. Proceeds are to be used for further expansion and station acquisition. Tele-Broadcasters owns WKXV Knoxville, Tenn., WWXL Concord, N. H., and WARE Ware, Mass. R. C. Cristler & Co. was broker in the KUDL transaction.


FORMAL TRANSFER of WFBG-AM-TV Altoona, Pa., from Gable Broadcasting Co. to Triangle Publications Inc., was effected last fortnight. The $3.5 million sale was approved by the FCC in January.

Roger W. Clipp, general manager of Triangle's radio-television division, said that Triangle does not plan to reassign personnel to Altoona. He said the division's headquarters staff will work closely with WFBG-AM-TV as is done with other Triangle properties.

Triangle, owned by Walter H. Annenberg and family, also owns WFIL-AM-FM-TV Philadelphia; WNBQ-AM-TV Binghamton, N. Y.; 50% of WIBG Harrisburg, Pa., and publishes the Philadelphia Inquirer, TV Guide and other publications. Application for approval of its purchase of WLBR-TV Lebanon, Pa., is in hearing at the FCC.

KTBC-TV Hour Rate to $400

KTBC-TV Austin, Tex., effective March 1, increased its rates approximately 14%, according to General Manager J. C. Kellam. The base hourly rate was increased from $330 to $400.

WITI-TV Shows Vitascan To Milwaukee Adv. Club

CLOSED-CIRCUIT tv demonstration of DuMont Vitascan equipment was conducted by Independent Television Inc. for 175 members of the Adv. Club of Milwaukee last Thursday.

Independent is license of WITI-TV Whitefish Bay, Wis., which plans to start operation as an independent station on ch. 6 May 21. Independent is headed by Jack Kahn, president and major stockholder (25%). WITI-TV will be represented by the Branham Co.

The station will be on the air 60 hours weekly at the outset with about 35-40 hours in color, mostly film. Eventual plans call for 90% of programs to be in color. Temporary studios are located in the Bay Shore shopping area adjoining Whitefish Bay, which is near Milwaukee. Permanent facilities will be located in Mequon, Wis.

KRCA (TV) Heavy on Color

KRCA (TV) Los Angeles currently is televising some of its programs in compatible color through the cooperation of RCA. NBC color vans, backed up to the studio, are being used, with RCA paying for extra transmission cost, according to Thomas C. McCray, the station's vice president and general manager.

The colorcasts, scheduled through March 17, include Jack Latham News, KRCA Kapers, Carvelh Wells Explores the World, Peter Potter's Juke Box Jury, Norvell Gillespie and Faith of Our Children.

First in Flint

MICHIGAN'S FASTEST GROWING MARKET

Flint is Michigan's 2nd biggest market with peak employment (150,000) top earnings (average $112 weekly), greatest buying, building and banking! Those who know Flint best are local advertisers and they just naturally flock to WKMF for results on radio. And no wonder ... WKMF is Flint's FIRST exclusive "Disc Jockey" Station ... FLINT'S ONLY 24 hour station ... FLINT'S FOREMOST news station with newscasts every houron the hour ... FLINT'S OUTSTANDING station for leading sports events. Get on WKMF and get the proof!

SAVE up to 15%

By Buying 2 or More of These Powerful Stations

WKMH WKMF WKHMI WSAM


By any one station ... SAVE 15%

By any 2 stations ... SAVE 10%

By any 3 stations ... SAVE 5%

You Can Make A Mint In Flint On

WKMF

FLINT, MICHIGAN

Fred A. Knorr, President

Eldon Garner, Managing Director

Represented by

HEADLEY-REED

Page 56 • March 5, 1956

Broadcasting • Telecasting
AMARILLO has a short past. It was born with a cocklebur under its civic tail back in 1887, during the days when a branding iron was a sacred instrument and the first railroad was coming through. The way one story goes, man name of Sanborn offered the cowboys of the LX Ranch a town lot apiece if they'd vote for his town (then known as Oneida) in a contest which developed over the location of the county seat. Since the LX hands constituted a legal, or shooting, majority, justice triumphed. “Amarillo” derived from the yellow flowers that, along with cattle, decorated the surrounding prairie.

Highly productive Texas soil caused agriculture to flourish. Early farmers raised giant-size vegetables. Wheat liked the Panhandle. Cotton was planted after the accidental discovery that cottonseeds, in which an early shipment of eggs was packed, would grow. Highways and railroads crossed at Amarillo. Oil, natural gas and helium were discovered. Airlines came zooming in.

Amarillo, first in the nation in retail sales per household, is close to the stuff an advertiser looks for when he wants business. KGNC gives its advertisers a clean shot at Panhandle hospitality and loyalty.

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency
Dannenbaum Gets WBC National Sales Office

APPOINTMENT of Alexander W. (Bink) Dannenbaum Jr., formerly sales manager of WPTZ (TV) Philadelphia until its sale to NBC last month and since then assistant general manager of WRCV-AM-TV Philadelphia, as national sales manager of Westinghouse Broadcasting Co., is being announced today (Monday) by Donald H. Mcgannon, WBC president.

He succeeds Eldon Campbell, who resigned effective last Monday [B&T, Feb. 27].

NBC and WBC switched stations last month [B&T, Feb. 13] as the former absorbed KYW-WPTZ (TV) Philadelphia and the latter, WTAM-WNBK (TV) Cleveland. New Cleveland call letters are KYW-AM-TV.

Mr. Dannenbaum, who joined WBC at the time of its purchase of WPTZ (TV) in 1953, will make his headquarters at the network’s executive offices in New York. A veteran of many years in radio, he began his broadcasting career in 1935 as a radio time salesman with WDAS Philadelphia, remained with the station (except for four years in the Army during World War II) until 1946, joined WPEN in that city as commercial manager and moved to WPTZ (TV) three years ago in a similar position.

He is president of the Television, Radio and Advertising Club of Philadelphia, a member of the Poor Richard Club, Radio & Television Executives Society (New York) and Philadelphia Public Relations Assn.

Anderson Bankruptcy Plan Offers 25 Cents on Dollar

PROPOSAL by Sheldon Anderson (KCOK Tulsa, Calif.) to settle unsecured debts by paying 25 cents on the dollar will be the subject of a hearing March 12 in U. S. District Court in Fresno, Calif.

In a legal notice issued Feb. 17 by William A. McGugin, referee in bankruptcy, Mr. Anderson proposed to pay all claims of $50 or less within 60 days after confirmation of his plan, without interest. For all claims over $50, Mr. Anderson proposed to issue a promissory note for 25% of the debt, or by contracting for advertising time on KCOK (1 kw on 1270 kc) in the full amount of the debt, or by converting the promissory note to preferred stock of KCOK Inc.

Petition for bankruptcy was filed by KCOK last year [B&T, Aug. 29, 1955]. Listed were 367 creditors and $752,985 in obligations and $513,310 in assets. Of the debts, $373,964 were secured liabilities, $353,337 on KCOK or its sale to Anderson proposed to be paid cents on the dollar.

For $52,000 in assets. Of the debts, $373,964 were secured liabilities, $353,337 on KCOK or its sale to Anderson proposed to be paid cents on the dollar.

The Dolph-Pettey group has underwritten $1,000,000,000 of publicity offered in the past ten years.

- Has underwritten over $1,000,000,000 of publicity offered in the past ten years.

- Has negotiated private financings in excess of $700,000,000 in the past five years.

-KIDDER, PEABODY & CO.-

-FINANCING-

Address inquiries to:

ROBERT E. GRANT

Kidders, Peabody & Co.

First National Bank Building

Chicago 3, Illinois

Telephone ANdover 3-7350

KIDDER, PEABODY & CO.

NEW YORK BOSTON PHILADELPHIA

SAN FRANCISCO

Founded 1865

Offices and correspondents in thirty other principal cities in the United States

Westinghouse Reports Record Station Sales

SALES AND PROFITS last year of the television and radio stations of Westinghouse Electric Corp. broadcasting subsidiaries reached "the highest levels in history" during 1955, according to the company's annual report for the year ended Dec. 31, 1955. No dollar figures of sales and profits were available.

The report also noted that Westinghouse Broadcasting Co. recently had exchanged its television and radio stations in Philadelphia for television and radio outlets in Cleveland, which had been owned by NBC. It said the transaction included the payment by NBC to Westinghouse of $3,027,000.

During 1955, the report said, the Electronic Tube Div. produced a 22-inch, all-glass picture tube for color television, featuring a rectangular shape and "shadow-mask" color separation method.

The new color tube, which has not been placed on the market, can be manufactured with techniques similar to those used in standard black-and-white tube processes, it was pointed out.

The company reported to stockholders that it will sponsor on television and radio, as it did in 1952, the political conventions, debates and election returns.

It was estimated that through these broadcasts, Westinghouse product messages will reach as many as 81 million persons during each of the conventions.

The report listed sales of Westinghouse Electric Corp. during 1955 at $1,440,976,985 and net income at $42,802,747, as compared with sales of $1,636,184,253 and net income of $79,921,732 in 1954. The declines were attributed to a strike against the company, which began last Oct. 27 and still is in progress, and to an earlier six weeks' stoppage at the East Pittsburgh plant.

KGIL San Fernando, Calif., Purchased by Evangelist

SALE of KGIL San Fernando, Calif., by William Dolph, Herbert Pettey, Howard Gray and Associates for $475,000 cash to Texas evangelist Dr. Pierce Brooks was announced last week, subject to FCC approval. Papers will be filed in several weeks. Dr. Brooks, from Dallas, owns several insurance companies. He has used radio in his ministry.

It was learned KGIL had not been on the market, but that the cash offer was made over the previous weekend and the agreement was negotiated within 72 hours. It was handled by Albert Zugschmit Corp., Hollywood.

Messrs. Dolph and Pettey have major interests in KJBS San Francisco, and KMYR Denver. Mr. Dolph is president of WMT Cedar Rapids and with William Quarton owns 49% of WMT-TV that city. At one time the Dolph-Pettey group owned stations in Milwaukee and Honolulu. Mr. Dolph owns a radio-television production and talent management firm in Washington.
This is a zinc-base die-casting that you're looking at. You see a lot of them in cars, machinery, appliances, hardware items—in practically every type of product that's formed of metal.

Why? Because zinc base alloys are strong, and easily cast at relatively low temperatures and to close tolerances. They take an attractive finish. They're moderate in cost.

The use of zinc for galvanizing steel is expanding, too—paced by the boom in air-conditioning, construction in general, and the extensive use of galvanized steel grain-storage bins. The growing demand for brass, an alloy of zinc and copper, is calling for larger quantities of the versatile bluish-white metal.

Even the new high in auto tire sales bodes well for zinc—for thousands of tons of zinc, in the form of zinc oxide, are used each year in rubber products. All of which helps explain the expanding zinc program of The Anaconda Company. Last year, Anaconda plants produced 415,000,000 pounds of zinc, for company account and for account of others. This was about 20% of all U.S. slab zinc, including a substantial part of the "Special High Grade" used by die-casters.

Anaconda offers Industry the world's most extensive line of non-ferrous metals and, with its manufacturing subsidiaries, is constantly seeking better, more efficient ways of using them.
Program Managers of NBC owned and operated stations and stations represented by NBC Spot Sales met in New York last fortnight [B&T, Feb. 27] and devoted much of their time to a discussion of syndicated color film. Among those in attendance were (l to r): seated, Albert G. Zink, WRGB Schenectady, N. Y.; David Crockett, KOMO-AM-TV Seattle, Wash.; Jerry A. Donzig, director of program planning and development for NBC owned stations and NBC Spot Sales; Harold Grams, KSD-AM-TV St. Louis; standing, Richard Close, director, NBC represented stations, and George Patterson, WAVE-TV Louisville, Ky.

Kiggins, Kockritz Appointed Storer Broadcasting V. P.'s

Keith Kiggins and Ewald Kockritz, both veteran broadcasters, have been elected vice presidents of Storer Broadcasting Co. by the company's board of directors, it was announced last week by Lee B. Wailes, Storer executive vice president.

Mr. Kiggins, before joining the Storer organization in 1954 as administrative assistant to President George B. Storer, was station relations director at NBC, vice president of its Blue Network, and vice president of ABC. In 1948, he established his own radio-tv consulting firm.

Mr. Kockritz, director of programming for Storer, was in the promotion departments of WLW and WSAI, both Cincinnati, Ohio, and was program director at KTHS, then at Hot Springs, Ark., before joining the Storer organization in 1941 as promotion manager of WAGA Atlanta.

Georgia Big Five Stations Tailor Farming Broadcasts

Changing patterns in Georgia agriculture are bringing a rearrangement of farm programming on the Big Five stations in that state. Changes were outlined at a meeting of station representatives and their national representative, Averly-Knodel Inc., in Atlanta a fortnight ago.

With the peach and cotton crops "on the decline," the stations are planning special services to the agricultural interests of their respective areas. Northeast Georgia, leading poultry and broiler district, will be served by WGST Atlanta and WGAC Augusta; WTOC Savannah will give its attention to naval stores and pulpwood tree farmers; WRBL Columbus will tailor its agricultural broadcasts to those interested in peanuts, pecans, and watermelons, and WMAZ Macon will concentrate on the middle Georgia livestock industry.

Mendelsohn WTAC Manager

David Mendelsohn, sales manager of WTAC Flint, Mich., has been appointed manager of the station, it was announced last week by John M. Shaheen, president of Founders Corp., which owns WTAC.

Mr. Mendelsohn, who has been with the Flint station for the past seven years, replaces Jon R. McKinley, who has become general manager of Founders' tv outlet, KTVR-TV Denver.

EXECUTIVES of CBS-owned television stations and of CBS-TV Spot Sales met in New York [B&T, Feb. 27] to discuss all phases of network programming and sales, probing the spot announcement situation extensively. Among those at the second annual meeting were (l to r): Edmund C. Bunker, general manager of WXIX (TV) Milwaukee; Sam Cook Digges, WCBS-TV New York, general manager; James T. Aubrey, KNXT (TV) Los Angeles, general manager; Marle S. Jones, vice president in charge of CBS owned tv stations; Gene Wilkey, CBS-TV representative in St. Louis; H. Leslie Atlass, vice president and general manager of WBBM-TV Chicago, and Craig Lawrence, director of CBS owned tv station administration.
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*Does not broadcast for complete period and the share of audience is unadjusted for this situation.

KOLN-TV delivers Lincoln-Land—a 42 county area, 95.5% of which is outside the grade "B" area of Omaha! This big, important market is as independent of Omaha as South Bend is of Fort Wayne... Hartford is of Providence... or Syracuse is of Rochester.

Lincoln-Land has 200,000 families—125,000 of them unduplicated by any other TV station! The latest Telepulse shows the significance of this "unduplication". It credits KOLN-TV with 138.1% more afternoon viewers than the next station, 194.4% more nighttime viewers!

Ask Avery-Knodel for full facts on KOLN-TV, the Official CBS-ABC Outlet for South Central Nebraska and Northern Kansas—"Nebraska's other big market".

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives
WWPG Palm Beach, Fla., Makes Personnel Changes

NUMEROUS personnel changes have taken place at WWPG Palm Beach, Fla., following change in ownership late last year from Palm Beach Broadcasting Corp. to Palm Beach Radio Corp.

Robert L. Davis, formerly commercial manager, now is general manager; Marion Tappe, formerly traffic manager, now is promotion manager and woman's director; Rosalind Calking has succeeded Mrs. Tappe in traffic.

Charles Bryan has moved from WEAT West Palm Beach to take over a nighttime disc jockey program; Al Cassidy, formerly of WMPS Memphis, Tenn., has become disc jockey-salesman; Bob Dolan, from Jerry DeJaco Agency, West Palm Beach, has become a salesman, and Peg MacEachron, from WIRK West Palm Beach, has been assigned to the woman's sales and service department.

WISN-TV Gets Equipment

INSTALLATION of new equipment providing extensive remote pictures has been completed at WISN-TV Milwaukee, according to I. E. Showerman, vice president and station manager.

The equipment, two RCA microwave relay units and a Universal Zoomar lens, provides greatly improved pictures from nearby remote locations and enables pick-ups to be made from hitherto inaccessible and more distant sites, according to Mr. Showerman.

WTVJ (TV) Color Plans Set

WTVJ (TV) Miami expects to have its new color equipment installed and in operation by March 21, when the station begins its eighth year of telecasting, according to Mitchell Wolfson, station president.

Mr. Wolfson said that 116 crates of RCA color tv equipment have been received. Included in the shipment were a complete studio color camera and a film and slide color chain, with all accessories necessary for transmitting.

New Rate Card at WWJ

RATE CARD No. 34 went into effect last week at WWJ Detroit. In the Monday through Saturday Class A category, one hour, one-time costs $480; in Class B, $360, and in Class C, $240.

KBTV (TV) Issues Rate Card

KBTV (TV) Denver has issued a new rate card with increases in the station's Class A and Class B national charges. The Class A one-hour, one-time rate has been raised from $600 to $650 and the Class B one-hour, one-time rate from $360 to $390.

REPRESENTATIVE APPOINTMENTS

WLBG Laurens, S. C., appoints Indie Sales Inc., N. Y., for national sales.

WTTI-TV Whitefish Bay, Wis., names The Brannum Co., Chicago. Station slated to go on the air in May.

WNDU South Bend, Ind., U. of Notre Dame outlet, appoints Robert Meeker & Assoc., as national sales representative, effective March 1. Meeker TV represents WNDU-TV.

REPRESENTATIVE PEOPLE

Robert Lethbridge, formerly account executive with DuMont Network and NBC Spot Sales, to sales staff of Weed Television Corp., Chicago.

ROY NEELY, president, Schenuit Tire Co., Baltimore, signs to sponsor Tel-Ra produced Telesports Digest on WAAM (TV) that city. The weekly show began last Thursday. Looking on (1 to r): seated, Ken Carter, WAAM general manager, and Edgar Spillman, Schenuit executive vice president; standing, Ben Cort, Schenuit distributor in Baltimore; Murray Goldsborough, WAAM account executive; Harry Feldstein, Kuff & Feldstein advertising agency, and Armand Grant, WAAM sales manager.

Herbert O. Weiss, N. Y. Daily News' local advertising department, to The Katz Agency, N. Y., as member of sales staff.

Mrs. Idelie Grote, head media buyer, Allan Marin & Assoc., Chicago, to Chicago office of Edward Petry & Co. as tv traffic manager.

REPRESENTATIVE SHORTS

George F. Hollingsbery Co., has moved Atlanta office to larger quarters at 400 Rhodes-Haverty Building, 134 Peachtree St. N. W., Atlanta 3, Ga. Telephone: Lamar 5710.

Hill F. Best Co., am station representative, has enlarged Detroit headquarters in new offices on tenth floor of Park Ave. Bldg.

STATION PEOPLE

N. S. Tweed, station manager, WPLH Huntington, W. Va., appointed general manager of WTCR Ashland, Ky.-Huntington. "Cousin Johnny" Simpson to WTCR talent staff for radio broadcasts from new Huntington studios.

Duane W. Ramsey, commercial manager, KMLW Marlin, Tex., appointed general manager, succeeding Hugh M. McBeth, to KAND Corsicana, Tex., as special assistant to manager.

Richard C. Wright, commercial manager, WLEX-TV Cleveland, Ohio, appointed program-operations director of station.

Perry J. Brown, sales staff, WTAO Boston, named sales manager.

Daniel E. Martin, account executive, merchandising manager and sales service manager, WBBM Chicago, to WNDU South Bend, Ind., as sales manager.

Bernie Gress appointed program director-sales manager, KGHM Brookfield, Mass.

Walter B. Bruce, advertising and sales promotion manager, Grand Union stores, E. Paterson, N. J., named senior account executive and merchandising director, WABD (TV) New York.


Ralph A. Pettit Jr., sales manager of KWBY Colorado Springs, Colo., promoted to sales manager and assistant to owner-operator John L. Buchanan.

Robert A. Rubins, formerly with Denver and Greeley, Colo., stations, to KVVO Cheyenne, Wyo., as assistant manager.

Henry T. Wills, account executive, KPOA Honolulu, appointed local sales manager for KPOA and Inter-Island Network. Newscaster Edward Mundy named account executive, succeeding Mr. Wilcox.
Case History No. 18

The temperature outside was eight degrees and the city of Wichita was mostly asleep at quarter of five in the morning.

News Director Jim Setters was monitoring the emergency radios at Radio Station KWBB, listening between police, highway patrol and fire department frequencies.

"Send fire equipment ... there's a trailer burning ... people trapped."

Directions followed. In minutes the fire department was in action. And so was KWBB. Setters quickly dispatched Newsman John Wagner with one of the station's five mobile units.

Wagner and the fire trucks reached the scene almost simultaneously. Wagner quickly learned that four persons were in the trailer; that all efforts to open the trailer had been unsuccessful.

It was then Wagner-to-Setters-to-AP in Kansas City.

Wagner, on the radio to Setters, gave the names of the four victims. Setters relayed them to AP. Minutes later, Wagner radioed from the scene of the tragedy:

"Ralph Acuna, who discovered the fire, is here, and we can tape his eyewitness. Okay?"

Setters glanced at his watch. It was now 6:45 a.m., and still eight degrees outside. Setters' next newscast was at 7 o'clock.

"AP's on the line," he told Wagner. "Hold the taping. We have 15 minutes before broadcast time. We're going to switch your eyewitness to The AP. Then, we'll tape him as soon as AP gets his story."

Swinging around to the phone, Setters told AP:

"Here's an eyewitness—Ralph Acuna. He can give you the details firsthand."

AP's eyewitness story, taken from Acuna, rolled out on the wires to all AP members while firemen still were chopping at the smoldering trailer in which four people were burned to death.

Through the cooperation of Setters, Wagner and KWBB, radio listeners in Wichita—and listeners to AP member stations everywhere—had the story first, and complete. Jim Setters and John Wagner are among the thousands who make the AP better ... and better known.
Charles Cash, former program director, WITK Durham, N. C., to WTVD (TV) Durham, as promotion director.

John P. Highlander, production director, WHA-TV Madison, Wis., appointed assistant program manager, KFXV (TV) San Francisco. Donald W. Mills, KPIX sales promotion department, promoted to publicity director.


Donald B. Cook, CBS Hollywood, appointed executive producer, KNXT (TV) Hollywood, replacing Bob Quinn, moving to New York as producer-director in CBS-TV news and special events department.

S. M. Rosenman, producer-director, WXIX (TV) Milwaukee, named production manager.

Frederick R. Buchmeyer, director, WGR-TV Buffalo, N. Y., promoted to production manager, succeeding Warren Rossel, resigned, to join Ketchum, MacLeod & Grove, Pittsburgh agency, as radio-tv producer. Jack Doudoulian, director, WGR-TV, named night production manager. Other station promotions: Marshall Reuther, head floor director, to director; Michael Masho, floor director, to head floor director; Reginald R. Buse, floor director, to summer replacement director.

Oscar Rose, former executive writer-producer, United Nations radio-tv department and assistant program director, WOV New York, to WCBS-TV New York, as producer, public affairs department.

Fred Lemoine, engineer, WXIX (TV) Milwaukee, appointed director, succeeding Mort Rosenman, earlier named production manager. Edward O. Koprivel, WTVN-TV Columbus, Ohio, named studio supervisor of engineering department. Malcolm S. Hilty Jr., to property manager, succeeding Spanky Reese, resigned, to join WDMJ Marquette, Mich. Don Cinger appointed night property supervisor, replacing Chuck Lorius, resigned.

Robert Roberts, U. S. Marine Corps veteran, to WGAR Cleveland, Ohio, as public relations director.

Gene Gallagher, former restaurant owner, to WLWC (TV) Columbus, Ohio, as service director, replacing Dick Reed, appointed account executive.

Virginia Eifeldt, graduate U. of Washington, Seattle, to WIRE Indianapolis as traffic manager.

Don Joe, salesman-sportscaster, KMA Shenandoah, Iowa, to KFEQ St. Joseph, Mo.

Don Arthur, sportscaster, WDUZ Green Bay, Wis., to WIBN-TV Milwaukee, as announcer-sportscaster.

Bruce Rice, sports director, KWFT-AM-TV Wichita Falls, Tex., to KCMO-AM-FM-TV Kansas City, Mo., as sportscaster.

Charles R. Hughes, officer-in-charge, AFL-TV, Armed Forces station at Loring Air Force Base, Me., to WTOP Washington, D. C., as staff announcer.

Tom Franklin, sports, news and special events staff, KING-TV Seattle, Wash., to KOKR (TV) Stockton, Calif., to handle San Francisco Seals baseball telecasts.

E. J. Haling, formerly public relations-continuity director, WPFA Dallas, Tex., and WBAP Fort Worth, to Internal Revenue Service as special assistant to regional commissioner for five southwestern states.


Jerry Rosholt, news editor, KSTP-TV Minneapolis-St. Paul, to WCCO-TV in same capacity.

Bill Terry, announcer, KFIZ-AM-FM Fort Worth, Tex., to radio sales staff, KFIZ.

Bob Weatherford, student, Arlington State College, to KVVV-TV as floorman. Lee Elias, KFIZ-TV, to KFDA-TV Amarillo, Tex., as salesmen.

Victor C. Diehm, president, Vic Diehm Associates (WVDA Boston, WAZL-AM-FM-TV Hazleton, Pa.; WIDE Biddeford, Me.; WHOL Allentown, Pa., WHLM Blue Island, Ill.) named to 26-member committee of National Planning Assn. to study and develop relief program for labor surplus areas.

H. Needham Smith, sales manager, WTRF-TV Wheeling, W. Va., elected president of Live Wire Group of Ohio Valley Board of Trade.


C. I. Thomas, vice-president-general manager, KXOK St. Louis, elected secretary of Campbell House Museum.

Frank J. Voss, former general manager, WRAW Reading, Pa., named public relations manager of Dana Corp. (automotive, industrial communications parts), Toledo, Ohio.


Stan Torgerson, director of sports, WHBQ Memphis, Tenn., elected president of Mid-South Basketball Officials Assn.

Jack Kelly, manager, WRFW Eau Claire, Wis., father of girl, Margaret Mary, Feb. 10.

Kendall Smith, program director, WHYN-TV Springfield-Holyoke, Mass., and Ronald Langevin, staff projectionist, both fathers of boys, Feb. 22.

Bob Stahler, manager, KTLU Rusk, Tex., father of boy. Jeffrey Calvin.

Mike Cassidy, account executive, KGO-AM-FM-TV San Francisco, father of twin boys, Denis A. and Dan B., Feb. 16.


Gordon Laughhead, sales representative WNAX Yankton, S. D.-Sioux City, Iowa, father of boy.


Tom Haley, host of Morning Surprise, KYW-TV Cleveland, Ohio, father of girl.

Alan Newcombe, staff announcer, WBT and WBT (TV) Charlotte, N. C., father of girl, Nancy Ann, Feb. 10.

Don Flanagan, cameraman, KFIZ-TV Fort Worth, Tex., father of girl, Janet Ann.

Bill Gildersleeve, program manager, WMUR-TV Manchester, N. H., father of girl Feb. 17.

Dick Sinclair, staff announcer, KFJ Los Angeles, father of boy, Dick Jr., Feb. 12.

### MR. MURPHY

**Charles J. Carey, program manager, WFIE-TV Evansville, Ind., named program manager of WNEM-TV Bay City, Mich.**

**Arnold Starr,** merchandising director, WPAT Paterson, N. J., to account executive, WOR-TV New York.

**Robert Weinmann,** account executive, KTVW (TV) Tacoma, Wash., to sales staff, KYA San Francisco.

**Ralph A. Miska,** Waterloo, Iowa, to WKRC-TV Cincinnati, Ohio, as chief engineer, succeeding George A. Wilson, resigned.

**Mal Ewing,** accounting and production analyst, Capitol Records, Hollywood, to KLAC Los Angeles as account executive.

**Daniel Ries,** promotion director, WTVN Columbus, Ohio, to WKRC Cincinnati as account executive.

**George Hubbell,** sales manager, Luden Co., Reading, Pa., to WIBG Philadelphia, Pa., as sales representative.

**Jack Erwin,** insurance salesman, Foley-Carter Agency, St. Petersburg, Fla., and Jack Hitchcock, operator of private school and former Colorado station owner, to sales staff WSUN-TV St. Petersburg.

**Dick Richmond,** news department, KLIF Dallas, Tex., to WRIT Milwaukee as director of news and special events.

**Bob Edell,** account executive, WROK Rockford, Ill., to WOBS-TV Miami, Fla., in same capacity.

**Patricia Ryan,** program coordinator, KPIX (TV) San Francisco, appointed merchandising and promotion director of KSFO San Francisco.

**R. David Mayo,** publicity and promotion manager, WAGA Atlanta, transferred to sales staff as account executive.

**Marvin Rothchild,** former operations and traffic manager, WUSN-TV Charleston, S. C., to WADS Ansonia, Conn., as account executive.

**R. L. McQuage** returns to WJHP Jackson- ville, Fla., as account executive, after eight years with another Florida station.

**Charles H. Hellwell,** account executive, MBS Chicago, to Chicago sales staff of Crosley Broadcasting Corp.

**Dale Elliott,** continuity director, KENS-TV San Antonio, Tex., returns to KTSN San Antonio as promotion and merchandising manager. He formerly served in KTSN program department.
CRITICS' REACTION TO NEW YORK PREMIERE!

"World-Telegram" - Harriet Van Horne
"SHEENA BRINGS FRESH AIR TO TV — I don't know who will stand on the golden threshold and receive this year's Emmy Awards, but I'd like to suggest right now that they strike off a special medal for Irish McCalla, little sister to Tarzan of the Apes.

"If you have anything else booked for the next 25 weeks, cancel it."

"News" - Ben Gross
"... that new WPIX series, "Sheena, Queen of the Jungle", surely has got what it takes to draw an audience ... should be as popular as ice cream at a toddler's birthday party. And in the event you missed the premiere, be informed that this Irish McCalla ... portrays Sheena and can swing from a tree even more expertly than Tarzan himself. Also she has a pal, the cutest, smartest chimp you ever saw.

"There's danger, romance, villainly, beautiful scenery and high adventure in the very depths of darkest Africa. So, if you're seeking escape from the cares of the office, the dishes to be washed or the children to be fed, here's your chance."

"Journal-American" - Jack O'Brien
"Sheena, starring a treetop-tall blonde jungle type named Irish McCalla, wasn't bad at all ... Irish, or Sheena, is a leggy lassie of six feet or more with ample dimensions which seem to shrink into a not unattractive girlliness.

"The first episode was diverting, well photographed, its problem broad and clear, with bad guy and girl circumvented in the end by resourceful Sheena."

TOP RATINGS 'ROUND THE COUNTRY

*ATLANTA: 17.3, 61.8% share; outrating combined competition by 60.2%.
*LOS ANGELES: 12.4, 28.4% share; tops in time period!
*SAN FRANCISCO: 17.3, 45.4% share; first in time slot!
†BATON ROUGE: 22.8, 53.9% share; #1 in time period.
†LUBBOCK: 19.3, 55.1% share; tops in time slot!

* ARB  † Telepulse

Want audience action? Join the safari to sales with

SHEENA, QUEEN of the JUNGLE

Some choice markets still available — write, wire, call:

ABC FILM SYNDICATION, INC., 10 East 44 Street, New York 17, N. Y., OXford 7-5880
**ABC SEES CHANCE TO CATCH RIVAL TV NETWORKS BY 1958**

Three years after its merger with United Paramount Theatres the “third network” can look back on satisfying advances and forward to bright prospects. B&T has prepared the following status report on its operations and outlook at midpoint of its first ‘five year plan.’

**WHAT ARE ABC’S CHANCES OF CATCHING UP—IN REASONABLY NEAR FUTURE—with CBS and NBC?**

ABC’s President Robert E. Kintner says they’re good. He’s confident that ABC will overtake the others by early 1958.

Three years ago ABC was a hungry operation. Then, finally, the long-awaited merger of ABC with United Paramount Theatres received FCC’s approval in February 1953, and gladsome coin became available from UPT’s well-stocked bank account. Officials cautioned that miracles would not occur overnight, but at the same time they set themselves a goal—to pull abreast of the other networks in five years.

Mr. Kintner’s views on the progress of the “five year plan” and the prospects of attaining parity on schedule were given in an anniversary-month interview which also ranged across ABC’s color television plans, entry into spectacular-type programming next fall, network radio outlook and planning, as well as its progress toward the goal of equality (excerpts from the interview start on page 68).

“We think that in two years’ time the three networks will be on a par in all respects,” Mr. Kintner asserted. “We hope in that period that the FCC will take such action that there can be three competitive services in the largest population communities of the country. We think the result would be good for all networks that programming would be improved. It would be good for the advertiser by giving him a greater choice, and obviously it would be good for the public because it would give better and additional program service. While we expect to reach these goals in two years, I don’t want to appear cocky, because I must say that NBC and CBS are pretty tough.”

As evidence of ABC’s “decided progress” in the past three years, Mr. Kintner cited ABC-TV billings: up from $21 million gross in 1953 to more than $50 million in 1955. And time sold up from approximately 35 quarter-hours in January 1953 to 150 in January 1956. And audience: up 43%, for a typical commercial message, in a year’s time.

The following table shows how far ABC-TV has come—and indicates the size of the gap still to be closed—in the pursuit of the front runners. Figures are for gross billings, as compiled by Publishers Information Bureau:

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<tr>
<th>Year</th>
<th>ABC-TV</th>
<th>CBS-TV</th>
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<td>1952</td>
<td>$16,353,003</td>
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<td>1953</td>
<td>21,110,680</td>
<td>97,466,809</td>
<td>96,658,551</td>
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<td>1954</td>
<td>34,713,098</td>
<td>146,222,660</td>
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<td>1955</td>
<td>51,393,434</td>
<td>197,018,221</td>
<td>163,594,796</td>
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Coincidentally, it is understood that ABC-TV currently is working on a new rate card to become effective for the new fall season [Closed Circuit, Feb. 27].

The statistics cited by ABC to show its rise have to do, almost exclusively, with television. ABC Radio’s billings have improved during the past 60 days, but it is generally accepted as fact that, financially, ABC-TV is helping to carry ABC Radio. This is a situation that Mr. Kintner hopes to correct, although it is not unique in network radio today.

In any event, Mr. Kintner sees no prospect of another network radio rate cut, feels there would be room for four and maybe even five radio networks “if radio were properly used as an advertising medium,” notes that as part of its revitalization program ABC is “spending more money on radio” now than at any time since tv came in, and says flatly that, come what may, “ABC is going to stay in the radio network business.”

He feels much of network radio’s trouble stems from “the fact that television is so glamorous that advertisers and their agencies actually are not giving sufficient time and thought to radio buying, which would pay them off in the long run.”

ABC’s planning obviously encompasses both radio and television. In television, ABC expects to get into spectacular type programming—Mr. Kintner calls it “special programs” or “little shows”—this fall with, for instance, two shows from the Metropolitan Opera produced by the Met’s Rudolf Bing, and “six very adult programs . . . of an offbeat character” to be produced by the Theatre Guild.

Among other innovations, one of nine new film properties for which first films were made last month, is a “command performance” series produced by John Gibbs that will be “the first specially shot television show of 90 minutes that will go on every week.”

“In addition,” Mr. Kintner said, “we will have International Theatre, an hour show produced by Sheldon Reynolds; Wire Service, an hour show produced by Don Sharpe; Frontier Judge, a half-hour show produced by Jack Chertok; Publicity Girl, a half-hour show produced by Jack Chertok; Tempered Blade, a half-hour...
WBEN-TV FILLS SECONDS
WITH YEARS and YEARS of EXPERIENCE

Into each precious second of your WBEN-TV spots goes the accumulation of years of technical television skill.

Projectionists, control engineers, cameramen and directors represent the ultimate in combined experience in handling your television commercials.

And to this background of mature skills and television know-how WBEN-TV adds its station philosophy of an uncompromising and scrupulous regard for QUALITY inherited from a quarter century of successful radio service and continued in 1948 when WBEN-TV pioneered television in Western New York.

To get the best from your commercials use the station that gives you the best in quality production...best in coverage. Use WBEN-TV!

YOUR TV DOLLARS COUNT FOR MORE ON CHANNEL 4.....BUFFALO

WBEN TV
CBS NETWORK
BUFFALO, NEW YORK

WBEN-TV Representative—Harrington, Righter and Parsons, New York, Chicago, San Francisco.
REFLECTIONS ON ABC'S CLIMB TO THE BIG TIME

TO GET first-hand information on ABC's progress during the three years since its merger with United Paramount Theatres, B&T went to the man at the helm, President Robert E. Kintner. A team of three editors armed with tape recorder and many questions got from him the answers which follow.

Q: The third anniversary of AB-PT seemed to us a pretty good time to take a look at the progress you have made since the merger of ABC and the United Paramount Theatres, and to see what your plans are for the immediate future. At the time of the merger, I believe you had a goal of attaining equal competitive stature with CBS and NBC within about five years. Are you on schedule?

A: I'm glad you came here on our anniversary. If I may, I'd like to give you just a few statistics on the progress we have made. This may point up our belief that we are advancing toward our goal and our expectation that two years from now we will be equal to NBC and Columbia in business, public and program acceptance, and other criteria on which networks are judged.

In 1955, ABC-TV's gross billings were over $50 million. Two years before that our gross was $21 million. Our gross, comparing the latest month available, December 1955, with the year before, shows an increase of 58% which compares very favorably with the 13% gain for CBS-TV and the 23% gain for NBC-TV. For January 1956, we had approximately 150 quarter-hours of commercial time on the ABC Television Network, which is almost double the 79 quarter-hours we had in January 1955 and almost quadruple the commercial quarter-hours in January 1953. While I don't want to bore you with statistics, I think they do point up our three-year progress and the opportunity we have in the next two years.

The audience for our programming in television is growing faster than ever before, and actually is growing faster than the other networks. To put it one way, the typical commercial message on ABC-TV was viewed in over one million more homes in October 1955 than in October 1954. This is a 43% gain compared with 17% for CBS-TV and 6% for NBC-TV. You can consider the impact and importance of a million homes with 2.5 million active ABC viewers if you think of a magazine, which in the space of a year, could increase its readers by 2.5 million, and in fact, increase its nothes by that amount.

Just to add one more statistic. According to Nielsen Multi-Network Area Reports, which test program popularity among the three networks, compared to the previous year, ABC had more than doubled the ratings of our affiliates in those time periods where we programmed new shows this fall.

I know I've talked enough, but in general these statistics highlight the progress that ABC-TV has made.

Q: Do you think that at the end of five years your billing will be comparable to that of CBS and NBC?

A: Yes, we do. We think that all three networks will be very comparable because they will program similar hours with almost comparable rates, and I believe that network television will be practically sold out. The equalization of the three networks will give to the public better program fare. It will be extremely important to the advertiser because without a third network his program possibilities are confined to the more limited hours available on two networks. In fact, I think that one of the greatest advantages of a third network, in addition to a greater choice for the public, is the advantage to the advertiser of greater freedom of choice.

One of the most striking things, I believe, in the development of ABC during the past year has been the support given us by the so-called blue-chip advertisers who have placed their programs on ABC, or sponsored ABC programs, not only because we are a good advertising buy but in order to aid in the development of a third network, thus increasing their freedom of choice. I'm talking about companies like General Mills, American Tobacco, Liggett & Myers, General Motors, General Foods, Chrysler and other top companies in the business.

Our two greatest accomplishments to my mind, in the last three years, are better programming, such as Disneyland, and the support of the most important advertisers in the business. And, of course, the public has responded with much larger audiences to our shows.

Q: In one of your speeches, to the Assn. of National Advertisers . . .

A: I couldn't have made that many speeches. I'm the non-speech-making president.

Q: You did mention something about further cooperation between the agencies and the networks. Would you like to tell us about that?

A: Yes. I think, if you have heard the spirit of antagonism which has arisen between advertising agencies and the networks over the control of programming is not proper in the business. It seems to me that with so many hours to program, the creative ability of the agencies and the networks are both needed in order to provide enough top-flight entertainment.

In addition, I think there should be much greater cooperation between the agencies and the advertisers in the field of creative research—and particularly, in the field of motivation research. While we know a great deal about the circulation of our programs, the number of homes reached, the number of families and the character of the families, we know very little actually about what motivates people to watch a program and to buy the products advertised.

I think a collective effort on the part of the agencies, the advertisers and the networks to develop valid research in this area would be helpful not only to the buyers but to the public at large.

Q: You mention motivation research. Is that . . . are you doing something along that line? I seem to remember in your ANA speech you mentioned a Detroit study.

A: Actually two studies. One in Detroit and one in New Jersey. Taking the Detroit study, we are doing interviews on why people watch programs and what their program habits are based on. Another aspect of the work being done in Detroit is an attempt to correlate viewing activity as it relates to the movement of goods. In New Jersey we're doing a study to determine programs children prefer and what effect their reactions have on the advertiser's product. These are pilot studies out of which we hope to have indications both as to the best types of programming, the motivating factors affecting viewing activity, as well as what sells goods. This
represents only a small step in the direction I think research should take.

Q: Will your studies be of a continuous nature?
A: Yes, these are, in part, continuing studies and will not necessarily prove anything substantial in a short time. At present, they afford only indications.

Q: What about the rising cost of network? Will these raises in cost be passed on to the advertiser?
A: I would hope that the networks would be passing on the rise in cost of talent to the advertiser because I don't think basically, in the long run, anyone can sell anything at below its cost and stay in business. It is true that in certain areas, such as the public service field, the advertiser very often isn't willing to pay the amount of money that such programming may cost. In that case, I think it is perfectly legitimate for the network to assume its part of its public service obligation.

Q: In film, could you give us a percentage of what it is apt to be—film vs. live?
A: May I, at this time, give you just a little of my philosophy about film because many people seem to disagree with it. We believe in film for television for the following reasons: (1) You can get talent, creative ability, and production in a film that is not possible on a live show. (2) We know that through the re-inventing of a film you can further amortize costs resulting in lower costs per thousand for the advertiser. (3) We know that film solves what I think was the great tragedy of radio. Millions and millions of hours of good programming went on the air and were never heard again. People had to be home at a certain time to hear a Jack Benny, or an Amos and Andy, or a Burns and Allen, and if they missed, they could never hear the program again. We know that film can correct what we consider a defect in the listening pattern. We have approximately 60% of all programs on ABC on film, and I would guess that that percentage will continue to be the next season. The other networks, if I am correct in my figures, have approximately 40%. The fact that we believe films mean getting better talent at a better cost does not mean that we do not believe in live shows. Next season we hope to have an hour live dramatic show, an hour live musical variety show, in addition to our present live shows, such as Lawrence Welk, The Amateur Hour and Masquerade Party.

Q: Will these hour-long programs be regularly scheduled weekly shows or will they be in the pattern of spectaculars?
A: These will be our regularly scheduled shows. However, ABC is entering the special program field in the fall of '56. Since Pat Weaver coined the word "spectaculars," I don't quite know what to call ours, but I'll call them, for want of a better word, "little shows." The purpose of our special programming is to try to provide a very adult type of entertainment of a different nature than can be afforded on a week-to-week basis. For example, we expect to have two shows from the Metropolitan Opera, with the Metropolitan singers, produced by Rudolf Bing. The Theatre Guild is going to produce six very adult programs of an hour's length, which will be of an off-beat character and which we believe will contribute to television's development.

However, basically, we think from a public viewpoint and an advertiser viewpoint, that the week-to-week exposure in regularly scheduled programs is the best method of using the medium. That does not say that a spectacular does not have its place for promoting special products or special promotions at a particular time of the year. Spectaculars definitely have a place, and I think that Pat Weaver has contributed a great deal to the business in pioneering this type of programming. However, if the number of spectaculars at NBC and Columbia reported in the trade are correct, it would seem to me that the term "spectaculars" will end next season because there will be so many on that they will soon be called regular shows.

Q: Have you sold any of your "little shows?"
A: No, we are just planning them now. We will offer them for sale sometime next month [March].

Q: What are your plans for color?
A: We're not in the manufacturing business, so that our basic interest is perhaps not as immediate as is that of NBC and Columbia. Our color plans are that as soon as there are sufficient sets in the country, perhaps about five million, we expect to be fully equipped on a network basis, and on our five owned stations, to match any color broadcasting in the business. It's difficult to guess when this will come because it's hard to evaluate the public's interest. As sets improve and the price goes down, sales should pick up, but our tentative prediction is that September 1957 will probably be the earliest date that color television can arouse genuine national interest.

ON MIKE: President Kintner answers the questions of B-T editors Florence Small, Rufus Crater and David W. Berlyn.

Q: How many sets do you think are necessary for color to be a real factor?
A: Around three to four million.

Q: Four million by September of 1957?
A: I think it's quite optimistic...but I think it's a possibility.

Q: Will there be a chance that you are going into the production of films? Are you producing any films in color?
A: We are already in the production of television films. One basic plan we have evolved for programming the ABC Television Network is through individual arrangements with independent producers, who operate with ABC somewhat similarly to independent producers in a motion picture studio. We have an arrangement with a number of them: Lou Edelman, Jack Chertok, Don Sharpe, John Gibbs, Jerry Devine, Ozzie Nelson, etc. These producers, under our supervision, produce certain shows in which we have financial interests and exclusive rights. While these producers are
show produced by Lou Edelman; the Joan Davis Show, produced by Joan Davis, and several others. In this category, we are also preparing a weekly Theatre Guild show called the Guild Galeries, which will be a live half-hour musical produced by the Theatre Guild.

Mr. Kintner expects most of these shows to be sold on a multiple-sponsor basis but has no firm commitments yet: “If you know a prospect, I’d be happy to see him because I pride myself on being a working president, and on being a selling president because that’s a great part of our business.”

Where will these shows be spotted? “We actually have tentative plans on where we will put all of them but this plan involves moving certain existing shows and advertisers. We have no desire to get into a reputation of ‘we expect’ advertisers around’ [Editors’ Note: ABC got Firestone Hour when NBC insisted on moving its time slot], so that we prefer not to suggest where we may spot them until we have a chance to talk to our existing customers about our plans.”

Another plan for 1956-57: To expand ABC-TV programming into the morning hours, using both live and filmed shows. “We expect,” Mr. Kintner said, “to start in the morning probably in the fall of 1956, and by January of 1957 to be programmed completely in all network hours.” Less specific is ABC-TV’s probable fate for late-night color. This will come, he said, “when there are sufficient sets”—three to four million—but he doubts this number will be reached before September 1957 at the earliest. When ABC-TV does start, however, it expects “to match any color broadcasting in the business.”

In radio, ABC is “spending a great deal of money and creative effort to re-establish ABC-Radio nighttime, Mondays through Fridays, to changing times.” New Sounds for You, which has been described as “a sort of organized Monitor,” was introduced into the evening hours across the board last fall and has had “good” audience potential and ratings although “unfortunately, the advertiser interest is not as important as we would like it to be.”

‘New Sounds’ to Continue

The New Sounds departure, which has gone unsponsored except at the outset, will be continued despite reports to the contrary, according to Mr. Kintner. He noted, however, that there will be “certain modifications in format” probably in the next few weeks. There is no plan to extend New Sounds to other segments “in its present form,” but ABC does have other specific radio plans in work: we are considering a plan for the afternoon, which we have not decided upon and which I would rather not comment on. We are considering the new plans for Saturdays and Sundays.

If the single principal reason for ABC’s overall upsurge had to be stated in two words, they would be: Walt Disney. “A major part of our success has been due to Walt Disney Productions, and to Walt Disney personally,” says Mr. Kintner. He describes the length of the ABC-Disney contract as “a state secret,” but scoffs at reports that Mr. Disney is going to other networks. “These of course are untrue,” he asserts. “We have a long-term contract, exclusive on television and radio, with Walt Disney Productions and with Mr. Disney personally.”

Disneyland, the hour-long film show which has been a Wednesday night staple and one of television’s top-rated shows ever since its start in 1954, and Mickey Mouse Club, an across-the-board hour which began in 1955, have been the principal program results of the ABC-Disney alliance. They have been consistent standouts in both billings and audience. No doubt partly because of the Disney identification, Mickey Mouse Club was completely sold out—20 quarter-hours a week—before it ever went on the air last fall, causing a jubilant network spokesman to remark at the time: “never before have so many paid so much for something they’ve never seen.”

It is pertinent to note that ABC-TV’s gross annual billings from Mickey Mouse Club alone come to within approximately $4 million of the net-profit projections for 1952.

Less productive has been the third Disney program, a 25-minute radio show from Disneyland Park called Magic Kingdom, which is on five times a week. It has had practically no sponsorships.

How does one go about planning and executing a five-year program such as ABC’s? Mr. Kintner explains it thus: “Under our ‘five-year plan’ our first objective was to program seven nights a week, 7:30 p.m. to 10:30 p.m., with good shows. As a second objective, we planned to enter the daytime—
FERDINANDO MAGELLAN was quite a fiddle-foot in his day, but he was an amateur compared with TOWER construction crews. History records that old Ferd and his men traveled approximately 27,000 miles on their global circumnavigation. TOWER crews have virtually traced and retraced this journey 27 times, while erecting more than 2,000 tower installations around the world. TOWER installations are serving in corners of the globe Magellan never dreamed existed ... like Reykjavik, Thule, and Okinawa. So, no matter what or where your tower problems are, TOWER will solve them for you ... on time and according to your exact specifications.

Write for free illustrated booklet

TOWER CONSTRUCTION CO.
Sioux City, Iowa
particularly in the afternoon—and as the third objective, which we have not yet achieved, we want to enter morning television on a full network basis.

"We have one basic belief—that 'programming is the thing.' 

"As a first step we obtained a group of ABC properties which were to become the foundation for building a strong competitive network. We were also greatly helped by advertisers placing programs, owned by them, on ABC-TV. We welcome advertiser-owned programs and make available prime time for them.

"During the first year we began to build Friday and Saturday nights, and, to some extent, Thursday night. In the second year we built Wednesday night. Last year we continued the process by building Tuesday night. This season we plan to further strengthen programming already established, and at the same time, re-program the remaining evenings of the week, 7:30 p.m. to 11 p.m.

"We believe that in the fall we will have extremely competitive programming in all time periods.

"In addition to our obtaining ABC-owned entertainment programs, we also believe that another part of the ABC Television Network would have to be developed extensively—news, special events and public affairs. To that end we employed John Daly as vice president in charge of the department. The department started a five-times-a-week news show with Daly and embarked on extensive news and public service programming.

"Developments were followed by our entrance into daytime tv with the Mickey Mouse Club, which, as you know, is the highest-rated daytime television program and has a larger home audience than almost two-thirds of the nighttime shows. More recently, we have secured our Afternoon Film Festival, which we hope will have success comparable to the Mickey Mouse Club.

"These achievements were all part of our five-year planning."

Mr. Kintner has high hopes that Film Festival, a two-hour Monday-Friday series of films presented in multiple runs, will soon be "the highest-rated daytime afternoon show" and estimates that over the next three months, there will be approximately 20 sponsors participating in it.

A number of other shows also get credit for prominent assists in ABC-TV's development.

"Mr. Kintner feels that all of the following are either No. 1 in their time period, or get better than 30% share of audience: Rin Tin Tin, Ozzie & Harriet, Lawrence Welk Show, Wednesday Night Fights, Warner Bros. Presents, Wyatt Earp, Make Room for Daddy, Lone Ranger, Super Circus and, of course, the Mickey Mouse Club."

It is too much to expect that a growth program such as ABC's could be executed without some complications. As the program schedule originally announced with considerable drum-beating but which for one reason or another has since been dropped are those featuring Mr. Bolger, George Jessel and Paul Hartman. Among other louses, Twenty Questions also has been dropped, U.S. Steel hour has moved to CBS-TV, and M-G-M Parade reportedly is slated to be discontinued.

The most serious problem confronting ABC, so far as its final development is concerned, is that of station clearances—a problem which ABC feels only FCC can solve. The network has put it up to the Commission several times. More recently, the Department has attempted but Mr. Kintner makes it plain that in his view television will not "reach its full maturity until such action has been taken to make three, four or five comparable facilities available to the great bulk of the population."

Nevertheless, Mr. Kintner obviously is optimistic. Assuming ABC meets its goal, however—pulls even with CBS and NBC in five years from the merger date—where does he think it will rank in, say, six years after the merger? Mr. Kintner calls this question "a canard." He points out that already is he the network president with the longest tenure (since Dec. 30, 1949)—"except for Frank Stanton, who is now president of what I will call the holding company—CBS Inc.—and who, incidentally, has contributed as much as anyone to television's maturity." Specifically, his answer to the question is a quip: "I don't know. In about six years' time, my address will probably be the 'Old Home for Former Network Presidents.'"

ABC-TV Fall Schedule Arranged Tentatively

ABC-TV's tentative evening schedule for next fall, BtT learned last week, will include a number of changes. Some of the switches contemplated follow:

Monday, Frontier Judge (an adult western) will replace Topper at 7:30-8 p.m.; Danny Thomas' Make Room for Daddy moves from the Tuesday, 9-9:30 p.m. period to Monday 8-8:30 p.m.; Bishop Sheen moves from Thursday, 8-8:30 p.m. to Monday 9-9:30 p.m.; movies, which will be sold in half-hour segments, will fill the 9:30 to 11 p.m. time.

On Tuesday night, a new Sheldon Reynolds show will be placed in the 9-10 p.m. period. On Wednesday night, a western adult film will be placed from 9-10 p.m. a film will replace MGM Parade in the 8:30-9 p.m. period. On Thursday, a new 90-minute film show, Command Performance, which will be sold, will replace Lone Ranger, Bishop Sheen and Stop the Music at 7:30-9 p.m. TV Playhouse, a new series of films, will go into the 10-11 p.m. period on Thursday night. On Friday night, Warner's Service replaces Ozzie and Harriet at 8 to 9 p.m. The latter show moves to Saturday, 7:30-8 p.m., followed by Jim Bowie at 8-8:30 p.m. and Joan Davis, 8:30-9 p.m. All three shows replaces Ozark Jubilee which moves to the 10:30-11 p.m. slot on the same evening.

On Sunday night a new program, RFD-USA with Jerry Devine will go into the 4-4:30 p.m. period; Lone Ranger moves into the 6-6:30 p.m. slot, followed by Cavalcade of America at 6:30-7 p.m.; a new show, Publicity Girl, goes in at 10-10:30 p.m., followed by musical Guild Gypsyettes, 10:30-11 p.m., with a tentative dramatic or variety show filling the 11 p.m.-midnight slot.

Movie Attendance Pushed By New ABC Radio Plan

IN THE BELIEF, based on studies, that most "movies goers" fall in the age group under 15, are occasional TV viewers or domiciled in non-tv homes, ABC Radio is promoting what it calls its "MG" plan designed to build audiences for the motion picture industry.

In selling the idea of building movie attendance for the motion picture industry, ABC Radio is pointing to an appeal of its Whispering Streaks strip to the housewife of the "longing family"—a prime target of the movie industry, the ability of its early evening newscasts to urge listeners to attend the movies the night of the broadcasts and of its later newscasts to promote attendance for the next night or at the earliest opportunity. Under the MG plan, ABC Radio notes that the motion picture advertiser can make 12,636,000 weekly home visits for a net weekly cost of $13,000, with a cost per thousand commercial impression of 94 cents.

Barthelmes Named Manager Of ABC Radio Eastern Sales

THE 14-month vacancy in the post of ABC Radio eastern sales manager was filled last week with the appointment of Stewart Barthelmes, administrative manager of ABC Radio Sales, to the post. The position had been open since Jan. 1, 1955, following the resignation of Norman E. Nash to become vice president and director of station relations.

Total January Advertisers, Total All Periods

ABC-TV Fall Schedule Arranged Tentatively

Mr. Barthelmes

WGMS Takes MBS Tieuup

WGMS Washington has affiliated with MBS, having second refusal rights on all MBS programs until the current WBZ affiliation expires Aug. 31. M. Robert Rogers, WGMS president, said the good-music policy would be continued and musical programming would be made available to Mutual.

Mr. Rogers denies reports that WGMS had been sold to Mutual or the Thomas F. O'Neill interests, noting that sale rumors printed in a Washington newspaper had been retracted by the publication. Asked if he planned to sell the station, he told BtT, "If offered the right price for my stock (42%) in WGMS, I would consider selling it to the right purchaser."
GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.
Manufacturing Engineers Since 1922

GATES CB-4
Desk with "Gatesway"
Speech Console and Dual CB-100
Transcription Turntables

GATES ... 1956
'64,000 Challenge' Now Set To Make Debut on March 25

THE long-discussed $64,000 Challenge program, which never got off the planning board because of sponsor conflict at the time Norman, Craig & Kummel, New York, handled the Revlon account (B+W, Jan. 16), will begin March 25 on CBS-TV at 10:10 p.m. EST, replacing Appointment With Adventure, alternately sponsored by Revlon Products Corp. and P. Lorillard Co., New York. Lorillard will continue to hold alternate week sponsorship in the time period.

A variation of the original big-money quiz show—Challenge will pit $64,000 Question winners against new contestants in a panel-type show—the program will be handled by C. J. LaRocque & Co., New York, for Revlon, and Young & Rubicam, New York, for Lorillard.

Meanwhile, George Abrams, Revlon's advertising director, was quoted as saying that Revlon, in conjunction with Adrian Samish, New York TV packager, was planning a new $250,000 prize-winning tv beauty show program series patterned after the annual Miss America pageant in Atlantic City.

Tentatively titled The Most Beautiful Girl in the World, the program, Mr. Abrams said, will debut probably this summer, but that so far, no network had been selected. It was reported Tuesday that Revlon has approached both CBS-TV and NBC-TV. The $250,000 prize would be awarded once a year to the contestant who manages to overcome a series of "mental and physical hurdles."

Major Leagues on CBS-TV

CBS-TV will present 26 major league baseball games, with spring training contests, on its Baseball Game of the Week series on Saturday afternoons, starting April 7, it was announced last week by William H. Hylan, CBS-TV vice president in charge of network sales. Games will be sponsored jointly by Falstaff Brewing Corp., St. Louis, through Dancer-Fitzgerald-Sample, New York, and the American Safety Corp., Brooklyn, N. Y., through McCann-Erickson, New York. The games will be telecast from more than 175 stations in cities outside major league territory. Sportscasters will be Dizzy Dean and Buddy Blattner.

CBS Campaign Unit Debuts

ELECTION YEAR coverage by CBS' special unit, CBS News Campaign Cavalcade (B+W, Jan. 30), started last week with on-the-spot reports of the New Hampshire primaries on March 13 slated as the first big feature, according to John F. Day, director of CBS News. The cavalcade swung into New England last week and will cover that region through the New Hampshire primary and then most of the unit's personnel will fly to Minnesota for the March 20 primary there.

CBS Shifts Correspondents

CHANGES in assignments of six CBS News correspondents were announced last week by John F. Day, director of CBS News. The reassignments will bring Bill Downes from Rome to Washington; Winston Burdett from London to Rome; Alex Kendrick and Howard K. Smith from special assignments in Africa and the Middle East respectively to London; Lou Cioffi from New York to Paris and Blair Clark from Paris to New York.
25th Command Performance

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MAGNUSON HEARS U’s, JUSTICE DEPT. TESTIFY IN U-V, NETWORK HEARINGS

Ultra high band broadcasters say this round of testimony may be their last unless something is done soon to relieve their plight. Anti-trust unit's Barnes says that division has its eye on the networks and other broadcasting industry practices.

THE Senate Commerce Committee last week was told by uhf broadcasters that their testimony was quite likely to be their swan song if Congress or the FCC doesn't act quickly and cover their aid.

Testimony by uhf operators or their representatives, sometimes made eloquent by statements of steady financial losses in uhf broadcasting, criticized FCC procrastination and inaction. The testimony at times echoed that made at the Potter Subcommittee hearings in 1954 and witnesses referred frequently and pointedly to the nearly two years that have elapsed since many of the same operators first aired their woes.

Their suggested remedies were various and for the most part repeated proposals already made in the FCC's current reallocations rulemaking and elsewhere. Their evaluations of uhf sometimes conflicted, some indicating uhf service can never reach a par with vhf, while others felt uhf could do as good or better, depending on conditions.

The Senate group last week also heard testimony from Stanley N. Barnes, assistant attorney general hearing the Justice Dept.'s Antitrust Div., on how the FCC and Justice operate in their joint jurisdiction in broadcast practices involving possible violations of antitrust laws. Other witnesses besides uhf operators included civic, political and church groups and manufacturers interested in uhf development, plus a representative for educational tv.

Monday’s witnesses included: George Storer, Storer Broadcasting Co. (uhf properties: WGBS-TV Miami [ch. 23]; KPTV [TV] Portland, Ore. [ch. 27]); Harold H. Thoms, WISE-TV Asheville, N. C. (ch. 62), president, Uhf Industry Coordinating Committee; John G. Johnson, WTAE-TV: Winston-Salem, N. C. (ch. 26); Norwood J. Patterson, KSAN-TV San Francisco (ch. 32); John W. English, WNAO-TV Raleigh, N. C. (ch. 28); and WSEE (TV) Erie, Pa. (ch. 35); Frank Lyman Jr., WTAO-TN Canton, Mass. (ch. 56), and Nick Fillips, Pittsburgh.


Wednesday witnesses: Sarkez Tarzian, tv tuner manufacturer and owner of WTVT-TV (ch. 4), Bloomingon, Ind.; Ralph Steeple, Joint Council on Educational TV; Alexander Buchan, WKLO-TV Louisville (ch. 21). Written statements are being submitted by: Mortimer Loewi, WITV (TV) Ft. Lauderdale, Fla. (ch. 17); John J. Gunther and Louis Lubin, Americans for Democratic Action.

MONDAY

Mr. Storer said his WGBS-TV Miami (ch. 23) has a 1,000 foot tower, 185 kw visual, and provides a "satisfactory, if not superior, signal to the entire area," including coverage 70 miles south of Miami. He said a uhf station in such flat terrain and constant foliage conditions can equal vhf service and surpass it with respect to man-made interference. Storer has invested $1.3 million in WGBS-TV, he said, including programming and a project to speed uhf set conversions.

Storer's KPTV (TV) Portland (ch. 27), he said, has 1,000 kw visual and a new tower on a hill above the city, with an investment of $1,172,000, including color equipment. He said the station has a few shadow areas inside and outside the city, but comparison with the highband vhf there is "not so bad." He said high buildings present the same problems as rugged terrain to uhf.

He said high-power uhf satellites may provide the answer to uhf in rugged terrain and that Storer is applying for an experimental satellite in Portland. He said Storer plans to spend $150,000 on the satellite, asking FCC to waive or suspend its multiple ownership and overlap rules.

Mr. Storer said there is no substantial difference between equipment costs for uhf and vhf; a uhf transmitter costing about $35,000 more than vhf on chs. 7-13. Uhf transmitting tube costs are about double those of vhf, which means an added $1,500 to $2,000 per month for a 17-hour daily operation, he said, but other operating expenses are about the same. He expected the cost of uhf transmitting equipment to go down.

He said the vhf 170-mile and 190-mile co-channel separations in Zones I and II should be retained to provide rural service and that uhf should be kept in cities of rugged terrain and in large metropolitan areas where there is a high building problem.

He referred to Storer's deintermixture proposal now being considered by the FCC in its relocations rulemaking. uhf would be used in only markets, eight new markets with uhf plus one vhf, nine new 3-vhf markets and one new 4-vhf market. This would not change any existing assignments. Thoms referred frequently to the final hearing decisions proposing vhf in Fresno, Madison, Evansville, Peoria, Miami and Corpus Christi would be modulated to uhf, he said. There would be no change in present uhf engineering standards, he added.

The 20,765,866 persons who would rely on uhf under this proposal, he said, would provide a strong economic base for uhf survival and growth.

He said Storer believes networks have an obligation to continue uhf affiliations where no loss of network coverage results and complimented NBC for its continued affiliation with KPTV. He said Storer is against towers of more than 1,000 feet.

He felt it would help uhf development if the FCC could set standards to require all-channel color sets. He said that in a market with two uhfs and one vhf it would help if the vhf were limited to one network.

Mr. Thoms said his interest in uhf has been reduced from four stations to one since the 1954 Potter hearings. He referred to uhf in arriving at any decision and noted denial of the deintermixture petitions, adding that the FCC hasn't explained why deintermixture "suddenly became a nationwide problem a couple of months ago." He said it is "vity" to assert that deintermixture—by definition the assignment of vhf or uhf channels in selected areas—should be considered only on a nationwide basis.

He compared the "clear-channel overlay, super-coverage" vhf stations to serve rural areas with the argument used by the "clear-channel lobby," which, he said, has never been convincing to the Senate committee. He criticized the FCC for "throwing out" the proposed five-mile rule and said FCC acquiescence to "market-straddling" has driven uhf stations out of existence.

"The time is long past," Mr. Thoms said, "for the FCC and Congress to stop talking and promising, and to come forth with a sharp knife to cut up the spectrum pie."

Mr. Thoms said that since the FCC has "delayed unreasonably even in proposing a solution . . . then it necessarily devolves upon the Congress to direct the way" by congressional resolution declaring its policy.

The resolution would include: (1) deintermixture, (2) reduction of present limits of power, (3) reduction of present limits of antenna heights, (4) reduction of vhf mileage separations, (5) confinement of tv stations to their home communities, (6) directional antennas, (7) elimination of cost differentials for all-band sets and (8) reduction of common carrier cable and microwave relay costs.

Mr. Johnson said, "It seems to me a cruel thing to continue holding the issue and holding out hope if, ultimately, nothing is to be done. I believe we deserve now an answer of some sort, one way or the other."

He asked the senators to come forth with "some planned solution . . . though it may not be perfect." He said the FCC should be asked...
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McConnaughey tells House subcommittee that it should be forthcoming by then from Dean Barrows' network investigating committee. Statement made in FCC's support of $7.85 million budget request.

DEFINITE conclusions regarding what the FCC should do about television networks probably will be known by June 30, 1957. That is what FCC Chairman George C. McConnaughey estimated before the House Appropriations Subcommittee of the Independence Offices last month when the FCC appeared to justify the President's FCC budget request for $7.85 million [BT, Jan. 23]. Transcript of the Feb. 15 appearance was released last week.

The FCC's 1957 budget calls for $119,000 for the network study, plus $22,000 for travel and communications. Last year Congress appropriated $80,000 for the network study. The destruction is under way, although they U. of Cincinnati Law School Dean Roscoe L. Barrow and includes 12 members of the FCC staff at present. The $119,000 is based on using 15 people in this study, it was disclosed.

During the discussion on the network investigation, moderator L. Evans (D-Tenn.) asked whether it would include the question of broadcasters also owning allied industries and selling tv equipment "which they advertise over their own networks.

ABC is owned by American Broadcasting-Paramount Theatres Inc. CBS and NBC have radio-tv receiver, tube and record manufacturing affiliates, with NBC also engaged in transmission and other station equipment business.

The network study is looking into that question as part of its broad study of broadcasting, FCC Comm. Rosell H. Hyde answered.

First element to be undertaken by the network study is the economic one, said Dean Barrow told the congressmen. "... the network as an instrument in itself has no particular significance to us; it is the effect it has on broadcasting the people; the effect on advertising, and all components of the industry," Dean Barrow said.

"For that reason we propose to start out with an economic study of the networks themselves and then go into the components. That would include advertising agencies, film producers and distributors, talent agencies and every other component that contributes to it."

These are, Mr. Barrow said, some of the questions which the study will seek to answer: "... the opportunity for competition between networks, why it is that we have such a small number, why in recent years no new ones have entered the field, and so on. What are the opportunities for sources other than networks to contribute to programming so that you can get a better programming service generally, and should there be changes in the working relationship between the networks and their affiliated stations? These are the basic focal areas."

H. H. Goldin, chief of the Economics Division, Broadcasting Bureau, is detailed to the network study as administrator.

Other highlights:

- Chairman McConnaughey said the $7.85 million budget will enable the Commission to clean up the tv backlog, leaving only 29 hearing cases undecided by the end of fiscal 1957. There are 37 hearing cases in the pipelines. He also said that the appropriations will clean up 159 am hearing cases, leaving 102 pending at the end of the fiscal year.
- Budget will permit addition of 70 more employees, it was revealed, bringing total FCC personnel to 1,132. Of the 70 new employees, 19 will be added to the Broadcast Bureau.
- A discussion of daytime stations, sparked by question by Comm. Hyde, disclosed that there are 1,123 daytime-only stations on the air, compared with 1,831 unlimited time stations.
- The Commission's attitude toward Defense Dept. tv outlets at or near military bases was expressed by Comm. Hyde. After referring to questions by the Air Force for FCC approval of the use of tv channels at remote areas, Comm. Hyde added: "It is the sort of thing that could become a serious problem. I personally think that where the operation is limited to a remote point, where it does not get into competition with private enterprise, it is not dangerous; but if it is permitted to spread into areas where Government stations would enter into competition with private enterprise, you have something else."
- Rep. Evans chided the FCC for not responding fully to a questionnaire sent by his House subcommittee investigating executive department influence in regulatory agencies [BT, Jan. 30]. Chairman McConnaughey promised that the questions would be answered as soon as possible.
- The Budget Bureau cut FCC's 1957 budget by $210,000. Mr. McConnaughey replied in answer to a question from Rep. Albert Thomas (D-Tex.), chairman of the appropriations subcommittee.
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pending in the broadcasting field. Among them, he said, are the NBC-Westhusen Broadcasting Co. radio-tv stations swap and complaints about networks requiring advertisers to take programs owned or controlled by the networks.

Mr. Barnes said the latter practice is being compared to the Paramount case in which the Supreme Court required that control over movie production and distribution be separated from exhibition. "We believe that if a similar situation were to occur in the telecasting industry the networks must not condition access to the airwaves on the use of the advertiser of a network-owned program," he said.

He said Justice also is investigating charges that feature films are being licensed to TV stations under conditions which compare with the block-booking practices condemned in the Paramount case, wherein an exhibitor was required to show both good and bad pictures. He said film programming is especially important to unaffiliated TV stations to enable them to compete with network programs.

Mr. Barnes said Justice is also investigating wrestling on TV, which he feels is a combination of dramatics and sport. He cited a Supreme Court decision which has held baseball to be a sport, not a business. Mr. Barnes said he felt Sec. 313 of the Communications Act makes antitrust laws applicable to broadcasting even more stringent than in some other industries because broadcasting is a realm of expression. He didn't want to commit himself on whether Justice feels Congress ought to establish primary and secondary jurisdiction between the FCC and Justice in enforcing antitrust laws. He said the Federal Broadcast Board had some doubt about the exact jurisdiction and that he would like to get such a case before the Supreme Court for a definition.

He said that whether Justice instituted antitrust action in a network practice that has been approved by the FCC would depend on the "circumstances and facts," and the "nature" of the FCC approval. He said Justice would make the initial decision to content such a practice.

He said FCC and Justice had liaison meetings in the broadcasting area; that Justice normally doesn't ask FCC to defer an action which the former is investigating; that Justice notifies FCC if a Commission action would have a "psychological or other" effect upon Justice's action, but makes no recommendations. The FCC-Justice liaison formula has been in operation only since last August or September, he said.

Mr. Barnes had no comment on a possible comparison of network program availability to stations and the requirement that Associated Press furnish services to all newspapers who ask for the service. He said the FCC has not considered Justice's statements on whether the Federal Communications Act and the FCC's Chain Broadcasting Regulations should be abolished.

Asked if Justice would ask abolition of the regulations, or any action if it found such policy a "self-approval" on practices which were an obstacle to antitrust enforcement, Mr. Barnes said it would depend on the size of the difficulty and how fundamental, but that if Justice tried to "inject our thought and we felt it wasn't considered, we'd go to Congress."

He said Justice is not engaged in a "broader probe of option time operations and never has decided. But an analysis of option time contained in a report a year ago by Harry A. Plotkin, former Democratic counsel to the Senate committee [87, Feb. 7, 1955]." Mr. Plotkin said he believed the time clearance and option contract is an antitrust violation. "By saying the option contracts create an artificial and competitive advantage for the networks over station or national spot representatives in vying for the national dollar in the sale of program time and that this helps to explain the "dominant position" networks occupy in the industry."

Mr. Barnes admitted, under questioning, that there is some parallelism on the surface and "that's the reason we are concerned."

He said Justice had "one or two" complaints that option time involved "blind selling"—also denied in the Padover case. Asked if these were being investigated, he said Justice doesn't "just put the letters in the wastebasket," but can't hold an investigation every time it gets a "letter." He said there is a possibility of antitrust law violations in NBC's and CBS's "must buy policy."

Mr. Merryman criticized the CBS plan for three network stations in the first 100 markets, saying the "boldness" of the plan "makes you gasp. They want to take one-third of U. S. tv power."

Mr. Merryman, whose WICC-TV Bridgeport is in the coverage area of New York's seven vhf stations, said this effort into its own network, at last and network radio is on the wane, with the former achieving its "true place in the community." TV also must be local, he said, if the intimacy of communications with the practice of democracy is to continue. He said something must be done for uhf "right now", before the 95 [uhf] stations still operating go under.

He said 1956 is uhf's "year of decision, and failure to act now will force closure of the possibility of any future resurrection." He said the FCC has "virtually abdicated as an instrument of government policy."

Mr. Merryman advocated drop-in vhf which would provide "hometown" tv station and push back the signal of the regional station with no loss in tv service. Showing a map with a vhf drop-in in a hypothetical triangle of three regional vhf stations, he said that the outer vhf stations are "in vhf interference with each other anyway, so that a drop-in vhf would cause relatively little new interference. Such a drop-in would not interfere at all with regional stations not on the same channel as the drop-in.

He said modern directional antennas already have reduced interference below the "theoretical levels" used by the FCC. He criticized the term "degradation of service" as a word used to "describe the feelings of an unwilling servant of the public's interest—and no more."

Mr. Merryman felt all present uhf stations could be accommodated by a vhf drop-in, plus much of the present uhf construction permits. He advocated vhf drop-ins for existing uhf stations on a "temporary" basis until 85% of the sets in the area are converted to uhf or at the end of five years, "whichever is earlier.

He said he felt a solution would consist of some combination of deintermixture, cutbacks, and simulated black and white. He asked a congressional statement of policy, so engineers can suggest a system to implement the policy.

He suggested that current uhf channel would be put on only. Mr. Merryman said he had written G. Baker, vice president of GE and chairman of the National Television Systems Committee which recommended the present compatible color system, asking Dr. Baker's views on requiring networks to lend uhf stations a companion uhf station to broadcast color. He read a telegram from Dr. Baker expressing general concurrence with the proposals, but said it would be "one way" to give vital support to uhf.

Dudley Jewell, managing director of the Bridgeport Chamber of Commerce and one of seven witnesses accompanying Mr. Merryman, said local government must want a local uhf station to carry their advertising, since the cost of advertising on a New York vhf tv station are prohibitive. He suggested that vhf ch. 6 be dropped in at Bridgeport, despite FCC statements that this would interfere with co-channels at Philadelphia and Schenectady. He asked why New York City is entitled to seven vhf channels while the entire state of Connecticut has only two vhf assignments.

Benjamin Adler, president of Adler Communications Labs, accompanying Mr. Merryman, described his firm's work in building low-cost tv stations, mostly uhf, and said he had built a low-power station (KINY-TV Juneau, Alaska, ch. 8) for $35,811. Such a station would cover a radius of 5-10 miles and a higher tower would double the range, he said.

Mr. Fine said his station signed off Sept. 1, 1955, but now is operating profitably and has recouped a small part of its losses. There is less than 1% vhf penetration in the market it serves, he said. The station has no "white areas," he added.

He suggested that the Senate group ask the FCC to stay the effectiveness of a recent vhf grant in Evavsville, Ind., and withhold Grant of a second vhf in contest at nearby Hatfield, Ind.

WEDNESDAY

Mr. Buchan, whose station (WKLO-TV, ch. 21) went on the air in 1953, but suspended in 1954, asked that vhf chs. 7, 9 and 13 be assigned to Louisville, replacing uhf chs. 15, 21, 41 and 44 now assigned there. He said WKLO-TV operate ch. 7 on a temporary basis in Louisville. This plan would leave Evansville, Bowling Green, Ky., and Hatfield as uhf markets, he said, and would result in an education of the vhf channel in Louisville instead of the present reserved uhf.

Mr. Tarzan recommended that the uhf problem be solved by lowering the tax on all-channel sets. He said the subsidy will assure a free competitive tv system and will not breed any group at the expense of the federal treasury. The subsidy will mean more jobs, more tv stations and more taxnable income so that the government will collect more than it loses over a period of years, he said.

He said 31% of tuners sold by his firm to

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STATUS OF TV CASES BEFORE FCC:

AWAITING FINAL DECISION: 13
Bristol, Va.-Tenn., ch. 5; Canton, Ohio, ch. 29; Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 19; Norfolk, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 26; Emirata, N. Y., ch. 18; Redding, Calif., ch. 7.

AWAITING ORAL ARGUMENT: 10
Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Hartford, Conn., ch. 3; Indianapolis, Ind., ch. 8; New Orleans, La., ch. 4; Orlando, Fla., ch. 6; Paducah, Ky., ch. 8; San Antonio, Tex., ch. 12; St. Louis, Mo., ch. 11; Wilmington, Del., ch. 11; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11; Lead, S. D., ch. 8; Carson City, Nev., ch. 8; Coos Bay, Ore., ch. 16.

IN HEARING: 11
Beaumont-Port Arthur, Tex., ch. 4; Bloomington, Ill., ch. 5; Buffalo, N. Y., ch. 4; Chicago, Ill., ch. 7; Cheyenne, Wyo., ch. 4; Clifton, N. J., ch. 4; Cleveland, Ohio, ch. 11; Chicago, Ill., ch. 11; Toledo, Ohio, ch. 11; Lead, S. D., ch. 8; Carlisle, Me., ch. 8; Coos Bay, Ore., ch. 16.

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manufacturers in 1954 were uhf, in 1955 it had dropped to 26% and he expected this to drop to about 20% in 1956. He exhibited sample uhf and uhf tuners and combinations and said the difference with uhf added to vhf at the factories is about $10.

He said that with action by Congress it would take four to five years to put into circulation 30 million sets equipped to tune uhf and vhf.

Mr. Steeble said abolition of uhf educational reservations would destroy educational tv's immediate prospects for growth which lie chiefly in the vhf band. Abandonment or deterioration of uhf educational to be the range prospects of full development, since two thirds of educational tv reservations are in the uhf band, he said.

He said there are now 20 educational tv stations on the air (18 on reserved channels); that by the end of the year JCTE expects that educational tv stations will be operating in all the cities in the first 20 markets where vhf channels have been reserved (10 cities); that in 7 of the first 10 markets and 10 of the first 20 metropolitan areas, educational tv is dependent upon the future of uhf.

BROADCASTING

Appointees Named

THREE new appointees in the FCC broadcast Bureau were announced by the Commission last week. Sol Schildhause, chief of the renewal branch, Renewal & Transfer Div., was promoted to chief of the tv applications branch, Broadcast Facilities Div. Mr. Schildhause is succeeded by Millard F. French, former FCC hearing examiner (1953-55). Also announced was the promotion of Robert J. Rawson, assistant chief of the new defunct Hearing Div., to chief of the hearing branch, Broadcast Facilities Div.

Mr. Schildhause, a native of New York City joined the FCC in 1948, prior to which he was in private law practice. He is a 1937 graduate of the College of the City of New York (B.S.S.) and was graduated from Harvard Law School in 1940 (LL.B.).

Mr. French was born in Beckley, W. Va., and was graduated from Concord (W. Va.) College (A.B., 1930) and West Virginia U. (LL.B., 1933). He served as a judge at Beckley and during World War II he was a flight equipment super-

NBC-WESTINGHOUSE SWAP QUESTIONED

House antimonopoly unit asks why the FCC approved Cleveland-Philadelphia station deal after Justice Dept. had said it was investigating case.

DID the FCC thumb its nose at the Dept. of Justice when it exchanged, after nearly 2 years, 2 tv stations between NBC and Westinghouse? Does the FCC action foreclose the Dept. of Justice from acting in the matter? Did the FCC receive the Justice Dept.'s letter about the transaction in time to withhold action?

These, and other questions about the FCC's approval of the swap of stations between NBC and Westinghouse—approved late in December (BWT, Jan. 2)—cropped up last week at the opening session of a Capitol Hill hearing on the antitrust laws and regulated industries. The hearing is being conducted by a House Judiciary subcommittee under the chairmanship of Rep. Emanuel Celler (D-N.Y.) and the FCC will come under the committee's examination in the latter part of March.

The hearing opened with Assistant Attorney General Jonathan S..Barnes, chief of the Antitrust Division, in the witness seat. Mr. Barnes had gone no further than 18 pages of his prepared testimony when Rep. Celler interjected the NBC-Westinghouse transaction.

At issue, according to Mr. Celler, was whether the FCC approved the exchange after receiving a letter from Mr. Barnes raising questions of antitrust violation. Mr. Celler read a copy of a Dec. 22, 1955, letter sent by Mr. Barnes to FCC Chairman George A. McConnaughey informing the FCC that the Dept. of Justice was initiating a preliminary investigation of the NBC-Westinghouse stations exchange and stating that there appeared to be a question whether the exchange may be "unduly restrictive." The FCC announced its approval (with FCC Comr. Robert T. Bartley dissenting and urging a hearing) Dec. 28.

Early in January Mr. McConnaughey answered Mr. Barnes, it was developed. Mr. McConnaughey on Jan. 9 told Mr. Barnes that the Commission had approved the transaction Dec. 21, but had held issuance of the order "pending" so that the dissent and a supporting statement (by the FCC Comr. John C. Doerfer) could be included. He asked that the Justice Dept. keep the FCC advised of its findings after the investigation was completed.

Queried by Mr. Celler on why the Justice Dept. did not request the FCC to withhold action pending its investigation, Mr. Barnes answered that this was a field where both the Justice Dept. and the FCC exercised concurrent jurisdiction. Therefore, he said, he felt advising the Commission of what the department was hearing from the Justice Dept. would be "in order." Mr. Celler asked: "In your position, would you have done the same thing?" Mr. Barnes said: "The situation is "very involved" and "enigmatic." Mr. Barnes said. The Justice Dept. has been told some things by some people, Mr. Barnes explained, and other things by other people. "The matter is extremely delicate," he said, adding that the investigation is still underway.

Mr. Celler intimated at one point that the Commission granted the exchange without a hearing in opposition to the Justice Dept.'s recommendation that a hearing be held.

Asked whether the Justice Dept. can bring action in the matter, even though the FCC has acted, Mr. Celler asked, "If his investigation showed that there was a basis for action, it could. He said this was a preliminary conclusion, not a final conclusion. The NBC-Westinghouse exchange involved the network's owned WTAM-AM-FM and WNKB (TV) Cleveland and Westinghouse's KYYW and WPTZ (TV) Philadelphia. NBC gave Westinghouse its Cleveland stations and $5 million for Westinghouse locations. Rumors that NBC had threatened Westinghouse with loss of affiliation if it did not concede to the exchange were rife. WGR-TV Buffalo formally made such a charge in conjunction that stations would be sold. It was said that NBC's purchase of ch. 17 WBUF-TV Buffalo. It was one of the issues in a protest hearing to the Buffalo sale, but WGR-TV dropped its protest before the hearings got underway when First appointed.

Mr. Barnes also told the committee that the FCC confers with the Justice Dept. on antitrust matters occasionally. He said that about a year ago he and Mr. McConnaughey conferred on various overlapping matters and decided that as far as network affiliation with stations was concerned that this would be an FCC responsibility.

In his introductory remarks, Mr. Celler said that one of the main questions to be explored was whether there is a tendency for regulatory commissions to become "unduly" responsive to the dictates of the industries which they regulate.

"Excessive industry orientation," Mr. Celler said, "would go far to thwart our traditional anti-monopoly policy."

Speaking of broadcasting and the FCC, Mr. Celler said: "Television broadcasting already exercises such an important influence over our daily lives that I can think of no field where antitrust objective assumes greater significance, especially in the light of the Congressional objective of a nationwide competitive system of broadcasting so as to provide a free marketplace for ideas."

The committee will seek to ascertain, Rep. Celler said, whether (1) there is undue concentration of control in television broadcasting, (2) certain competitive network practices are compatible with the antitrust laws and public interest, (3) there is undue promotion of television network broadcasting time by a certain concerns (advertisers), (4) the FCC has exercised its regulatory authority consistent with the antitrust laws, and (5) the FCC will handle the uhf problem so as to foster competition rather than monopoly and provide the maximum number of tv outlets throughout the country.

The subcommittee's hearing started with a charge by Rep. Kenneth B. Keating (R-N.Y.) that it was tinges with politics. He asserted that the Republican members of the committee had not been informed of the subject matter to be investigated. In addition to Messrs. Celler and Keating, other members of the subcommittee are Democrats Peter W. Rodino Jr. (N.J.), Byron G. Rogers (Colo.) and James M. McCulloch (Pa.) and Republicans William M. McCulloch (Ohio) and Hugh Scott (Pa.). Herbert Maletz is chief counsel of the subcommittee.
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ANTHONY C. DE PIERRO

Mr. DePierro has more than 25 years of media experience under his belt. He cut his first teeth on media at Gotham Advertising Co., where he worked for 10 years. Successive bites of media experience came as media director at Paris & Peart for five years, at Buchanan Advertising Agency for five years, and at Geyer Advertising Inc. for four years.

In 1952, he came with Mr. Newell to Lennen & Newell, Inc. Today, Mr. DePierro heads a space-and-time department buying over $38,500,000 in advertising a year.

Advertising Age is "must" reading for most of the decision-makers whose decisions affect you. To keep abreast of advertising news, trends and significant developments, the executives who influence media decisions as well as those who activate media decisions rely on AA every week.

At Lennen & Newell, for example, where $20 million was placed in broadcast billings last year*, 40 paid subscription copies of Advertising Age get a "going-over" by L. & N. executives each week. Further, among the top 36 agencies which placed $812,500,000 in radio-tv billings in 1955*, Ad Age averages over 75 copies per agency.

Add to this AA's similar penetration of advertising agencies with 8,448 subscriptions, its "must" readership by top executives in national advertising companies—its unmatched total readership of 120,000, based on 32,000 paid subscriptions—and you'll recognize in Advertising Age a most influential medium for swinging broadcast media decisions your way in 1956.

*Broadcasting-Telecasting 1955 Report
IKE TALK SETS OFF TIME FREE-FOR-ALL
(Continues from page 33)
about $100,000, covering time and production costs. Cancellation of NBC-TV's "This Is Your Life" was estimated to have cost the network about $50,000.

WGMS Washington put the radio tape of the conference on the air at 11:37 A.M. via its direct line from the White House.

The Wednesday night presidential address was broadcast from his office, with only one camera used. Robert Montgomery produced, avoiding production tricks. The President spoke from lengthy notes, which he read from the desk. After the 16-minute talk he introduced Mrs. Eisenhower directly into the camera.

Douglas directly into Mrs. Eisenhower. At that point, as he later explained, he seemed to get out of hand for about a minute as the President looked around, picked up his pile of notes and spoke to the little group of intimates in the office. The Star Spangled Banner was not played.

In Washington, WRC-TV, keying NBC, went directly into a commentary whereas WTOP-TV inserted a commercial before switching to Douglas Edwards.

Voice of America had a tape recorder outside the executive offices after the Wednesday news conference, interviewing the sidewalk crowd. Radio Free Europe provided extensive service from all its transmitters.

Inquiries at the FCC about liability of networks to grant reply time to the Democrats brought this position: Networks would be obligated to grant time to any other qualified candidate for the Republican presidential nomination. The Commission referred to its question-answer political primer dated Sept. 8, 1954. Question 18 of the primer states the matter this way:

Q. If the station makes time available to candidates seeking the nomination of one party for a particular office, does Sec. 315 require that it make equal time available to the candidates seeking the nomination of other parties for the same office?

A. No, the Commission has held that while both primary elections or nominating conventions and general elections are comprehended within the terms of Sec. 315, the primary elections or conventions held by one party are to be considered separately from the primary elections or conventions of other parties, and therefore not subject to the "equal opportunities" need only be afforded legally qualified candidates for nomination for the same office at the same party's primary or nominating convention.

Neuberger Would Have Govt. Foot Election Campaign Bills
SEN. RICHARD L. NEUBERGER (D-Ore.) has introduced a bill (S 3242) that would provide government financing of federal election campaigns by paying both major parties an equal amount—this year $11,065,985.

Sen. Neuberger said he introduced the bill to avoid the "evil" of large private campaign donations. He said large election campaign expenditures have become necessary because of the "tremendous cost of reaching people through modern media of communication, particularly through radio and television."

Allocations to each party in a presidential election year would amount to 20 cents for each voter based on the average vote for the past two presidential elections. In a non-presidential election year, the amount would be 15 cents per voter, based on average total votes in the past two non-presidential election years. This would make $11,065,985 available to each of the major parties this year.

Sen. Neuberger's bill would limit individual campaign contributions to $100 and each party would be allowed to raise from private sources an amount no larger than that given by the government. Co-sponsors of the bill were Sens. Wayne Morse (D-Ore.), James E. Murray (D-Mont.), Mike Mansfield (D-Mont.), Paul Douglas (D-Ill.) and John Sparkman (D-Ala.).

If debate of the major issues is to be brought before the people, Sen. Neuberger said, it must be done through radio and tv and other modern media. He said he calls his bill the "Teddy Roosevelt Bill" because President Theodore Roosevelt introduced it in 1907. A similar bill (HR 9488) has been introduced in the House by Rep. Frank Thompson Jr. (D-N.J.).

Operational Center Planned
In Chicago for Convention
A $600,000 tv operational center will be set up in Chicago by AT&T's Long Lines Dept. and Illinois Bell Telephone Co. in time for network coverage of the political nominating conventions this summer, it was reported last week.

The center will serve as a focal switching point for network feeds to Chicago and other stations carrying the Democratic and Republican conventions next August. It now is being installed in the Illinois Bell Telephone Co. offices at 85 W. Congress St. and will be ready for service in June.

Mickelson to Speak at SMU
SIG MICKELSON, CBS vice president for news and public affairs, who addressed U. of Wisconsin's 1956 Journalism Institutes program last Friday on television's role in politics (see text page 32), will speak this Friday at the Southwestern Journalism Congress at Southern Methodist University, Dallas, on "The Current Status of Electronic Journalism."

KENTUCKY become the 37th state to enact libel protection for broadcasters when Gov. A. B. Chandler signed a new law. Watching are Hugh Potter, WMH Owenboro, representing Gilmore Nimnour, president of Kentucky Broadcasters Assn., and Mrs. Potter.

Apropos

PRESIDENT EISENHOWER'S Wednesday night broadcast of his reasons for deciding to stand for re-election had some interesting overtones for Paul M. Butler, Democratic chairman. Speaking at a National Press Club luncheon in Washington (see story, opposite page) he drew laughs by citing these schedule factors:

The President followed Break the Bank on ABC-TV and I've Got a Secret on CBS-TV. His talk to the nation bumped This Is Your Life on NBC-TV and the U. S. Steel Hour on CBS-TV.

BILL WOULD AMEND 'EQUAL TIME' PROVISO

Measure introduced by Sen. Lyndon B. Johnson would change Sec. 315 (a) of Communications Act making it necessary for stations to give same amount of air time to presidential, vice presidential candidates of major parties.

A bill which would amend Sec. 315 (a) "equal political time" provisions of the Communications Act insofar as they affect candidates for the presidency or vice presidency was introduced Tuesday by Senate Majority Leader Lyndon B. Johnson (D-Tex.). [At Deadl.] Feb. 27.

The bill (S 3308) also revises upward the legal amount a national political committee may spend in this year's presidential election—from the present $3 million to $12.3 million. The measure would raise the legal amounts that may be spent on behalf of candidates for U. S. senator and representative.

S 3308 would leave Sec. 315 (a) unchanged as it regards all candidates except those for the presidency and vice presidency. For the latter, networks and radio-tv broadcasters would have to furnish equal time for the presidential and vice presidential candidates of the major political parties only.

The measure was co-sponsored by 25 senators, including Senate Minority Leader William Knowland (R-Calif.) and the Democratic and GOP whips. It is similar to a proposal by CBS President Frank Stanton which has been introduced in the Senate and House (S 2306 and HR 6810) and on which a House subcommittee has heard testimony [BFT, Feb. 6, et seq.].

The Stanton plan, however, applies to all candidates and only to news, forum, interview, debate and similar programs, while S 3308 applies to all radio and tv programs. The Stanton plan would relieve broadcasters entirely of the "equal time" requirements on the news-type programs, while the Johnson bill provides equal time to the major party presidential and vice presidential candidates.

Provision is made for candidates of major parties other than the Democratic and Republican Parties by a requirement that any other party, to qualify for equal time with the two major parties, must have polled 4% of the votes in the last presidential election or must present a petition with names totaling 1% of the vote at the past presidential election.

The Sec. 315 (a) amendment is designed to relieve broadcasters of the requirement that they furnish equal time to candidates of small
Radio-Tv Galleries to Mail Political Convention Forms

THE Radio-Tv Correspondents Galleries in Washington have announced that notices will be mailed to all radio and tv stations for accreditation, credentials, assignment of seats and convention hall space for the radio-tv industry at the upcoming presidential nominating conventions next August.

The galleries said radio and tv stations which expect to send reporters and other personnel to the Democratic and Republican conventions should apply immediately to the national committees for hotel accommodations.


For hotel space at the Republican Convention in San Francisco, which starts Aug. 20, write: Ted Dalton, Chairman, Subcommittee on Housing, Republican National Committee, 1625 Eye St. N.W., Washington, D. C.

Butler Reiterates Plea For Equal Time Revision

SUPPORT of proposed revision of Sec. 315 of the Communications Act [B&T, Feb. 20, 13, 6] by newspapers and publications was advocated Wednesday by Paul M. Butler, chairman of the Democratic National Committee, in a talk to the National Press Club, Washington. Sec. 315 governs handling of political broadcasts on an equal time basis.

The amendment, Mr. Butler explained, would "permit television and radio stations to extend free time to major candidates in presidential campaigns without being required to give equal time to fringe or frivolous candidates."

He advocated support of the committee's "recent proposal that the two parties arrange a debate series between the heads of the rival tickets in the 1956 campaign."

Mr. Butler chided the GOP because that party's response to this idea "has not been favorable." He urged support of a plan for the Advertising Council to conduct a fund drive to finance campaigns by both parties and place them on an equal financial basis. Here again, he said, the GOP has not given approval. He urged newspapers to carry "battle pages" during campaigns, with both sides supplying material, terming it a chance for newspapers to give equal space and impartial treatment "in accord with the precedent and the principle of 'equal time' in the radio and TV media."

FCC Denies Uhf Petitions Concerning Deintermixture

PETITIONS from several uhf stations asking that the FCC reconsider its Nov. 10, 1955, action denying all petitions for deintermixture [B&T, Nov. 14, 1955] were denied by the FCC last week. The Commission said that it had considered and disposed of requests in support of action on deintermixture when it incorporated the question into the current reallocations proceeding.


WLBR-TV Hearing Begins

HEARING into the protested purchase of ch. 15 WLBR-TV Lebanon, Pa., by Triangle Publications Inc. (WFIL-AM-FM-TV Philadelphia, Inquirer) got underway last week with Wednesday and Thursday sessions. The WLBR-TV purchase, for $115,000 plus assumption of $125,000 in obligations, was protested by Harrisburg, Pa., uhf stations WCMB-TV (ch. 27), WHFP-TV (ch. 55) and WPFA (TV) ch. 71.

Walter H. Annenberg, who with his family owns the Triangle interests, occupied the witness chair Wednesday. Testifying Thursday were Mr. Annenberg, Roger W. Clipp, WFIL-AM-FM-TV general manager, and Joseph First, Triangle vice president.

The hearing was recessed until March 12.

Rep. Bentley to Run Again

REPS. ALVIN M. BENTLEY (R-Mich.) last week announced that he will seek re-election to Congress rather than attempt to get the Republican nomination for governor of Michigan. Rep. Bentley has been in government on the national level for 15 years and has specialized in legislation dealing with foreign affairs. The Congressman is one-third owner of WKNX-AM-TV Saginaw, Mich. [B&T, Feb. 7, 1955]. WKNX operates on 1210 kc., 1 kw daytime. WKNX-TV, ch. 57, is affiliated with ABC and CBS.
DOERFER ASKS LIMIT ON TV AFFILIATIONS

FCC Commissioner recommends, as aid to uhf, that Commission pass rule forbidding television stations from receiving service from more than one network.

FCC Commr. John C. Doerfer last week formally recommended that the FCC adopt a regulation forbidding a television station from affiliating or carrying the programs of more than one network.

Comr. Doerfer's proposal came a week after he proffered this idea to the Senate Commerce Committee in its hearing on television matters so uhf outlets "can't scoop off the cream of the three networks" (BWT, Feb. 27).

Basing his suggestion on the premise that programming is the most important element in the plight of uhf stations, Comr. Doerfer told his fellow commissioners that it is intended "as a program aid to those uhf stations operating in the same metropolitan area at a competitive disadvantage with a vhf station which has appropriated the cream of all three network programs to itself and to the detriment of competitive uhf operation in the same market."

Mr. Doerfer said that adoption of this rule would be an expedient "until such time as the facilities for uhf transmitting and reception are substantially equal with those of vhf."

By acting now, Comr. Doerfer said, the FCC would be put in a position before June 30 (the date which has been mentioned for the Commission to complete its allocations study) to "solve an immediate and pressing problem."

"Whether the Commission adopts partial or selective deintermixtures or maintains a status quo," the Wisconsin Republican said, "the proposed rule would be helpful to presently operating uhf stations."

Under many situations, vhf stations have primary affiliations with one network but also carry the programs of a second or a third network. This is usually where there is one vhf station in a market, with the other outlets uhf facilities. In areas where there are two vhf stations, and the remainder uhf, one of the vhf stations usually is affiliated with two networks.

Meanwhile, it was learned last week, the FCC staff working on the allocations proceeding has been ordered to speed up its deliberations. Although no target date has been set (July 1 has been suggested by the commissioners testifying before the Senate committee have seen as the earliest), it was understood that the staff hopes to have enough material before the Commission in another 60 days for the commissioners to make determinations on basic policy.

This is envisaged already, it is apparent, as fundamentally a question of whether tv allocations should be premised on wide area coverage or multiple, competitive services. Present allocations principles are based on wide area coverage, with multiple services as second priority.

More than 500 pleadings were filed in the Commission's allocations proceeding. Suggestion ranged from moving all tv to uhf (GE) to maintaining the status quo.

Comr. Doerfer's proposal—which is officially a motion before the FCC now—suggests adding an additional provision to the television multiple ownership rules (Sec. 3.658). His recommended additional reading would read as follows:

"(i) Multiple affiliation. No license shall be granted (1) to a television broadcast station located in any metropolitan area (as defined by the U.S. Bureau of Census, 1950) in which three or more television broadcast stations are operating, having any contract, arrangement or understanding, express or implied, for the broadcasting of the programs of more than one network organization, or (2) to a television broadcast station located in a metropolitan area in which two television stations are operating having any contract, arrangement or understanding, express or implied, for the broadcasting of the programs of more than two network organizations; provided, however, that this rule shall not be applicable to the broadcasting by any television broadcast station of any network program which has been offered to and rejected by another television broadcast station located in the same metropolitan area."

Comr. Doerfer's proposal is similar in content to suggestions which have been made from time to time to limit network affiliation to a "one-to-a-customer" basis. During the 1954 hearings before the Senate Commerce Communications Subcommittee (Sen. Charles E. Potter [R-Mich.,] chairman), Dr. Allen B. DuMont suggested a formula by which networks would be circumscribed in their ownership of an affiliate in the top 100 markets. Under one plan, each of the networks would be required to make a uhf station a primary affiliate by going down the top 100 markets and permitting each network to continue an affiliate in order (there were then four tv networks). Another plan envisaged any network having the right to demand at least 25% of a station's time. This would mean, Dr. DuMont said, that when a network's time was pre-empted by another network it would turn to a uhf station to carry its programs.

Comr. Doerfer's latest recommendation is the second sweeping allocations revision the Wisconsin commissioner has advocated in the uhf-vhf controversy. Last year, he officially suggested that all tv stations in major metropolitan areas (New York, Chicago, Los Angeles) be switched to uhf. This was during the height of the campaign by uhf stations to sell the Commission on deintermixture.

FCC ASKS COURT SUPPORT OF ITS OWNERSHIP RULES

Baker says if appeals court decision on Storer challenge is upheld Commission's rule-making powers will be meaningless. At stake is limitation placed on number of stations that may be owned by company or individual.

A PLEA that the U.S. Supreme Court uphold the validity of the FCC's multiple ownership rules—overturned by the U.S. Court of Appeals last year when Storer Broadcasting Co. challenged their legality—was made last week to the high court by FCC General Counsel Warren E. Baker.

If the lower court's ruling is sustained, Mr. Baker declared, the FCC's rule-making powers will be meaningless. At stake, he understood, is the rule-making authority of all federal administrative agencies.

Subject of the appeal by the FCC was a lower court ruling that the FCC's decision to limit the number of broadcast facilities which may be owned by a single individual or company (BWT, Feb. 28, 1955). The appeals court held that Sec. 309(b) of the Communications Act authorizes the FCC to require that an application for a license for the operation of a broadcast station be denied if the application is not in the public interest. The appeals court decision was defended by Storer attorney Albert R. Connolly.

Questions from the bench were concerned mainly with whether a waiver of an FCC rule could be requested, and if so what type of hearing would be held. Justice Frankfurter, Reed and Black asked the most questions, with other justices seeking clarification of various aspects of the case.

FCC's position was that the lower court misinterpreted the Communications Act. This ruling, said Mr. Baker, opens the way for any one to request a full hearing by the filing of an application. The FCC has the right to limit ownership, Mr. Baker argued, under the Communications Act's provisions relating to diversification, the prevention of undue concentration and the antitrust laws. This right to promulgate specific regulations was upheld by the Supreme Court in the 1941 Chain Broadcasting rules and by the appeals court in the Logansport case (where the FCC's table of tv allocations was sustained), Mr. Baker said.

Storer's case upholding the lower court decision was that the FCC's rule-making powers...
were limited by specific provisions of the Communications Act (aliens, lottery laws, etc.). Mr. Connolly emphasized that the multiple ownership rules were inconsistent with Sec. 309 (b) of the Communications Act, which requires that a hearing must be held before an application can be denied. He stated that there was no objection to the Commission having a policy regarding maximum ownership, but the FCC cannot refer to the application on those grounds. He also stressed that there was no justification for the numbers which the Commission had chosen as the upper limit on ownership.

KIVA (TV) Protests Grant of Yuma, Ariz., Ch. 13
GRANT of ch. 13 Yuma, Ariz., to Wrather-Alvarez Broadcasting Inc. (KFMB-AM-TV San Diego) was protested last week by ch. 11 KIVA (TV) there. The disputed grant was made without hearing by the FCC Jan. 23 [B&T, Jan. 30].

KIVA claimed that the Yuma market cannot support two tv stations and included a report by tv consultant Edward F. Frazier supporting that claim. Wrather-Alvarez' expected revenue from its proposed station is unrealistic, KIVA said, pointing to its own accumulated deficit of $221,850 in 2% years of operation. KIVA stated that it had pioneered in tv in the Yuma area at "tremendous financial sacrifice" and was only just beginning to see the financial "break-even point."

Also unrealistic, KIVA declared, were programming proposals advanced by Wrather-Alvarez, "conceotions evolved in daydreams on Hollywood Blvd. and Madison Ave." Although Wrather-Alvarez has proposed a "grandiose" schedule of local live programming concentrating on local interests, KIVA said that it conducted an investigation and failed to turn up "even one person" in Yuma with whom anyone from Wrather-Alvarez has discussed programming.

FCC Deletes Three Ufhs
CONSTRUCTION PERMITS for three uhf stations were cancelled by the FCC last week because the stations failed to prosecute their applications. Only one of the trio, ch. 48 WKAB-TV Mobile, Ala., ever got on the air, although it later suspended operations. The other stations being cancelled, ch. 32 WPWT (TV) Clearwater, Fla., and ch. 61 WCBC-TV Anderson, Ind., received their grants on Dec. 2, 1954, and Jan. 28, 1955, respectively.

WKAB-TV commenced operation in late 1952, but suspended in the summer of 1954. At one time, George A. Mayoral reported he was considering purchasing WKAB-TV for use as a satellite of his ch. 20 WIMR-TV New Orleans.

Lee Vote Switch Challenged
PROPRIETY of FCC Comr. Robert E. Lee switching his vote in the Fresno, Calif., ch. 12 grant to KFRE that city was questioned by ch. 47 KJEO (TV) Fresno in U. S. Court of Appeals in Washington Thursday. The uhf station asked the court panel for a stay of pending outcome of its appeal against the ch. 12 grant. Two weeks ago, a request for stay by KARM Fresno, the unsuccessful applicant, was denied by the same court [B&T, Feb. 27].

The KJEO argument was heard by Circuit Judges Henry W. Edgerton, George Thomas Washington and Charles Fahy. FCC Assistant General Counsel Richard A. Solomon argued against the stay, as did KFRE attorney Harold D. Cohen. KJEO attorney was Joseph Brenner.

TRADE ASSNS.

TELEPROMPTER SERVICES DISCUSSED AT SEMINAR
N. Y. Radio & Television Executives Society's weekly session addressed by TelePrompTer executives who outline three services being offered.

THREE-POINT program of the TelePrompTer Corp., designed to speed up communications between various elements within the television field and simultaneously improve efficiency and reduce costs, was described last week by company executives at a meeting in New York of the Radio & Television Executives Society's timebuying and selling seminar.

Demonstration of equipment and services that TelePrompTer is offering or will offer to clients was held during the meeting. Irving B. Kahn, TelePrompTer vice president, touched briefly upon the three general facilities that the company is extending to the industry: the TelePrompTer cueing and prompting service, the proposed TelePrompTer program communications network and the national spot package TelePrompTer service. Mr. Kahn said that about 100 tv stations, covering more than 80% of U. S. television homes, now have TelePrompTer cueing and prompting equipment, and about a dozen stations use the spot package service. He said the program communications network service has not been made available to the industry up to now. Mr. Kahn explained that the program communications network of underground and above ground wires, would interconnect tv stations, networks, program sources, station representatives and agencies. He said the system will be demonstrated at the NARTB convention this year.

The FCC told TelePrompTer Corp. late last year that this proposed network would constitute a communications common carrier operation. Though no mention was made at the seminar, B&T learned that TelePrompTer has made a preliminary study in the system and hopes to put it into operation sometime this year.

Hubert J. Schlafly, TelePrompTer vice president in charge of engineering, explained that the proposed program communications network would have switching centers in New York, Chicago, Atlanta, Los Angeles and Dallas. He stressed one particular feature envisioned in the system, namely an attachment to a typewriter that produces a punch-tape that will be relayed via teletype from sender to a receiver. He said a punch-tape provides message security, economy in labor as one typing chore is required and storage of information for re-transmission.

The mechanics of the National Spot Package TelePrompTer service were described by Bill Treynor, manager of station sales, and Herbert Hobler, vice president in charge of sales. Under this service, stations within WKBV-TV's cueing and prompting service, are sent commercial information to be read by local personalites. Messr. Hobler and Treynor said the service would enable national spot advertisers to use more local-level live commercials, with the assurance the copy will be followed at their direction. This service, they said, is designed to permit the advertiser to maintain control over the copy.

NARTB Code Review Board Courts Ty Film Producers

FILM producers and distributors have been invited by the NARTB Television Code Review Board to comment on a proposal to give them an affiliate-type membership in the code. The affiliate membership idea was approved by the
NARTB Tv Board at its February meeting.

In a letter to 500 firms, Edward H. Bronson, NARTB Tv Code director, said such an affiliation “could provide opportunity for distributors and producers to consult directly with the NARTB Tv Code Board regarding problems of adapting film product to conform with the code.” He said complaints and comments about films could be submitted directly to the individual producers and distributors.

The NARTB code group meets March 21-22 in New York and will study replies of film groups. It will report to the Tv Board in June.

NARTB Reappoints Shafto

G. RICHARD SHAFTO, WIS-TV Columbia, S. C., has been reappointed chairman of the NARTB Tc Code Review Board by President Harold E. Fellows and William B. Quarton, WMT-TV Cedar Rapids, Idaho, has been re-appointed vice chairman. Their terms are for a two-year period. Each has served in the top posts for a year. Other code board mem-
bers are Mrs. Hugh McClung, KHSL-TV Chico, Calif.; Richard A. Borel, WINS-TV Columbus, Ohio, and Roger W. Clipp, WFLI-TV Philadelphia.

CBS’ Racies Heads News Group

LARRY RACIES, CBS Newsfilm, has been elected president of Radio-News-Telvision Working Press Assn. in New York, succeeding Roy Edwards, Universal Newreel. Lou Hutt of Paramount News was elected chairman of the board of governors, which includes ABC’s Julian Anthony, NBC’s George Jordan, Tele-
news’ Nick Archer, Warner Pathe’s Bob Donahue, Movietone News’ Burt Reinhardt and Mr. Edwards.

Other new officers elected: NBC News’ David Klein and Santino Sozio; CBS News’ Ruth Kopf, Warner Pathe’s Arnold Lerner, Telenews’ Rich-
dard Milbauer and Charles Campbell, freelance cameraman.

Chicago Agenda Correction

NAMES of speakers who will read two papers at the NARTB Engineering Conference in Chicago April 15-19 were misprinted through a typographical error in Feb. 27. The agenda opens with a paper on network color studio design, construction and operation, to be read by Chester A. Rcadey and Donald Castle of NBC. Edward Tong of WDSU-TV New Orleans will follow with a paper on color lighting systems.

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Fletcher Elected Chairman Of D. C. Area Radio Pioneers

A WASHINGTON, D. C., chapter of Radio Pioneers was formed a fortnight ago, with Frank U. Fletcher, member of the law firm of Spearman & Rober-
ton, elected as chairman. The chapter is com-pposed of members living in the District of Colum-
bia, Maryland and Virginia.

Alvin Q. Ehrlich, of Kal, Ehrlich and Merrick, Washing-
ton advertising agency, was named senior vice chair-
man. Other vice chairmen include John Elmer, WCBM Baltimore; C. T. Lucy, WRVA-AM-TV Richmond; Joseph E. Baudino, Westinghouse Broadcast-
ing Co., and Andrew D. King, consult-
ing engineer of Washington. Stanley Bell, of WRC-AM-FM-TV Washington, was elected treasurer.

Radio Pioneers is composed of persons who have been associated with the industry for 20 years or more.

Radio’s Role in Media Team Stressed by CBS’ Nesbitt

ROY’S “new ability to offer good opportun-
ties for all types and sizes of business” was stressed by Frank W. Nesbitt, director of network sales development for CBS Radio, in a speech delivered before the Advertising Club of Columbus, Ohio, last Friday.

This he said, “is the biggest, and I think best, news about our medium.”

Mr. Nesbitt said he had found “for most products the best medium is a combination of media carefully blended in the correct propor-
tion,” and “within this framework, radio is extremely important.”

“In 1956,” he continued, “radio will be relied upon far more by the exceedingly wealthy big advertiser. And radio will play a far larger role in the plans of the advertiser with a smaller budget. Actually, as we get a better perspective on 1956, I wouldn’t be surprised if we found that for the big advertiser, network radio had become the major extension of network tele-
vision; and for the smaller advertiser, network

had become the basic national medium. We already have come a long way in getting the proper media perspective to make this pos-
sible.”

Mr. Nesbitt traced the changes in network radio sales formats as well as programming, cited radio’s continuing growth, and noted that “advertisers and agencies are discovering that at a cost of $19,000 a week they can be on the air five times a week and can reach over nine million different listeners in a week.” As proof of renewed interest in network radio, he pointed to 13 new advertisers whom he said CBS Radio has signed this year, aside from additional purchases by existing sponsors.

Mr. Nesbitt said there is a growing recog-
nition that radio and tv are not “enemies.” Rising costs of television, he asserted, have forced many tv sponsors to reduce their fre-
frequency drastically—but, he noted, in radio they still can get the frequency they need, at prices they can afford.

NARTB to Cut Radio Board To 21 Directors Next Year

EFFECTIVE next year the NARTB Radio Board will be reduced from 29 to 21 directors, assuming all four radio networks are members, under a by-laws change voted last week by the membership. Under the existing system directors-at-large (two each for large, medium, small and fm stations) are eliminated.

A membership vote on the change was di-
rected by NARTB’s joint board at the Feb-
ruary meeting. Contrary to precedent, NARTB did not announce the vote on the by-laws change and turned down a request made by B&T for the figures. Considerable opposition to the revision had been voiced around the country.

Revvercomb Back at NARTB

EVERETT E. REVERCOMB, who takes over the NARTB secretary-treasurer’s office April as successor to retiring C. E. Arney Jr., joined the association Thursday as understudy to Mr. Arney, who leaves July 1. Mr. Arney has been with NARTB 16 years. Mr. Revercomb was named NARTB auditor in 1935, holding the post to 1943 when he entered naval service. On his return in 1946 he was named assistant treasurer, leaving the post. Recently he has been comptroller and assistant treasurer of Na-
tional Assn. of Home Builders.

Sportscasters Elect Dillon

LEN DILLON, sports director, WFWAS White Plains, N. Y., last week was elected president of the Sportscasters Assn. of New York, suc-
cceeding boxing announcer Don Duphry. Other officers elected were Mel Allen, New York Yankees broadcaster, first vice president; Chris Schenkkel, football and boxing sportscaster, sec-
ond vice-president, and Guy LeBow, free-lance sports announcer, treasurer. Frank Lisky, UP radio sports writer, was re-elected secretary.


LEO R. MORRIS, KSWO Lawton, has been elected president of Oklahoma Broadcasters Assn., succeeding Frank Lane, KRMG Tulsa. Other officers are Gene Dodson, WXYK Oklahoma City, vice president, and Bill Brubaker, KRHD Duncan, secretary-treasurer. Directors are Mr. Lane; Pat Murphy, KCRC Enid; T. M. Raburn Jr., KGYN Guymon; Mr. Dodson; Gus Brandisbord, KVDO Tulsa; Mr. Brubaker; Winst-
on Ward, KBFI pond; Ra Reed and Ed-
ward A. Ryan, KSWI Woodward.
Philo Markets New Low-Power Tv Package

NEW low-power tv "packages"—designed to meet the needs of an estimated 800 small communities where television had been uneconomic because of the high cost of conventional equipment—were announced last week by Philco Corp.'s Government & Industrial Div.

A Philco low-power "package" includes a transmitter, monitoring equipment, high-gain antenna and transmission line, and local program originating facilities for transmission of slides, films and local live shows. Even the studio building and tower can be included in the "package," according to James D. McLean, vice president of the Philco division.

The final power amplifier, Mr. McLean said, provides 1.50 w peak visual power and 75 w aural power output to the transmission line.

"Because most low-power television stations will want to pick up network programs from nearby cities, we are also offering high-quality microwave relay equipment with the 'package,'" he added.

A definite price on the new Philco equipment has not yet been set, but the company said that it will be approximately one-fourth the cost of the conventional type television setup.

MINNESOTA MINING TAPE SALES SHOW INCREASE FOR YEAR 1955

MAGNETIC recording tape sales of Minnesota Mining & Mfg. Co., St. Paul, for 1955 exceeded those for the previous year despite "increasing" industry competition, the company reported in its annual financial statement released Wednesday.

Reported were consolidated sales of $281,860,717 last year compared with $230,890,482 in 1954—an increase of $50,970,235 or 22%.

Net income was placed (after taxes and dividends) at $24,241,885 against $24,241,885 the previous year for a 41% boost. Before taxes net income was $69,839,370.

Actual tape sales to radio-tv stations, recording and film companies and schools and churches were not revealed but were believed to be in excess of $4 million. Conservative estimates place the overall industry tape sales figure at approximately $81.1 million for 1955 against $72 million for 1954. Minnesota Mining accounts for over 50% of the industry total, according to best estimates.

Hallicrafters Stockholders Approve Sale To Penn-Texas

WILLIAM J. HALLIGAN, president and board chairman, and other officers of Hallicrafters Co. will continue in office, it was reported last week as stockholders approved the sale of the electronic firm's assets to Penn-Texas Corp.

Under terms of the $6.3 million purchase, Hallicrafters will become a subsidiary of Penn-Texas and operate as a separate entity, broadening Penn-Texas Corp.'s electronic activities (BT, Dec. 19, Nov. 28, 1955). Hallicrafters makes electronic military equipment, shortwave receivers and tv-radio sets.

Among Hallicrafters' stockholders, 81.7% owning 825,000 outstanding shares voted for the proposed sale, and 0.7% (with 5,925 shares) voted against it. Its stockholders will receive one share of common stock in Penn-Texas for each two and a half of their present stock.

Penn-Texas stockholders will vote on the acquisition March 12.

Color Features Boston Show

COLOR TV is scheduled as the star of an electrical appliance show, "Magic Living," being sponsored by The Boston Post and taking place March 8-11 at the First Corps Cadet Armory in that city.

Manufacturers of color television sets have been invited to display their products, according to Mark Finley, the Post's promotion manager, and a special cable has been placed from WGBZ-TV Boston's transmitter to the armory so that the station can teletscast color films of from 15 to 30 minutes in length every hour, from 1 p.m. to 10 p.m., throughout the show. In addition, network color programs such as Hoody Doody, Mattrix Theatre, and NBC's showing of the "Richard III" movie will be seen.
Over Seven Million Radios
Shipped to Dealers in 1955

SHIPEMENTS of radios from factories to dealers totaled 7,076,722 units in 1955 compared to 6,187,503 in 1954, according to Radio-Electronics-TV Mfrs. Assn. The figures do not include auto radios, which are seldom sold through retail channels (7,229,594 auto radios were manufactured in 1955).

Radio set shipments (minus auto sets) to dealers by states during 1955:

<table>
<thead>
<tr>
<th>State</th>
<th>Total Shipments</th>
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</thead>
<tbody>
<tr>
<td>State</td>
<td>Total Shipments</td>
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<tr>
<td>Alabama</td>
<td>89,180</td>
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<tr>
<td>Arizona</td>
<td>115,180</td>
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<td>Arkansas</td>
<td>76,588</td>
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<td>California</td>
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<td>Colorado</td>
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<td>Florida</td>
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<td>Missouri</td>
<td>140,079</td>
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<tr>
<td>Montana</td>
<td>19,565</td>
</tr>
<tr>
<td>Grand Total</td>
<td>7,076,722</td>
</tr>
</tbody>
</table>

About $8.63 per share and an initial cash payment of $8 per share to be offered to Sentinel shareholders within 90 days after approval. Magnavox said it is not assuming the bulk of Sentinel's liabilities.

Magnavox plans for continuation of Sentinel activities at the Evanston plant.

'Special Charges' Reduce
Admiral's Income in '55

WTTW "price redetermination" of government contracts and additional taxes, the reorganization of its radio-television production facilities and expansion of its automation and printed circuit departments proved "costly" to Admiral Corp. in terms of income for 1954.

In its annual report released Feb. 24, Admiral listed last year's net income as $4,076,867 before and $2,426,866 after "special charges," compared with $6,547,974 in 1954. Sales hit $202,361,797 as against $191,565,089 the previous year. A total of $1.65 million was set aside for price redeterminations and taxes covering 1953-54.

Ross D. Siragusa, Admiral president, said expansion of automation and printed circuit facilities was "costly and the full benefits of our further use of automatic assembly systems will be derived in 1956.'

RCA Previews Portable Tv

RCA VICTOR TV Div., New York, last Tuesday previewed its first portable tv receiver called "The Personal." The set weighs less than 25 lbs., the 8½-inch screen measures 10½ x 9½ x 12½ inches, has a v-type disappearing adjustable rod antenna, outdoor antenna connection, matching removable tilting stand and hidden tuning control panel.

Designed especially for "executive desk-top viewing," the new model will retail at a suggested $125 plus optional service contract charges of $14.95 a year.

Two Shipped GE Equipment

GENERAL ELECTRIC Co. reported last week that it had shipped a 10-kw transmitter to KFRE-TV Fresno, Calif., and a five-day helical antenna to WINT-TV Waterloo (Fort Wayne), Ind. (ch. 15).

Visiting Engineers to See
Color TV Demonstrations

VISITING engineers from abroad will see a program of color television demonstrations beginning today in New York. The engineers represent countries holding membership in the television study group of the International Radio Consultative Committee (CCIR) of the International Telecommunication Union. There will be about 90 electronic experts from 20 countries in the party.

The group will hold its first session in the UN building in New York, where they will be addressed by FCC Chairman George C. McConnaughey, Dr. W. R. G. Baker, General Electric, and Arthur V. Loughran, Hazeltine, among others.

Details of U. S. color tv standards will be explained by various panel chairmen of the National Television System Committee, after which the group will spend the remainder of its two week U. S. visit staying American manufacturers and networks. Among these will be CBS, NBC, Hazeltine, RCA, Philco, Bell Labs and DuMont.

The group will see demonstrations of other color systems in Paris, London and The Hague immediately following the U. S. demonstration.

The color tv demonstrations are under the aegis of the U. S. State Dept., Radio-Electronics-Tv Manufacturers Assn. and the Institute of Radio Engineers. Francis Cott-Wolfe, State Dept. telecommunications chief, is chairman of the U. S. delegation.

Sale of Sentinel Radio Corp.
To Magnavox Co. Announced

ALL assets, properties and goodwill of Sentinel Radio Corp. (radio-television phonograph sets), Evans- ton, Ill., have been bought by the Magnavox Co., Ft. Wayne, Ind., it was announced jointly last week by Frank M. Freiman, Magnavox president, and Milton D. Block, vice president, and Richard S. Lawton, secretary, both of Sentinel.

Approval of the purchase will be acted upon March 26 by Sentinel shareholders. At that time, exact purchase price is estimated to result in a distribution to Sentinel shareholders of

Charles H. Coombe, vice president and general manager of DuMont Florida Inc., Allen B. DuMont Labs, subsidiary for radio-television phonograph set distribution, noted president of firm. Before joining DuMont in 1954, Mr. Coombe was with RCA and Motorola.

James Segre, business consultant in Milan, Italy, appointed European representative of Allen B. DuMont Labs, newly created post.

Robert E. Ashley, Radio Receiver Co., Brooklyn, N. Y., appointed sales manager for company's germanium and silicon products.


Herbert J. Zeller Jr., with Motorola Inc., Chicago since 1949, appointed director of styling for radio-television products.


MANUFACTURING SHORTS

Custom Electronics Corp., Morris Plains, N. J., is marketing model 3A video modulator which converts any tv receiver into studio line monitor. Several balanced input receivers may be fed from video modulator.

CBS-Columbia of Southern California, L. A., has been formed by sales department of CBS-Columbia, L. I., N. Y., for distribution of CBS tv and radio receivers. New branch at 2545 S. Yates Ave. includes more than 17,000 square feet of showroom, office, service, warehouse and training space.

Amplifier Corp. of America, N. Y., has published illustrated folder describing VU Magen- nemite series of portable, battery-operated tape recorders. Fourteen spring-motor magnetic recorders with built-in Vu meter, all designed for home entertainment, sales range from one to four speeds. Free brochure is available from company at 398 Broadway, New York 13, N. Y.

Nihlback Thorne Co., Scottsdale, Ariz., has developed Magi-Clip, non-magnetic brass clip for attachment to magnetic tape reel to keep tape from unreeling. Clip fits any size reel and is available at 4 for $1, 10 for $2, 30 for $5, from firm, Dept. P-9, Box 86, Scottsdale, Ariz.

General Precision Laboratory Inc., Pleasantville, N. Y., announces new remote control of GPL closed-circuit II TV (industrial-institutional) equipment. System covers camera, lens iris and focus, indoor and outdoor pan and tilt, and weatherproof housing. Compact designed equipment is suitable for surveillance work and remote monitoring of operations, with indoor and outdoor camera mountings.

Jerrold Electronics Corp., Philadelphia, has dedicated new research laboratory in Hunting- don Valley, Pa, Building, 10,000 feet square, houses research facilities, machine shop, plastic molding shop and two model shops for prototype assembly.

RCA has shipped VHF transmitter to WLOS-TV Asheville, N. C., three-video film camera to WTVJ (TV) Miami, and color studio camera to WBJK-TV Detroit.

Broadcasting • Telecasting

Charles H. Coombe, vice president and general manager of DuMont Florida Inc., Allen B. DuMont Labs, subsidiary for radio-television phonograph set distribution, noted president of firm. Before joining DuMont in 1954, Mr. Coombe was with RCA and Motorola.

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Broadcasting • Telecasting
MARCH 1956

Total U. S. Stations on Air: 465
(Commercial: 446; Educational: 19)

Total Cities With TV Stations: 297

Total TV Homes: 32,000,000

(6. Census Bureau, June 1955)

HOW TO READ THIS LISTING
Each station or grantee is listed in the city where granted. Triangle (△): station on air with regular programming. Date of grant is shown for permits, followed by planned starting date.

Channel number is in parentheses, followed by national network affiliations and sales representatives, estimated size of coverage area and station's highest one-time hourly rate.

Set figures are provided by stations. Queries on set figures should be directed to stations. Asterisk (*): non-commercial outlet. Dagger (†): not interconnected.

Data on station color equipment: N, equipped for network color; L, local color slide; L1, local color film; LL, local live color.

ALABAMA

ANDAUS (12) ABC; CMB; 3/15/55-Unknown

BIRMINGHAM

KBMC-TV NBC; ABC; Blitar; 366,400; N; $800

WBBQ-TV (19) CBS; 398,400; N; $150

WBSW-TV (5) CBS; 058,400; N; $900

WJDL-TV (4) 12/16/Unknown

DECatur

WCTI-TV (23) CBS; NBC; McGilvra; 31,200; $150

DOHAN

WTTV (9) CBS; ABC; Young; 30,200; $150

MOBILE

WALA-TV (11) NBC; ABC; Young; Headley-Read; 142,500; N; $150

WBOJ-TV (3) CBS; Avery-Knodel; 187,000; N; $400

MONTGOMERY

WAKA-TV (53) CBS; ABC; Ramsey; 75,500; N; $200

WPLA-TV (12) NBC; Ramsey; 115,500; N; $350

MuncFORD

WTVQ (8) 1955

SEMA

WSL-A (8) 2/24/54-Unknown

ARIZONA

MESO (PHOENIX)

KVVR (12) NBC; Ramsey; 141,400; N; $450

PHOENIX

KGOL-TV (10) CBS; Hellingbery; 175,500; N; $500

KPHO-TV (5) ABC; 141,400; N; $450

KTVK (3) ABC; Weed; 165,000; N; LS; $400

TUCSON

KCOO-TV (13) CBS; Hellingbery; 56,200; $200

KVOA-TV (4) ABC; ABC; 15,000; $500

KWWI-TV (9) 4/16/55-Unknown

Yuma

WYMA (11) CBS; ABC; Ramsey; 27,103; $200

Weather-Valdez Best, Inc. (13) 1/25/56-Unknown

ARKANSAS

EL DORADO

KBB (10) NBC; Pearson; 40,000; $200

FORT SMITH

KFSA-TV (22) NBC; ABC; CBS; Pearson; 36-604; $150

KNCA-TV (5) Ramble; 6/3/54-Unknown

HOT SPRINGS

KFDR (9) February Independent Theatres (9) 2/16/56-Unknown

JONESVILLE

KFTV (13) 1/8/55-Unknown

LITTLE ROCK

KARK (4) NBC; Petry; 126,083; N; $400

KATV (7) (See Pine Bluff)

Broadcasting • Telecasting

A monthly situation report on present and planned tv stations and television network shows

BROADCASTING

LITTLE

KRBB

EL

KIVA

MUNFORD

-DOHAN-

DECATUR

KARK -TV

KFSA-TV

KBTM-TV

WBRC

known

$1,500

$350

$195

$195

color

142,000;

$150

stations.

(3)

Total Cities

(8)

(13)

N;

(5)

(19)

MCGRIVRA;

ABC;

17,110;

Unknown

Travelers

Service Corp. (3) Initial Decision 5/31/55

NEW BRITAIN -

WXKN-TV (30) NBC; Bolling; 373,830; N; $500

NEW HAVEN -

WXTH-TV (6) ABC; CBS; Katz; 948,702; N, LS, LS; $800

WELL-TV (10) 12/31/53-Unknown

NEW LONDON -

WCCTV (28) 12/31/53-Unknown

NORWICH -

WCNS (5565) 1/20/53-Unknown

STAMFORD -

WETV (77) 5/21/53-Unknown

WATERBURY -

WATR-TV (53) ABC; Stuart; 215,400; $200

DELAVEL

WILMINGTON -

WPFE (12) NBC; Meeker; 2,061,000; N, LS, LF; $1,000

DISTRICT OF COLUMBIA

WASHINGTON -

WMAJ-TV (7) ABC; Katz; 606,000; $750

WJAC-TV (4) NBC; ABC; NBC Spot Sl.; 756,000; N; $1,250

WJTV (9) CBS; CBS Spot Sl.; 704,500; N, LS; $1,250

WJTV (5) Ramsey; 706,000; $600

WHDV (26) 10/15/54-Unknown

WOOG-TV (14) 2/9/54-Unknown

FLORIDA

DAYTONA BEACH -

WJFO-TV (5) McGilvra; 7/6/54/1/55

FORT LAUDERDALE -

WTVJ (17) ABC; Forjoe; 273,200; (also Miami): $600

FORT MYERS -

WTVY (11) CBS; ABC; McGilvra; 17,110; $1,150

FORT PIERCE -

WTVI (15) 4/19/55-Unknown

JACKSONVILLE -

WTAJ-TV (15) ABC; ABC; Perry; 89,800; $200

WMBV-TV (4) CBS; ABC; CBS Spot Sl.; 343,436; N; $700

WJAX-TV (8) Stars National; 6/12/53-Unknown

WJXT-TV Best Corp. (3) Initial Decision 6/4/55

MIAMI -

WQCS-TV (23) NBC; Katz; 302,000; N; $500

WMTF (5) 8/30/50

WQWW-TV (4) CBS; ABC; Free & Peters; 353,250; N, LS, LF, LS; $1,000

WTVI (17) See Fort Lauderdale

WMFT (33) 12/6/53-Unknown

WTVT (27) 7/15/56-Unknown

MIAMI BEACH -

WAXA (10) Initial Decision 3/30/55

ORLANDO -

WDBO-TV (6) CBS; ABC; NBC; Hoag-Blair; 160,000; N; $300

WORC2 (9) Initial Decision 8/10/55

WOWT (18) 3/15/55-Unknown

PANAMA CITY -

WJDM (7) ABC; CBS; NBC; Hellingbery; 30,100; $150

PENASCOLO -

WJBB (9) ABC; CBS; Hellingbery; 145,500; N; $600

WFFA-TV (15) See Footnote

ST. PETERSBURG -

WSUN-TV (38) ABC; Venard; 207,575; $600

TAMPA -

WFAS-TV (8) ABC; Blitar; 319,452; N, LS, LS; $500

WTVT (13) CBS; Avery-Knodel; 301,000; N, LS, LF, LF; $200

WEST PALM BEACH -

WEAT (13) ABC; H-R; 301,875; $200

WIRK (21) Cook; 48,800; $150

WIJNO-TV (5) NBC; CBS; Venard; 301,875; $200

March 5, 1956 • Page 91
BROADCASTING

KFVS - TV
CAPE HASTINGS - ST. HATTIESBURG - ROCHESTER - MARQUETTE

Radio Assn. Inc. (13) Initial Decision 7/1/54

MISSISSIPPI

BLOXIT

JACKSON

MIAMI

BINGHAMTON

COLUMBUS

KANSAS CITY

ROCHESTER

ST. JOSEPH

ST. LOUIS

SALISBURY

SOUTH BEND

SPRINGFIELD

HATFIELD

KANSAS CITY

KANSAS CITY

KANSAS CITY

MINNESOTA

MONTANA

NEVADA

NEW HAMPSHIRE

NEW YORK

NEW JERSEY

NEW MEXICO

NEW ORLEANS

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NEW RIVER

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### WEST VIRGINIA

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<tr>
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### WASHINGTON

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### CANADA

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### MEXICO

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<td>XHJU (7)</td>
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###脚注

- 3月5日, 1935
- 第97页
A NEW YARDSTICK

25,000 Loyal Boosters in

NORFOLK

WTOV-TV has 56 regularly weekly local live telecasts (not counting news and sports) starring over 300 local entertainers who have 600 parents making a total of 900 people. Using average relationship statistics these 900 people have 3,600 aunts and uncles, 3,600 nieces and nephews, 2,500 grandparents and in-laws, 14,400 first cousins and 600 brothers and sisters for a total of 25,600 good loyal buyers and boosters for your products. Write for booklet that gives description and pictures of these 56 local live shows.

WTOV-TV

Rates First in Many Ways

1. WTOV-TV sells more locally sponsored time than any other two TV stations in Virginia.
2. WTOV-TV has the largest local account in the State of Virginia.
3. WTOV-TV has more local live programming than any other station in Virginia.
4. WTOV-TV has more people living within eight miles of its transmitter than any other station in Virginia. Approximately 700,000 people in Norfolk, Portsmouth, South Norfolk, Newport News and others—all within eight miles.
5. WTOV-TV is in a market that has more multi-million dollar contracts than all the rest of Virginia combined. $230,000,000 since January 1st, this year.

See Joseph Hershey McGillvra, Inc.
AWARDS

Overseas Press Club Lists Radio-TV Awards Nominees

NOMINATIONS for annual Overseas Press Club awards, which include recognition of radio and television reporting, were announced Tuesday in New York by Bruno Shaw, chairman of the awards committee. Winners, to be chosen in balloting by 1,500 club members, will be announced and honored at the club's awards dinner April 3.

Nominees for the award for best radio reporting from abroad, based on broadcasts during the past year, are: William Downs, CBS; Edward P. Morgan, ABC; Merrill Mueller, NBC; John Rich, NBC, and David Schoenbrun, CBS.

For best television reporting of foreign affairs, nominees are: Mr. and Mrs. Carl Genassia, ABC; Cecil Brown, MBS; Joseph C. Harsch, NBC; Eric Sevareid, CBS, and Howard K. Smith, CBS.

Arthur Bonner, CBS cameraman, is a nominee for the George Polk Memorial Award for the best reporting requiring exceptional courage and enterprise abroad.

Four Disc Jockeys Given Plaques by Wine Company

BRONZE PLAQUES have been awarded to disc jockeys Norm Tulin, WORL Boston; Jack Sullivan, WXYZ Detroit; and the team of Gentle & Binge, WJKB Detroit, for "uniquely different use" of the "Man, Oh Manischewitz" (kosher wine) commercial for the Monarch Wine Co., Brooklyn, N. Y.

Monarch, through its agency, Emil Mogul Co., New York last invited disc jockeys all over the country to "individualize" their Manischewitz copy to "suit their personal tastes." Results of these efforts were auditioned on tape over a two-month period by the agency and a group of trade press editors.

In addition to the winners, honorable mentions went to the following: Dick Cook, KSFO San Francisco; Bob Dalton, WTOP Washington; Art Mistretta, WMBM Chicago; Al Hunter, KSDO San Diego; Bill DuPre, WEBB Dundalk, Md.; Larry McKinley, WMRY New Orleans; Fred Wolf, WXYZ Detroit; Sidney Smith, formerly WRCA New York; Art Brown, WWDC Washington; Tom George, WJKB Detroit; Al Berre, WNOE New Orleans, and Dave Maynard, Greg Finn and Alan Davy, all WORL Boston.

KNBC's Semi-Classic Music Voted Tops in San Francisco

FOR THE third consecutive year Masters of Melody on KNBC San Francisco has won the San Francisco Examiner's annual poll as the city's top radio program, receiving 4,925 votes. The program features semi-classical music with Paul White conducting.

Disc jockey Bill Weaver, on KCBS, moved to the No. 2 spot from No. 5, receiving 1,984 votes. Kear Music retained its No. 3 position, polling 1,679 votes. The poll rated the top 30 programs.


Adv. Award Deadline Set

THE Advertising Federation of America, New York, last week set April 15 as the deadline for nominations to Advertising's Hall of Fame. The Hall of Fame, located in the Advertising Club of New York, honors deceased members of the advertising profession who have "rendered special services in the upholding and advancement of advertising." Nominating ballots may be obtained from AFA, 250 W. 57th St., New York 19.

AWARD SHORTS

KLZ-TV Denver presented with special Citation of Merit from Muscular Dystrophy Assn. for "distinguished service in the search to find the cure and in giving comfort to the patients with muscular dystrophy." Last November KLZ-TV staged an 18-hour telethon for the cause with contributions exceeding $145,000.

George M. Burbach, general manager, KSDB-TV St. Louis, Mo., named "Boss of the Year" by Women's Adv. Club of St. Louis.

Ralph A. Renick, news director, WTVJ (TV) Miami, Fla., named one of Florida's five Outstanding Young Men at Florida Jaycee's winter conference.

Vestal C. Taylor, news and farm director, WFNC-AM-TV Fayetteville, N. C., received Distinguished Service Award as Outstanding Young Man of the Year by Fayetteville Junior Chamber of Commerce.

Robert W. Gunderon, editor of Braille Technical Press—monthly electronics magazine for blind—elected to receive GE's Edison Radio Amateur Award for 1955. He has designed special test instruments to open electronics to blind people as occupation.

Eleanor Hempel, conductor of KTTV (TV) Los Angeles' Little Schoolhouse program, presented award from Assn. of Childhood Education for "work with children, inspiration to teachers and guidance to parents."

Dr. E. W. Engstrom, senior executive vice president, RCA, awarded John Ericsson Medal for 1956 of American Society of Swedish Engineers for "creativity and leadership of important team research in the electronics field."
Campbell Soup Co., Camden, N. J., awarded
Minute Man Citation from Savings Bond Div.,
U. S. Treasury, for cooperation in savings
stamps program in nation's schools. Company
helped underwrite special film featuring cast of
its tv program Lassie.

Connie Morton, news director, WRHI-AM-FM
Rock Hill, S. C., named Young Man of the
Year by local Junior Chamber of Commerce
for contribution to community affairs.

James H. Moore, executive vice president,
WSLS-AM-FM-TV Roanoke, Va., named Out-
standing Boss of the Year by Roanoke Junior
Chamber of Commerce.

Ziv Television Programs, N. Y., received special
citation for 1 Led Three Lives series from Mil-
tary Order of the Purple Heart, Hollywood
Chapter #83, for "extraordinary services
rendered to the causes of patriotism and
Americanism."

Robert L. Stoddard, owner-manager, KATO
Reno, Nev., and staff honored at testimonial
dinner given by civic leaders acknowledging
KOTA service during December floods when station stayed on air 60 consecutive hours.

British Film Academy, London, has designated
Richard III, British feature film to be presented
in color on NBC-TV's Wide Wide World on
March 11 (2:30-5:30 p.m. EST), to receive
Academy's 1955 awards for film itself and for
producer-director-star, Sir Laurence Olivier.

Joseph N. Nelson, chief, FCC Broadcast Re-
newal & Transfer Div., granted $250 superior
performance award. Mr. Nelson, who joined
FCC in 1946, formerly headed Broadcast Bu-
reau's tv branch and was promoted to present
post in February [BT, Feb. 6].

WBZ-TV Boston's weekly religious series, Our
Believing World, presented in cooperation with
Archdiocese of Boston, Rabbinical Assn. and
Council of Greater Boston and Mass. Council
of Churches, cited during fifth anniversary
broadcast by National Conference of Christians
& Jews and the United Community Organiza-
tions, for contributing to interfaith under-
standing.

E. Robert Nashick, advertising-promotion man-
ger, WGBS-TV Miami, Fla., named "Adver-
tising Personality of the Year" by Advertising
Club of Greater Miami.

M. Robert Rogers, president, WGMS Wash-
ington, designated honorary life member of
Phil. Orchestra Pension Foundation in recog-
nition of benefit concert he produced.

Walt Disney, producer, ABC-TV Disneyland,
received Television Trailblazer award from
Hollywood Foreign Press Assn.

Arthur C. King, production manager, WEEI
Boston, given certificate of appreciation by
Boston Assn. for Retarded Children for WEEI
cooperation.

WIBW-AM-TV Topeka, Kan., presented with
plaque by Northeast Kansas Cerebral Palsy
Assn. for service in behalf of palsy victims.

Leo Burnett, board chairman, Leo Burnett Co.,
Chicago, and Fairfax Cone, president, Foote,
Cone & Belding, N. Y., honored by Printers
Ink magazine for outstanding contributions to
advertising.

Victor Borge, tv and Broadway star, made
Knight of Royal Order of Danegro, in Wash-
ington by Hendrik de Kauffmann, Danish Amba-
sassador to U. S. Mr. Borge, now U. S. citizen,
was born in Denmark.

WTRF-TV Wheeling, W. Va., awarded first
place in "Publicity and Public Relations" for

Chuck Dunle, news and program director,
WGAY Silver Spring, Md., named winner of
annual Brotherhood Award by B'nai B'rith
organization of Montgomery County, Md.

Ford Dealers of Southern California honored
with medal award for best tv commercial by L. A. Art Directors Club. Winning commercial
represents efforts of Bob Guidi, design and
story, John Huley, producer, Storyboard Inc.,
and Bill Wilgus, tv director-producer, J. Walter
Thompson Co., N. Y.

CBS Radio's FBI in Peace and War series
awarded National Exchange Clubs Award for
year-round campaigning for crime prevention.

NBC-TV's Dave Garroway, Washington, U. S.
Lous, class of '35, awarded University's Alumni
Citation "in recognition of his outstanding
achievements and services . . . reflecting honor
upon Washington U." by fellow alumni and
associate producer of Today, Lou Ames.

WJR Detroit and CBS network awarded plaque
by National Exchange Club for Make Way for
Youth program's role in Crime Prevention
Week activities. Show originates from WJR to
CBS network Saturdays.

WMPS Memphis, Tenn., awarded "unique pro-
gramming treatment" award by Memphis Adv.
Club at advertising show.

Edgar T. Bell, general manager, Bruce Palmer,
news director, and Ernie Crisp, cameraman,
KWTV (TV) Oklahoma City, Okla., honored
by Oklahoma Governor Raymond Gary and
commissioned honorary colonels on Governor's
staff in recognition of program Bruce Palmer
Reports. Program focuses attention on accom-
plishments of various Oklahoma communities.
WTAR-TV SPOTLIGHTS MARKET

A $150 spring outfit goes to the ad man or woman who correctly guesses the population in the Norfolk-Portsmouth-Hampton-Warwick-Newport News, Va., market, as covered by WTAR-TV Norfolk. The station is staging the contest to right an erroneous impression left by U. S. census figures which separate Norfolk-Portsmouth from Hampton-Warwick-Newport News, making them two county metropolitan areas. The two, in reality a single marketing entity, represent America's 26th market, says WTAR-TV. To collect the clothes from a store of his choice, the winning entrant must submit a figure closest to that which will appear in the May 10 Sales Management's survey of buying power.

WOOD-TV SAYS IT IN PICTURES

SINCE sending slide View-Masters to addresses on its promotion list, WOOD-AM-TV Grand Rapids, Mich., has been following up the gift with a series of slides on station personalities. Carol Duval, WOOD-TV's women's director, is the subject of the station's latest slide mailing. She is featured in pictures taken on different studio sets and ranged around the View-Master slide wheel.

TPA CASTS 'TUGBOAT ANNIE'

AFTER a 13-month search for actors to fill title role in the tv film series Tugboat Annie, Television Programs of America, N. Y., last Wednesday announced it would start shooting the first film today (Monday). The title roles have been assigned to Minerva Urecal and Walter Sande. Annie, based on Norman Reilly Raine's Saturday Evening Post series, will be produced by Leon Fromkess and directed by Charles Barton. The original movie version in the 'thirties starred the late Marie Dressler and Wallace Beery.

NBC PLANS MONACO COVERAGE

IN what promises to be a gilt-edged and be-jewelled version of Bride and Groom, NBC radio announced last week it has arranged for pick-ups on Weekday of both civil and religious wedding rites of Rainer III, Prince of Monaco, and actress Grace Kelly.

With nuptials scheduled for April 18-19, NBC also has written up which travel orders for some of its staff reporters: Hazel Markel, Jinx Falkenburg McCravy, Leif Eid, Merrill Mueller and Bob Hecox. They will scour the tiny principality, button-hole guests and partake in the general festivities, capturing all their observations for the American public. In addition to these plans, NBC last week began pre-empting the 11:45 a.m. Fibber McGee and Molly program to bring its listeners a three-week daily series on Monaco, appropriately titled Romance of Monaco.

'SNOW IN THE PICTURE'

NXTN-TV Tacoma, Wash., Home Show hosts, decided to give Peg Carpenter and Ted Bryant an instructional skiing lesson. They engaged Shirley Fopp, past national downhill skiing champion, to demonstrate with Lyle Morton, area ski expert, as moderator. A special ski slide was built just outside the studios.

As the day for the program approached, there remained one minor problem: no snow.

The day was saved when Donald Watt, snow producer, ordered several tons of "snow" from local refrigeration company delivered in time for the skiing lesson to go on as scheduled.

\[quote]

Snow in the Picture

KTNT-TV Tacoma, Wash., Home Show hosts, decided to give Peg Carpenter and Ted Bryant an instructional skiing lesson. They engaged Shirley Fopp, past national downhill skiing champion, to demonstrate with Lyle Morton, area ski expert, as moderator. A special ski slide was built just outside the studios.

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The day was saved when Donald Watt, snow producer, ordered several tons of "snow" from local refrigeration company delivered in time for the skiing lesson to go on as scheduled.

\[/quote\]
Telecast Originated

DESCRIBED as a “big step forward in putting tv coverage of the news on an equal basis with other media” was the live telecast in a prison cell last fortnight of John Gilbert Graham, 25, accused of planting in the suitcase of his mother a dynamite bomb which exploded in a United Airlines plane, killing her and 43 other passengers. The telecast was made by KBTV (TV) in the Denver County jail, and featured an interview with Warden Gordon Dolliver and shots of Graham.

“Up to one minute before air time, there was great uncertainty as to whether the station would be permitted to make the scheduled broadcast,” said KBTV Promotion Manager Bill Walker. “Permission was granted by authorities at the last minute after Graham’s defense attorney, J. J. Gibbons, got the prisoner to sign a paper agreeing to it.”

Graham, who was photographed by a KBTV camera in the “maximum security” cell in which he is kept under continuous guard, will go on trial today (Monday).

The telecast was conducted by Tom Carlisle, news director of the station, of which John Mullins is owner and president.

DURING KBTV (TV)'s precedent-making live telecast from an accused murderer's cell, Defense Attorney J. J. Gibbons (l) is interviewed by KBTV News Director Tom Carlisle and Warden Gordon Dolliver looks on.

WHEN-AM-TV PLAY TO AUTOISTS

WHEN-AM-TV Syracuse took advantage of the 47th annual Syracuse Auto Show Feb. 19-25 to promote an estimated $500 million automotive market. WHEN's Auto Derby Quiz—a special radio game broadcast live each night during the exposition—had Syracusans attending the Auto Show to compete for $200 worth of silver dollars each evening. In addition, the stations featured a "radio-tv sound stage" which illustrated WHEN-AM-TV activity in the upstate New York market.

ZIV VIEWER RECALL CONTEST

AS a means of ascertaining whether tv viewers actually remember what they see when they watch a tv program, Ziv Television Programs, New York, has mapped out a contest for use with its half-hour espionage series, Man Called X, to be launched shortly in more than 130 markets. At the close of each episode, viewers will be invited to test their skill as "espionage agents" by answering questions, such as: "When the Man Called X met 'The Tall One'," the man on stilts was carrying a poster. Was that poster advertising . . . a laundry? a restaurant? a circus? a tailor? Ziv suggests that prizes to be awarded by sponsors and stations be spy-type gifts, such as tape recorders and cameras.

NBC-TV TO PRESENT 'BARRETT'S'

ACTRESS Katherine Cornell and her husband, director-producer Guthrie McClintic, will bring the Broadway success, "The Barretts of Wimpole Street," to Producers' Showcase April 2, NBC-TV has announced.

PROVIDES TV HOSPITAL VISITS

CHSI St. John, New Brunswick, on its daily show, Time for Juniors, has arranged with local hospitals where children under 16 years of age are not admitted, to have hospitals transmit live the show that day, see the show on tv receivers in the hospital lounges. In some cases, as in the tuberculosis hospital, some patients had not seen their youngest children for some months until CHSI-TV made a visit possible.

WBC COVERS SCHOOL MEETING

IN line with its policy of covering significant meetings in the educational field, the Westinghouse Broadcasting Co. covered the convention of the American Assn. of School Administrators Feb. 21-23, with tape recordings broadcast later on the WBC's group of four television and five radio stations. Other educational meetings covered recently by WBC included the White House Conference on Education in November and the meeting of the National Citizens Committee for the Public Schools in January.

STAGES 'SPEC-TAX-ULAR'

EDUCATIONAL tv has borrowed from commercial network television to build up audience appeal for its programs. WTTW (TV) Chicago telecast a two-hour Spec-tax-ular with Internal Revenue Service agents explaining steps in filling out various tax forms. During the program they answered telephone calls from viewers who wanted additional information. WTTW asked viewers to have available at their fingertips all financial records for making out returns.

WBHM AND ‘NEWS’ COLLABORATE

IT’s not everyday that rival media work side by side, but that’s what happened recently in a joint venture by WBHM Chicago and the local Daily News. A radio team was assigned along with a newspaper crew to get the story on violations of the city’s building code. A portable tape recorder was used to record more than three hours of interviews with landlords and tenants. Results were aired on WBHM's documentary Ear on Chicago program, presented by the Ill. Institute of Technology's radio-tv department in cooperation with the CBS outlet. The Daily News ran a pictorial layout telling readers, "We’re letting you in on the birth of a story.”

Cagey Promotion

CHRIS CHRISTENSEN, promotion manager, KEX Portland, Ore., had a "natural" promotion idea: A picture of the station’s "Big Five" disc jockeys playing basketball, with the message "Selling Something? The Big Five on KEX will score for you every time... A championship team that will win for you."

The "Big Five" had no plans to actually play a basketball game, but one thing led to another and games were matched with KOIN-TV Portland and KRUL Corvallis, Ore. Both contests were played during halftime of college games, with the "Big Five" winning 10-4 and 4-2 respectively.

Minutes after the KRUL game, the aching KEX athletes announced that they were retiring undefeated. Mr. Christensen, glumly massaging a charley horse, predicted that his next promotion will be less strenuous.

R. C. CRISLER & COMPANY, INC.

BUSINESS BROKERS SPECIALIZING IN RADIO AND TELEVISION STATIONS

Fifth-Third Bank Bldg., 41 E. 42nd St., Cincinnatii 2, Ohio New York, N. Y. Dunbar 1-7775 Mur. Hill 7-84377
FOR THE RECORD

February 23 through February 29

Includes data on new stations in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit, DA—directional antenna, ERP—effective radiated power, vih—vertical height, hor—horizontal range, ch—channel, ant—antenna, aur—aural, vis—visual, kw—kilowatts, w—watts, mc—megacycles, d—day, n—night.

Am and Fm Summary Through Feb. 29

<table>
<thead>
<tr>
<th>Am</th>
<th>Fm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tally</td>
<td>102</td>
</tr>
<tr>
<td>Permits Grantedin</td>
<td>135</td>
</tr>
<tr>
<td>Licenses Issued</td>
<td>6,133</td>
</tr>
<tr>
<td>Fm Talks</td>
<td>19</td>
</tr>
<tr>
<td>Licenses Canceled</td>
<td>70</td>
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<tr>
<td>Cps on air</td>
<td>2,834</td>
</tr>
<tr>
<td>Fm total</td>
<td>2,848</td>
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<tr>
<td>Total authorized</td>
<td>2,850</td>
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<tr>
<td>Applications in hearing</td>
<td>147</td>
</tr>
<tr>
<td>New station requests</td>
<td>3</td>
</tr>
<tr>
<td>New license applications</td>
<td>96</td>
</tr>
<tr>
<td>Licenses canceled in Jan.</td>
<td>19</td>
</tr>
<tr>
<td>Cps deleted in Jan.</td>
<td>1</td>
</tr>
</tbody>
</table>

FCC Commercial Station Authorizations

As of January 31, 1956*

<table>
<thead>
<tr>
<th>Am</th>
<th>Fm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Operating Stations in U. S.</td>
<td></td>
</tr>
<tr>
<td>Commercial</td>
<td>Vhf</td>
</tr>
<tr>
<td>VHF</td>
<td>315</td>
</tr>
<tr>
<td>UHF</td>
<td>301</td>
</tr>
<tr>
<td>Total</td>
<td>616</td>
</tr>
<tr>
<td>Noncom. Educational</td>
<td>25</td>
</tr>
<tr>
<td>Commercial</td>
<td>29</td>
</tr>
<tr>
<td>Total</td>
<td>54</td>
</tr>
</tbody>
</table>

Grants since July 1, 1952:

(When FCC began processing applications after tv freezes)

| Commercial | Vhf | Uhf | Total |
| VHF | 31 | |
| UHF | 37 | |
| Total | 68 | |

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1952-April 14, 1953)

| Commercial | Vhf | Uhf | Total |
| VHF | 0 | 0 | 0 |
| UHF | 0 | 0 | 0 |
| Total | 0 | 0 | 0 |

Current status on new and fm stations:

'Am and Fm Summary,' above, and for tv stations see 'Tv Summary,' next column.

FCC ANNOUNCEMENTS

New TV Stations . . .

**ACTIONS BY FCC**

Montrose, Colo.—Western Slope Bcstg. Co., granting permission to operate station on vhf w vists 102 auru.; ant., height above average terrain 76 ft., above ground 201 ft. Estimated construction cost $24,000, first year operating cost $15,000. Owner is Frank J. Farnum, 220 E. Denver Ave., Montrose. Antenna. Called station KRMU.

Brownwood, Tex.—William K. Brownwood Co., granting permission to operate station on vhf w vists 3.613 mc, 107° 11’ 58.4” south, 32° 35’ 34” east, 930 ft. above ground. Antennas at 1701 W. 13th St., Brownwood. Owner is Brownwood Bcstg. Co., Richard M. Brown, president. Antennas called station KBFX.

Applications AMENDED

Sacramento, Calif.—Capitol Radio Enterprises amends application to propose waiver of sec. 3.123 (b) of rules re location of studio outside city limits and to submit corrected financial data. Amended Feb. 25.

Port Arthur, Tex.—Jefferson Amusement Co. amends application for new station to specify station location as Port Arthur, Tex., to submit additional financial data, change description of studio location to 1506 and Woodworth Blvd., Port Arthur, and to make ant. changes. Amended Feb. 22.

Existing TV Stations . . .

**ACTIONS BY FCC**

WRAB-TV Mobile, Ala.—Cancel (ch. 46) and calls deleted for FCC for failure to prosecute. Action of Feb. 23.

WMGF (TV) Clearwater, Fla.—Cancel (ch. 41) and calls deleted for FCC for failure to prosecute. Action of Feb. 26.

WCHC (TV) Columbus, Ga.—Cancel (ch. 61) and calls deleted for FCC for failure to prosecute. Action of Feb. 28.

**APPLICATIONS**

KFOR-TV Fresno, Calif.—Seeks mod. of cp to move trans. location approx. 135 ft. from present location on Bald Mtn., approves 25,000 kw to 160.2 kw aur. to and install DA system and make equipment changes. Ant. height above

Broadcasting • Telecasting

March 5, 1956 • Page 103

BMT

According to the Record

A daily almanac . . . each a five-minute program packed with information about the important happenings throughout the world.

April's "According to the Record" includes stories about Hans Christian Andersen, Booker T. Washington, the 1956 Presidential elections, Thomas Jefferson's birthday and other significant highlights and sidelights of the years past.

BMT's "According to the Record" package contains a full month's supply of continuities.

... Highly commercial . . . Now in its 12th successful year.

For sample scripts please write to Station Service Department.
average terrain 2,000 ft. Filed Feb. 23.

KOLO-TV Reno, Nev.—Seeks cp to change trans., location to Deer Point, TV Lot #3, 150 miles northwest Washoe, change effect to 1480 kc, 7.4 kW, a.m., and market changes. Filed Feb. 20.

WTVG-AM Columbus, Ga.—Seeks mod of cp to change effect to 218 vie, 110 kw a.m., and market changes. Filed Feb. 27.

ROY O. HAWBHORNE JR. (19%), salesman-announcer; S. L. REID, (54%), owner; and R. B. COX (12%), owner. Filed Feb. 21.

Winter Haven, Fla.—Duke E. McCornell, 1330 kc, 500 kw D. Post office address 817 Demington, Winter Haven, Fla.; estimated construction cost $5,000. Filed Feb. 28.

ROAV-AM Albuquerque, N. M.—Seeks mod of cp to change trans., location to Sandia Crest, approx. 13,000 ft., change effect to 1150 kc, 200 kw a.m., change height above average terrain 6658 ft. Filed Feb. 25.

Rock of Ages Broadcasting Co., 1300 kc, 500 kw D. Filed Feb. 28. Action on Paper.—-Seeakis. Seeks mod of cp to change effect to 1500 kc, 500 kw a.m. Filed Feb. 27. Action not on Paper.—-Seeakis. Seeks mod of cp to change trans., location to Sandia Crest, approx. 13,000 ft., change effect to 1150 kc, 200 kw a.m., change height above average terrain 6658 ft. Filed Feb. 27.

WBBU-TV Buffalo, N. Y.—Seeks mod of cp to change effect to 790 vie, 395 kw a.m., and market changes. Filed Feb. 25.

KVTV-AM Visalia, Calif.—Seeks mod of cp to change effect to 727.3 vie, 137 kw a.m., and market changes. Filed Feb. 27.

WRBR-FM-TV Roanoke, Va.—Seeks mod of cp to grant slight change in trans., location (no change in description), to 1031 Hutchison Ave., Roanoke, Va., to make equipment changes. Filed Feb. 27. Action not on Paper.—-Seeakis. • Seeks mod of cp to grant slight change in trans., location (no change in description), to 1031 Hutchison Ave., Roanoke, Va., to make equipment changes. Filed Feb. 27.

New Am Stations . . .

PETITION
KOTA-TV Rapid City, S. D.—Petitions to amend sec. 3.606 (b) to provide for reallocation of ch. 4 from Miles City, Mont., to Glendive, Mont., and/ or Choteau, Mont., and delete ch. 3 from Miles City. Filed Announced Feb. 24.

CALL LETTERS ASSIGNED
KVBT (TV) Bents, Ne., N. M.—Video Independent Television Network; Uni.; filed Feb. 27.

WAST (TV) Hagaman, N. Y.—Hudson Valley Broadcasting Co.; filed Feb. 28.

WGHP-TV Chattanooga, Tenn.—Mountain City Television Inc., ch. 3. Filed Feb. 28.

APPLICATIONS

Madera, Calif.—Jan S. Lansdown application for new trans. to operate on 1500 kc, 500 kw D as disposed of at applicant's request. Action of Feb. 27.

Albuquerque, N. M.—Seeks mod of cp to operate 1410 kc, 500 kw D, change effect from 1500 kc, 500 kw D, tandem to 1410 kc, 500 kw D, change effect from 1500 kc, 500 kw D, tandem; filed in accordance with directives; and correct Turom. Filed Announced Feb. 27.

Stack, Neb.—W. W. Besgift, Co. application for new trans. to operate 1410 kc, 15 kw D, same; filed partly voluntary, and request to have filed incorrect duly noted. Returned Feb. 27.

APPLICATIONS

Phoenix, Ariz.—Hamaty Broadcasting Co., 1280 kc, 1 kw D. Post office address 829 N. 165 St., Phoenix, Ariz.; estimated cost of construction $18,000; first year operating cost $2,500, revenue $5,000. Principals are F. L. G. Hamaty, operator, and F. L. G. Hamaty, promoter. Filed Feb. 25.

Brookeville, Fla.—Hernando Besgift Co., 1450 kc, 250 kw, filed Feb. 25. Post office address Dale Mabry Tr., 420, Dale Mabry, Tampa, Fla.; estimated construction cost $5,000, first year operating cost $5,000, revenue $5,000. Principals are

FOR THE RECORD

KINGO-TV Redwood, Id.—Seeks cp to change trans., location to Deer Point, TV Lot #3, 150 miles northwest Washoe, change effect to 1480 kc, 7.4 kW, a.m., and market changes. Filed Feb. 20.

KTVF-AM Fairbanks, Alaska—Seeks mod of cp to change effect to 218 vie, 110 kw a.m., and market changes. Filed Feb. 27.

Allamed to change to 1500 kw, unli. Filed Amended Feb. 27.

Clinton, Iowa.—Mississippi Valley Bestco, 1300 kc, 500 kw D. Filed Jan. 28. Action not on Paper.—-Seeakis. • Seeks mod of cp to change effect to 1500 kc, 500 kw D a.m. Filed Feb. 27.

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New Am Stations . . .

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New FM Stations

APPLICATIONS

Stier, Conn.—Board of Trustees of U. of Conn., 935 College St., army reserve barracks site, Hartford; CBWGN, $9,000; 92.5; limited power; use for educational purposes.

New York, N. Y.—Trustees of Columbia University, 532 W. 116 St., New York; license for existing station Wieri, for educational purposes.

Storrs, Conn.—Board of Trustees of U. of Conn., 935 College St., Hartford; CBWGN, $5,000; 92.5; commercial educational use; filed Feb. 29.

Applications for FM Stations

ACTION BY FCC

KBRR (FM) Montclair, Calif.; FCC canceled and denied petition for permission, in progress of completion date as request of applicant. Call letters deleted. Action Feb. 29.

APPLICATION

KWON-FM Jefferson City, Mo.—Seeks to change ERP to 765 w and make equipment changes to tower.

CALL LETTERS ASSIGNED

KWC-FM Cheney, Wash.—Eastern Washington College of Education, 89.9 mc. 19 w.

Ownership Changes

APPLICATIONS

WSBC Anniston, Ala.—Application for acquisition of control of WSNJ, with stockholders to elect new president, L. J. H. Weber, of 1224 Memorial Park Ave., Anniston, for $85,000; 1340 mc.

KREH (FM) Iowa City, Iowa—Granted 100 stockholders to elect new president, H. L. Kite, of 1426 SW Washington Ave., Des Moines, for $200,000; 91.1; commercial purposes.

KQON-AM-FM Mayfield, Ky.—Seeks transfer of control to Mr. and Mrs. John Parsinen, 205 North Main St., Mayfield, for $100,000; 1560 mc., KQON-AM, KQON-FM, and WQON-AM.


APPLICATIONS

AWAM Marion, Ohio.—Seeks involuntary assignment of permit to equal partners Kathleen W. woman, W. G. and Elizabeth H. Neely, of 224 E. Broadway, Marion, for $6,000; 1580 mc; non-commercial purposes.

KQOM-AM-FM Twin Lake, Wis.—Listed as among present WQOM-AM areas.

KWDF Fort Smith, Ark.—Seeks involuntary assignment of control to Frank J. and Rosemary Z. F. H. FBI.

KBLQ Hot Springs, Ark.; Seeks assignment of WDKR, $175,000; 1200 mc, Clarkwood Bestg. Co.

KBBR Freepoint, Tex.—Application for involuntary transfer of control to William D. Scheuer, resubmitted. Resubmitted Feb. 29.

Hearing Cases

FINAL DECISIONS

Brieggert, Wash.—FCC ordered C. J. Community Services Inc., Seattle, and all agents thereof to cease and desist (1) from operating by improper station call letters, (2) from obtaining license from FCC, (3) from obtaining appropriate operator's license from FCC, and (4) from rebroadcasting programming without authorization of station's owner and license.
that time that filing reply requests be extended from Feb. 23 to Feb. 27. Action Feb. 21.

February 23 Applications
Accepted for Filing Modification of CP

KHQA-TV Hannibal, Mo.—Seeks mod. of cp to renew its construction permit (which was extended) to extend completion date to Sept. 24. Action Feb. 17.

License

KCBJ-TV Puebla, Colo.

February 24 Decisions
By the Commissioners

Granted extended time to file for license

KOKX Keokuk, Iowa; KSO Des Moines, Iowa; KYIM-TV Moline, Ill.; KSTT Davenport, Iowa; WTRW Two Rivers, Wis.

Granted SCA

WLEY (FM) Elmwood Park, Ill.

February 27 Decisions
Applications on Motions
By Chief Hearing Examiner


By Hearing Examiner Jay A. Kyle

WBCN Sales, Inc.—Seeks permission to prehear conference, ordered hearing on applications for transfer of control of WLQA Rome, Ga., and renewal of license. Action Feb. 19.

By Hearing Examiner H. Gifford Irlon

Western Ohio Bestg. Corp., Greenville, Ohio—Granted petition for extension of time from Feb. 27 to April 2, for new am station. Action Feb. 21.

By Hearing Examiner Elizabeth C. Smith

WNWC New York, N. Y.—Granted petition for extension of time from Feb. 27 to April 2, for new am station. Action Feb. 21.

February 27 Applications
Accepted for Filing

WTUW Wapakoneta, Ohio; WMEC-WVAC Lima, Ohio; KITV Anchorage, Alaska; Seeks mod. of cp (which authorized new tv station) for extension of completion date.

KWWF (TV) Anchorage, Alaska—Seeks mod. of cp (which authorized new tv station) for extension of completion date.

February 28 Decisions
By Hearing Examiner

James D. Cunningham

Pine Bluff, Ark.—On examiner's own motion, (Continues on page 113)

Broadcasting • Telecasting

Radio Station and Newspaper Appraisals
Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make the need, authoritative appraisals in minimum time.

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY

RADIO-TV NEWSPAPER BROKERS

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James W. Blackburn

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Ray H. Hamilton

K. P. Whitefield

Chicago, Ill.

Tribune Tower

San Francisco

William T. Stubbiedfeld

11 Sutter St.

Exbrook 2-5671
WANTED

FOR

RADIO

ONLY

50,000 watt clear channel station in midwest wants a program-production and idea man. This is a real opportunity for a top programming man who wants to do a real job with one of the nation's top radio stations.

Box 603F, B • T
Help Wanted (Cont'd)

Technical

Wanted at once. Engineer-announcer or salesmen—excellent opportunity positions, possibly April. WRBIV Radio, Booneville, N. Y. Phone 11.

Wanted: Combination engineer-announcer-first phone license. Write or telephone F/Tele 2-2654, C/O WHIO, Cincinnati, Ohio.

Wanted: Radio engineer; first class radio telephone license; strong on maintenance. No operating privileges. Apply, Chief Engineer, Radio Station WBB, 439 East Main St., Newberied, Long Island, N. Y.


Have opening for combination-chief engineer. Excellent salary. Del Rio, Texas. Phone 5-2431.

Programming-Production, Others


Continuity writer, male or female. Send resume. Leo John, WRMJ, Bay City, Michigan.

Newman, experienced to write and deliver local news. Handle tape-recorder. $75 per week. WGBI, Woonsocket, R. I.

WIND, Chicago, interested in top-quality office girls with radio experience for key positions to handle advertising business volume. Write Program Director.

Situations Wanted

Managerial

Announcer

Sales manager-general manager. My owner has sold or is selling over personnel. I am available. Over $100,000 personally signed contract. Good up-to-date bidding skills. Applying to twelve year am-tv experience record of proven knowledge. I am offering $4,000-$4,000 annual earning. Sales and managerial record substantiated by my own and industry personnel. Every consideration, small or large market, held confidential and appreciated. Box 651F, B-T.

Manager over twenty years. Knowledge all phases. Can direct sales. Box 602F, B-T.

Program or assistant general manager. Successful station. Interested in station market operations and administration. 12 years radio, 8 television. Available now. Box 655F, B-T.

Salesman

Salesman or announcer-salman, ten years sales experience, excellent personality, presently employed. College, married, family. Prefer South, permanent connection. Box 666F, B-T.

ANNOUNCERS

Described by leading magazine as outstanding deejay in his area. 6 years experience—including large competitive market, whether reading ‘em straight—or adding own spin to well known success with sponsors and public. Seeking permanent position with good station. Box 595F, B-T.

Announcer seeking steady position in Florida; good market, board operation, strong music. Box 57F, B-T.


—Here’s the right negro girl for radio and tv!! Experienced. Single. Will travel. Box 553F, B-T.

Where can experienced sports announcer find a permanent job within 200 miles of Chicago? Over eight years experience. Married. Can do news, music and entertainment. Is $100 per week too much? Box 579F, B-T.

Announcer-singer, college graduate. 24, degrees affiliation where talent, personality counts. Two years and currently airing with own Boston program Box 606F, B-T.

Radio

Radio

WANTED: DISC JOCKEYS WHO THINK THEY’RE EXCEPTIONAL—AND HAVE THE TAPES TO PROVE IT.

That’s right. We said “Exceptional.” If you’re not, don’t bother. You’ll only waste your time and ours. But . . . if you are exceptional, rush us the tape that proves it.

Immediate openings in 4 markets with America’s most program-minded radio groups.

Latest addition: WDGY, 50,000 watts. Minneapolis. Our idea of an exceptional disc jockey features smooth selling ability. If you have a personality identity such as singing, piano playing, voice characterization, impersonations, etc., so much the better.

Every tape carefully auditioned, and promptly returned. (Be sure to include address inside box.) Send all tapes to Todd Stors, President,

Mid-Continent Broadcasting Co., Omaha 2, Nebraska

WDGY

KOWH

WHB

WTIX

Minneapolis-St. Paul

Omaha

Kansas City

New Orleans

March 5, 1956 • Page 109

Broadcasting • Telecasting
**TELEVISION**

**Help Wanted**

Salesmen

Outstanding opportunity for experienced TV salesman. Top 100 market. CBS station. Will pay big for big results. Send all details and salary requirements to Box 591F, B-T.

Technical

Texas vhf maximum power network connected station needs first class engineer. TV experience preferred but not necessary. Send complete qualifications, references and recent photo to Box 600F, B-T.

Two transmitter engineers, 1st phone 100 kw vhf tv station. $80.00 to start. Liberal employee benefits. Submit full particulars to Chief Engineer, WCIA-TV, Champaign, Illinois.

**Situations Wanted**

Managerial

General—sales manager. 36 years old. 8 years radio—3 years television. Thorough background management and sales. Understands all phases from personnel to production. Now employed radio station manager. Prefer south or southwest. Available 30 days. Box 630F, B-T.

TV station manager experienced all phases of operations including film buying. 25 years radio-tv. Age 41. Married. Available April first or sooner if needed. Box 660F, B-T.

Salesmen

Top tv salesman desires station in eastern market. Now key man in small market. Manages local sales staff, regional, national sales. Writes, sells, produces own commercials and shows. Responsible family man. Box 530F, B-T.

**SITUATIONS WANTED—(Cont'd)**

Program director—announcer. With present employer, four years. Consider large or small station. Box 610F, B-T.


University grad, 8 years solid experience radio, five as PD. Thoroughly competent, conscientious. Excellent all-around staffer, superior news, third ticket. 39 years old, vet, family man. Dwight Larock, 1012 East 6th Street, Ontario, California. YUkon 61-1427.

**STUDIO-EXPERIENCED**

CHICAGO TV PRODUCTION CLASS AT WORK

People like these have just completed their training in Television Production with Northwest, which included extensive work in one of our commercially equipped studios under the direction of experienced TV personnel.

These people—with TV studio training and production experience—are now available in YOUR area. Though well-versed in TV know-how, you will find them highly adaptable to your station's way of doing things.

Call Northwest FIRST!

Call, wire or write John Birrel, Employment Counselor, for immediate details.

If you would like to receive our national publication, TELEVIews, let us know and we will be happy to send it to you at no cost or obligation.

**TELEVISION**

Help Wanted—(Cont'd)

Technical

Newspaper owned television station has immediate opening for maintenance engineer. Send complete background qualifications and photograph to Wallace Wurz, Chief Engineer, WTIVH, Peoria, Illinois.

Production—Programming, Others

Preminent tv film production firm looking for top tv program ideas. Will develop and promote. Write Box 611F, B-T.

Great Lakes area, major network vhf wants tv program director immediately. Strong on production, unusual opportunity for right man. Send complete resume to Box 674F, B-T.

Experienced television copywriter. Good working conditions and good opportunity for right person. Give full details on background first letter and send photo. Write George Frechette, WSAU-TV, Wausau, Wisconsin.

**SITUATIONS WANTED—(Cont'd)**

Salesmen

Sales—sales manager twenty years successful experience too rep and station national and regional. Available immediately. Interested permanent spot anywhere. Wire or write. Box 660F, B-T.

Announcers


Announcer: 2½ years, college graduate, veteran. At present, free lance tv in 2 billion dollar market. Box 665F, B-T.

Technical

TV technician desires maintenance or supervisory position in vhf station. Six years experience all phases including construction. References. $110 minimum. Box 619F, B-T.

Engineer: Am-fm, office experience. Desire television opportunity in southern California. References. Box 625F, B-T.

Production—Programming, Others

Tv producer-director currently with Indiana's largest station. Availability result of staff reduction. Three years tv experience in major and small markets. Five years previous radio announcing, sales, promotion, writing. Thorough theatre and musical background. Excellent community service record. Full documentation and highest references available. Box 560F, B-T.


**RADIO**

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TELEVISION

Situation Wanted—(Cont’d)

Programming-Production, Others

Acting opportunity wanted. Several years experience in radio and television. Single, male. 22 college degree. Amateur dramatic experience. Desire spot with production company, professional theatre group, etc. Outlet for talent with opportunity to grow, and important. Would not place this ad without confidence in ability and personality. Box 622F, B-T.

Experienced versatile broadcaster, former radio-televisio...
INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class licenses in 3 months. For details write Grantham School, Dept. 1-17, 621 19th Street, N.W., Washington, D.C.


FCC first class phone. After ten years successfully training men for their first class radiotelephone operators license, this same course is now available to you at home. Write the Don Martin School, Ext. Div., 1683 North Cherokee, Hollywood 28, California.

FCC first class phone license preparation: beginners, radio technicians, announcers. Evenings. Monty Koffer, 741 Hendrix Street, Brooklyn 7, N.Y. Cl. 7-1366.

RADIO

Help Wanted

Managerial

SALES PROMOTION WRITER

To write sales presentations, direct mail. help edit merchandising publication for leading independent radio-TV group. 23-29. Prefer man with one or two years experience as ad, continuity, promotion, publicity or public relations writer in broadcast field. Send resume, including salary requirements, to Personnel Manager, Crosley Broadcasting Corp., Lindon St., Ohio, or phone Cherry 1-1222.

Situations Wanted

Managerial

ANNOUNCER

Music and News station needs top-notch, experienced announcer to handle Mobile News Unit. Must have smooth, intelligent ad lib ability. Must also be able to run disc show with intelligent remarks. Must be able to SELL a commercial. Not looking for screwballs. Salary will depend on ability, qualifications and experience. Send references, pictures, biography and audition tape with first letter to Box 688F, B-T.

ATTENTION OWNERS AND GENERAL MANAGERS

If you need a top-flight right-hand man to supervise internal station operation we will have available March 1 a family man under 30 with over 8 years solid experience in announcing, production, traffic, copy, programming, public relations and promotion. Outstanding all-around assistance to management in all phases. Not afraid of work. Excellent character and credit references available. Leaving our employ due to our conversion to 100% Spanish language operation. If you are looking for outstanding executive material on its way up call Lowell Christison, 3-1556, Albuquerque, N.M., or contact me personally.

E. M. Steigheil

President

KABQ

3-1741

Albuquerque, N.M.

EXECUTIVE

Old established station is interested in an executive. Must be young, willing to work and know how to sell and direct sales.

Reply direct to A. Frank Katzentine, 924 duPont Building, Miami 32, Florida.

TELEVISION

HELP WANTED

Managerial

I NEED A MAN with radio-TV experience for Sales and Station Manager of VHF- TV under construction by established AM in beautiful SW City. This is a small operation where versatility counts. An investment is invited. Quite frankly I'd like someone to share in management and help me get things done. This is the chance of a lifetime for man who wants into radio-TV ownership but doesn't have enough cash to go it alone. General Manager, Box 655F, B-T.

MOST OUTSTANDING TV ART DIRECTOR

Long experience with leading TV chains, desires relocation. College graduate, aggressive, top leadership, top organization know how. Advertising specialist (including presentations and newspaper promotions). Color knowledge, Brush and ink lettering expert. Layout, Title Cards, Scenery design and production ideas. Top line and scenic artist. Outstanding large display, airbrush and "Cut all" operator with top material knowledge (Props, etc.).

Must be a outstanding "One Man Art Department" operator. Hard working, conscientious, family man. Extremely fast worker. Top reference. Interested ONLY with established stations. For permanent position. Box 634F, B-T.

TV PROGRAM DIRECTOR AVAILABLE

Due to staff rearrangement, our TV Program Director is available immediately. Station is anxious to help place this man as he will be a valuable asset to any operating TV station or a group planning to go on the air. Also has strong radio background. Any TV or radio station interested please contact Box 673F, B-T.

FOR SALE

Equipment

USED EQUIPMENT WANTED

1. Presto RC 11 Tape Recorder, (chassis only—no console or carrying case required).

2. Ampex Model 350 C (console type) tape recorders.

3. RCA 70 C turntables.

State condition and best price on any or all items listed.

Contact: John S. Phillips WHTN-AM-FM-TV P. 0. 81769 Huntington, W. Va.

By Hearing Examiner H. Gifford Irion
The Delta Broadcasters, Pittman - Glascow, N. J. - Granted petition for leave to amend its am application to change both trans. site and studio location to Vineland, N. J., and to mod. DA array and application, as amended, is removed from hearing docket. Action of Feb. 27.

By Hearing Examiner Jay A. Kyle
Charles W. Stone, Fort Lauderdale, Fla. - Granted petition for continuation of hearing to April 27, re his am application. Action Feb. 27.


BROADCAST ACTIONS
By the Broadcast Bureau
Actions of Feb. 24
WNBF-TV Binghamton, N. Y. - Granted mod. of cp to change minor equipment changes.
KRMA-TV Denver, Colo. - Granted mod. of cp to change ant and make other equipment changes; ERP vis. 15.3 kw, aur. 13 kw km. 900 ft.
KRO-VO Sioux Falls, S. D. - Granted mod. of cp to change ERP to 213 kw vis. and 123 kw aur. make ant. and other equipment changes; ant. 900 ft.
KRM-D Shreveport, La. - Granted authority to operate trans. by remote control from Jefferson Hotel.
WFNM FunFunkal Sprigs, Fla. - Granted license for new trans. location.
KTOO Manatoo, Minn. - Granted license covering cp for increase in N power and change in DA system.

FOR SALE
Equipment

EQUIPMENT

Transcription Turntable, Model #64A, in console cabinet. $335 and 78 R.P.M. speeds, built in equalizer. Western Electric Reproduc- er and arm. Used one year. Original cost $1500.00. asking price $950.00. Contact:
State Farm Mutual Auto Insurance Co.
Douglas Finn
112 E. Washington Street
Bloomington, Illinois

FCC 1ST PHONE LICENSES IN 5 TO 6 WEEKS
Will supply with 1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes Over 1700 Successful Students

INSTRUCTION

EMPLOYMENT SERVICES

QUOTE AND UNQUOTE

..., as thorough and as easy to work with as though you were on our own payroll as our personnel director ..."

Our location adds an additional advantage to the radio and TV industry anywhere.

Palmier-Meyer, Inc. (Agency)
59 E. 42nd Street, N.Y.C.
MU 2-7917
Paul Baron, Dir.: Radio-TV-Film-Adv.
Receives welcome from qualified people

WEBN Erwin, Tenn. - Granted mod. of cp to change ant. and make other equipment changes.
WNBY New Orleans, La. - Granted mod. of cp to change ant. and make other equipment changes.
WDXI Jackson, Tenn. - Granted authority to operate trans. by remote control from William Bulig, while using non-DA.

February 28 Applications

To be filed for filing
KOEL Oelwein, Iowa - Seeks mod. of cp (which authorized increased D power and change to DA-5) for extension of completion date.
WBCF-AM Birmingham, Ala. - Seeks mod. of cp (which authorized new fm station) for extension of completion date.
WCMX (FM) Columbus, Ohio - Seeks mod. of cp (which authorized new educational fm station) for extension of completion date.
WFXD-TV Rockford, Ill. - Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 16.
KLYF-TV Lafayette, La. - Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 24.
WATY (TV) Newark, N. J. - Seeks mod. of cp (which authorized new tv station) to extend completion date to Oct. 14.
KETA (TV) Oklahoma City, Okla. - Seeks mod. of cp (as mod, which authorized new non-commercial educational tv station) to extend completion date to Oct. 31.

Remote Control
KBOY Barstow, Calif., and KTBV Terre Haute, Ind.: WJWD New Orleans, La.

February 29 Decisions

By the Commission
Granted Modification of cp
WSTP (TV) Stamford, Conn. - Granted extension to July 18 to complete construction.

UPCOMING

MARCH
March 5: RAB Clinic, New Haven, Conn.
March 6: RAB Clinic, Memphis.
March 7: RAB Clinic, Miami.
March 8: RAB Clinic, Houston.
March 20: RAB Clinic, Nashville.
March 22: RAB Clinic, Birmingham, Ala.
March 23: RAB Clinic, Boston.
March 24: RAB Clinic, Pittsburgh.
March 22: RAB Clinic, Cleveland.
March 16: Connecticut Broadcasters Assn. - Waven- ey, Conn.
March 16: RAB Clinic, Schenectady, N. Y.
March 19: RAB Clinic, Cleveland.
March 20: RAB Clinic, Minneapolis.
**Statistics by Sarnoff**

BY SETTING its goal at one-tenth of one per cent above the 1955 level and aiming at 2.4% instead of 2.3% of the national economy, advertising this year could add a cool $400 million to the $9.25 billion which has been forecast as its 1956 total, NBC President Robert W. Sarnoff stated in his address as chairman of National Advertising Week [B-T, Feb. 27]. He noted that this was not a pipe dream, as in the prewar years advertising revenues totaled 3% of the gross figure.

Mr. Sarnoff did not pursue this point, but we should like to. If television's share of the 1956 advertising total were to be the same per cent as for last year, $46 million of that $400 million extra would be added to the tv total. And, as the youngest and most rapidly growing advertising medium—even without color which inevitably will bulk up tv's share this year—the tv share would probably be well above that sum.

Radio, if its 1955 proportion of the advertising total continues unchanged through 1956, would benefit by some $24 million if that extra one-tenth of one per cent of the national economy were to go into advertising. Printed media would similarly benefit. Tidy sums, those, and well worth the extra effort on the part of all media called for by Mr. Sarnoff, even if the motive were purely mercenary. But when it is realized, as he so clearly put it, that this added $400 million for advertising would be “well spent in terms of increasing the nation's gross consumption and in terms of strengthening industry's profit base,” the achievement of this goal becomes a responsibility of advertising, an integral part of advertising's role in maintaining national prosperity.

**The Spiked Canon**

IT WOULD be difficult to exaggerate the importance of last week's decision of the Colorado Supreme Court to allow radio and television coverage of trials within its jurisdiction. While the decision applies only to courts in Colorado, it will have wide effects. In the administration of law, precedent is valued highly, and precedent for contemporizing the judiciary's attitude toward media journalism has definitely been set. It is a precedent which courts outside Colorado cannot ignore.

We commend to the reading of anyone who pretends interest in the basic freedoms of this country the language of the decision which is reproduced on other pages of this magazine. It is the language of Justice Otto Moore, who admitted that before conducting the hearing of the broadcasters' case he was prejudiced against the admission of radio and television to court proceedings but that after observing radio-tv equipment in action and listening to the broadcasters' arguments he was obliged to conclude that the historic restrictions were absurdly out of date.

Justice Moore was finally persuaded that those who have upheld the validity of the American Bar Assn.'s Canon 35 prohibiting photography, radio and television in courtrooms “have failed, neglected or refused to expose themselves to the information, evidence and demonstrations of progress . . . in this field.”

In his decision—which was adopted by the entire court—Justice Moore batted down all the arguments which have been used to oppose the broadcasting of legal proceedings. He denied that radio and tv provide distractions, encourage ham acting or invade privacy. These arguments against radio-tv will sound very empty from now on.

The Colorado decision is a break-through in the broadcasters' long campaign for equality with the press in access to public events. All who represented radio or television in testimony and in preparing the presentations for the Denver hearing have earned a place in broadcasting history. We would particularly mention Judge Justin Miller, former president and chairman of the NARTB, who appeared not only as a representative of broadcasting but also as a distinguished member of the bar.

As said above, the Colorado action is a break-through, and it must now be exploited. It becomes the job of broadcasters everywhere to intensify the fight for equal access and to capitalize—to the benefit of themselves and the U. S. public—on what their fellows have done in Denver.

IT WAS appropriate that the rights which radio and television won in the Colorado Supreme Court last week were obtained in part by the exercise of another right which was won only a few years ago—the right to editorialize.

The Colorado court set the special hearing after broadcasters had protested the exclusion of radio and television from a court hearing involving John Gilbert Graham, accused of planting the bomb that killed his mother and 43 others on an airplane. The most vociferous protest came in an on-the-air editorial broadcast by Hugh Terry of KLZ-AM-TV.

Timid broadcasters who have questioned the wisdom or effectiveness of using the right to editorialize should take courage from the KLZ example. If ever an editorial produced results, this was it.

The right to editorialize and the right to cover news as it happens where it happens must be exercised if radio and television hope to take their place as basic news media. There is encouraging evidence that broadcasters are working toward that place. More and more stations are beffing up their news operations. More and more are speaking their opinions, as representatives of any mature news medium must do.
KSTP Radio and Television offer FREE supermarket merchandising to food advertisers!
- BARGAIN BARS
- SPECIAL DISPLAYS
- STORE CALLS
- COMPLETE REPORTS

It's NEW and EXCLUSIVE in the Northwest!

KSTP Feature Foods Merchandising is now at work for food advertisers in the important Northwest market!

In 200 high-volume supermarkets, the full-time KSTP Feature Foods staff handles continuing promotions for products which qualify for this service. During each 13-week period there are 50 days of "Bargain Bar" promotions where samples, coupons and special literature may be distributed; 75 special one-week displays in key food outlets; 200 merchandising calls and store checks, and, twice during each period, a complete report on all merchandising activities is issued to each advertiser.

Regular program or announcement schedules on KSTP Radio and Television qualify an advertiser for KSTP Feature Foods Merchandising. There are no premium prices, gimmicks or special programs to buy.

The cooperating chain and independent supermarkets are concentrated in the Twin City metropolitan area which, in 1955, accounted for more than $325,000,000 in food sales...approximately half of all food sales in the state.

Your nearest Edward Petry office or a KSTP representative can give you complete details on this exceptional merchandising service. Why not give them a call today?
The No. 1 TV Buy in Kansas City

"BIG-TIME" DAYTIME

on KMBC-TV

In KANSAS CITY, daytime is BIG TIME on KMBC-TV!

The fresh, new KMBC-TV "Big-Time" Daytime format is producing ratings and results that are positively amazing!

EXAMPLE: The latest Kansas City Nielsen Survey shows that KMBC-TV out-rates all other Kansas City channels during 18 quarter hours from 9:30 a.m. to 6:30 p.m. on the average broadcast day. Station B is first during 10 quarter hours, Station C captured only 8 quarter-hour firsts. The survey was begun less than two weeks after KMBC-TV launched its new daytime format, so the KMBC-TV peak is yet to come.

On the strength of the overwhelming audience reaction to KMBC-TV "Big-Time" Daytime programming, it’s little wonder that so many sponsors are swinging to daytime schedules on KMBC-TV. No matter what comparative basis you use—ratings, cost per thousand or complete versatility of commercial handling—KMBC-TV "Big-Time" Daytime is far away the No. 1 TV buy in Kansas City!

For details on this productive new kind of television programming, see your Free & Peters Colonel.

The Swing is to "BIG-TIME" DAYTIME

on KMBC-TV

Kansas City's Most Powerful TV Station

DON DAVIS,
First Vice Pres. & Commercial
JOHN SCHILLING,
Vice Pres. & Gen. Mgr.
GEORGE HIGGINS,
Vice Pres. & Sales Mgr.
MORI GREINER,
Director of Television
DICK SMITH,
Director of Radio

...and in Radio, it's KMBC of Kansas City - KFRM for the State of Kan...