After years of experimentation, Alexander Graham Bell proved in a matter of seconds that it was possible to transmit a human voice through a thin electric wire... the telephone became a reality.

Today, to successfully voice the merits of your product, to move merchandise most anywhere, 60 seconds is all it takes on Spot Radio.

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

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

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSB</td>
<td>Atlanta</td>
<td>NBC</td>
</tr>
<tr>
<td>WFAA</td>
<td>Dallas</td>
<td>NBC</td>
</tr>
<tr>
<td>KPRC</td>
<td>Houston</td>
<td>NBC</td>
</tr>
<tr>
<td>WJIM</td>
<td>Lansing</td>
<td>NBC</td>
</tr>
<tr>
<td>KARK</td>
<td>Little Rock</td>
<td>NBC</td>
</tr>
<tr>
<td>KABC</td>
<td>Los Angeles</td>
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<tr>
<td>WISN</td>
<td>Milwaukee</td>
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<tr>
<td>KSTP</td>
<td>Minneapolis</td>
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<td>W TAR</td>
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<td>Tulsa</td>
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<tr>
<td>ABC</td>
<td>Pacific Radio Regional Network (Iowa)</td>
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<tr>
<td>ABC</td>
<td>Pacific Radio Regional Network</td>
<td></td>
</tr>
</tbody>
</table>

*Also represented as key stations of the TEXAS QUALITY NETWORK.

Represented by

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS
Jan Voss, hostess on Sioux City's KVTV "Open House"—Monday thru Friday, 1:00 to 1:30 p.m.

This is a picture of the Midwest's leading TV saleswoman at work

Proof

These typical results for KVTV "Open House" advertisers.

590 requests from 1 announcement
An offer of a free crystal butter dish for Roberts Dairy brought 590 phone calls and mail requests from only one announcement.

250% sales increase
On two quarter hour programs a week, Jan Voss convinces homemakers that "It's Fun to Sew." The sponsor, Fabric Center of Sioux City, says 1955 sales of Necchi sewing machines were 250% better than 1954.

Inquiry cost, only 11.39¢
Jan asked her loyal viewers to send 50¢ and a Gloss-tex label for a handy garment bag. Results by the bagful brought cost per inquiry down to 11.39¢. (Average across the nation, 32.06¢.)

Toni gets response from 52 cities
For the Toni Company Jan offered a booklet entitled "Beauty on a Budget." Just one announcement brought 136 requests from 52 cities in three states.

400% sales increase
The L'Trio Dressing Co. bought one-minute participations on "Open House." During the first month of the campaign, L'Trio sales were up 400% over the same month a year previous.

So who doesn't have a success story to tell? Sure, any station can point with pride to productive promotions. But exceptional successes are the rule—every day—on KVTV's "Open House." Why not put the Midwest's leading TV saleswoman to work selling your product in the rich Sioux City market? Your Katz man can tell you about availabilities.
TERRE HAUTE IS NOT COVERED BY OUTSIDE TV!

FOR YOUR INDIANAPOLIS SALES AREA

108,000 unduplicated CBS-TV homes

TERRE HAUTE, INDIANA

REPRESENTED NATIONALLY BY THE BOLLING, CO., NEW YORK — CHICAGO
pioneering
for an even
better
tomorrow

316,000 WATTS

WGAL-TV
Lancaster, Penna.
NBC and CBS

On March 18, 1949, pioneering WGAL-TV telecast its first programs... thereby making it possible for those in its viewing area to enjoy television for the first time. During the seven eventful years which have followed, WGAL-TV has continued its pioneering... constantly improving its service and its programming... conscientiously filling the role of public servant for the many communities in the Channel 8 Multi-City Market. WGAL-TV enters its eighth year with a determination to continue pioneering... firmly resolved to give the best television service possible to its viewers and the many communities in which they live.

STEINMAN STATION
Clair McCollough, Pres.

Representatives MEEKER TV, Inc. • New York • Chicago • Los Angeles • San Francisco
WHITNEY BUYING KGUL-TV? Conversations looking toward acquisition of ch. 11 KGUL-TV, Woodstock-Houston by J. H. Whitney & Co. for $4 million plus, reportedly are in final stages with agreement likely this week. Paul E. Taft, president and general manager of CBS outlet and 40.5% owner, would continue as directing head (and presumably would re-acquire 10% in new company). Whitney Co., headed by John Hay (Jock) Whitney, brother-in-law of CBS board chairman William S. Paley, owns ch. 6 KOTV (TV) Tulsa, also CBS affiliated, and has investments in community antenna operations. KGUL-TV began operation in 1953 and includes among its minority owners James Stewart, film star.

DEGREE to which President Eisenhower is sold on radio as medium to reach people everywhere evident in his comments to recent callers. Radio conveys to people who cannot read or write full meaning of democracy, he told one recent visitor. And he backed that up tangibly last week by asking GOP leadership in Congress to put steam behind his request for $47 million increase in funds for USIA, primarily to expand "Voice of America" operations.

CAN IT BE COINCIDENCE? Washington observers are speculating whether there is connection between Federal Trade Commissioner Lowell Mason's headline-grabbing speech against radio-tv commercials last week (story, page 28) and fact his present term on FTC expires in five months. Like FCC members, FTC commissioners serve seven-year terms. Mr. Mason's expires Sept. 25 this year. He already has accepted two more speaking engagements for April and May.

DAVID J. MAHONEY, president and treasurer of New York and Hollywood agency bearing his name, is resigning to become president of Good Humor Corp. (ice-cream), Brooklyn, N. Y., one of his clients. Agency itself will probably merge with another shortly.

CLOSED ON COMMISSIONS • Because of importance and delicacy of agency compensation problem growing out of AAAA consent decree, Assn. of National Advertisers, at its Spring Meeting in Hot Springs, Va., last week held two closed sessions on subject—one scheduled, other impromptu—at request of members. Effort, said ANA President Paul West, is to "try to let in as much light and avoid as much heat as possible" (story, page 31; editorial, page 112).

WHILE it wasn't openly expressed, feeling prevailed at Assn. of National Advertisers convention that Dept. of Justice-American Assn. of Advertising Agencies decree may slow down tendency of big agencies to get bigger and small ones smaller. Reasoning was that if conventional 15% commission gradually gives way to individually negotiated fees based on agency services rendered, small agencies will be in better position than they are now to bid for and retain accounts.

AGITATION AD HOC • All is not serene on ad hoc engineering committee named by Senate Commerce Committee last June to evolve tv allocations. Dr. Edward L. Bowles, MIT professor of electrical engineering and chairman, reportedly favors project involving both engineering and economics to be undertaken by top rate engineering firms (probably MIT) with special fund of $150,000-$200,000. Other members, however, are represented as feeling this would conflict with Senate Committee hearings as well as possibly cut across FCC's own special network study for which it had received $80,000 last year, with additional $141,000 earmarked for this year. Sidney S. Alexander, former CBS Inc. economic advisor, on July 1 joins MIT School of Industrial Management.

ANOTHER try being made to get Treasury and Congress to agree on elimination of 10% excise tax on tv, this time on all-band color receivers. Chairman Magnuson (D-Wash.) of Senate Commerce Committee last week reportedly obtained signatures of practically all members of his committee on petition to Treasury Secretary George M. Humphrey advocating removal of excise tax to encourage new color tv industry. This came after testimony of H. Leslie Hoffman, president of RETMA, and of Elver W. Engstrom, RCA senior executive vice president, endorsing tax removal.

IGNORANCE NO DEFENSE • Word from New Hampshire politicians is that not all radio stations have caught up with changes made four years ago in political broadcasting laws. Before New Hampshire primary last week, some stations reportedly refused to carry radio announcements for paid political broadcasts. As amended in 1952, law stipulates that candidates must be given same rates as commercial advertisers.

JOHN KUCERA, vice president in charge of media, Biow Co., New York, expected to resign in mid-April to join Ted Bates & Co., New York, in executive capacity. Mr. Kucera's departure from Biow Co. is in addition to three buyouts—Sal Israel, Madeline Morrison and Isabel V. Ziegler—who joined N. W. Ayer & Son last week (see story page 38).

NO DULL BOYS • It's tentative yet, but NBC is drawing plans for a gala convention of all its affiliates, radio and tv, at Boca Raton, Fla., next December. It's understood affiliates will be approached shortly for reaction to proposal for combined work-play conclave Dec. 12-16. Plush Boca also was setting of NBC's last convention spectacular, held in late November 1951 in observance of NBC's 25th anniversary but marred by discordant problems that officials hope will be missing this time. This year's would mark NBC's 30th anniversary. There would be separate sessions for radio and tv, with business primarily limited to first two days and weekend left free. Planners are thinking in terms of capacity turnout of about 600 persons, including affiliate wives.

ALTHOUGH it has not been officially announced, WBBM Chicago has been gravitating more and more in recent weeks toward music and news format in local programming similar to that of independent WIND. Trend has been more noticeable on weekend Mal Bellairs' program, which CBS odo radio outlet conceived as Chicago-type Monitor or service project. Rest of week, stress is on live music.

SHIFT IN CHICAGO? Oft-recurring report ABC Radio is thinking of shifting its Chicago affiliation from WLS to WGN gained additional credence last week. It's understood members of network's stations relations department last Tuesday discussed possible agreement with Frank P. Schreiber, vice president and manager of WGN Inc. (WGN-AM-TV). Matter reportedly has been referred to J. Howard Wood, president of WGN Inc. Whether fact WGN is stockholder in MBS, with which it has been affiliated for years, would hamper any eventual negotiations was not immediately ascertained.

EASTMAN Kodak through J. Walter Thompson Co., New York, understood to be talking to other networks as well as NBC in hope of bettering its present time on NBC-TV. Advertiser currently sponsors Screen Director's Playhouse Wednesdays at 8:30 p.m. EST. If new time is not available, firm may retain present period but change program format for fall presentation.

MOTORIST NETWORK • Pitched at heavy cast-west traffic on U. S. Rt. 66 between California and Midwest, Rt. 66 Radio Network is under organization by Newton T. Bass, president, Apple Valley Ranch and KAVR Apple Valley, Calif., and John Charles Thomas, KAVR executive vice president. Plan points up new advertising potentials of growing automobile audience.
No matter who asks the question in **OMAHA**
the answer is **KOWH**

44.7%—that's the average share of audience Hooper (January-February) gives KOWH. Latest Pulse for Omaha-Council Bluffs gives KOWH top spot in every time period. Likewise Trendex. KOWH has placed first in audience year after year... consistently increasing its first-place dominance, until now KOWH is first in every time period of every survey in the Omaha market.

Mid-Continent ideas, programming and excitement plus broad (860 KC) coverage are doing a fine job for national and local advertisers. So no matter which rating service you rate most telling, you can feel secure when you tell your story via KOWH—because all three see eye-to-eye-to-eye. Chat with the H-R man, or KOWH General Manager Virgil Sharpe.

---

**KOWH**

**OMAHA**

**MID-CONTINENT BROADCASTING COMPANY**

President: Todd Storz

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

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

WHB, Kansas City
Represented by John Blair & Co.

WTIX, New Orleans
Represented by Adam J. Young, Jr.
ROBINSON, JONES: CBS-TV EXEC. V. P.'S

ELEVATION of Hubbell Robinson Jr. and Merle S. Jones to CBS-TV executive vice presi-
dencies in which they will divide responsibilities for all areas of network's operation is being an-
nounced today (Mon.) by CBS-TV President J. L. Van Volkenburg, who said move is dic-
tated by network's growth.

Mr. Robinson, vice president in charge of network programs, will retain "entire broad-
area of programming" under his direction. All other departments will report to Mr. Jones, who has been vice president in charge of CBS-owned tv stations and general services. Messrs. Jones and Robinson both will continue to report to Mr. Van Volkenburg. They also will continue their present responsibilities in addition to the expanded assignments.

Mr. Robinson joined CBS Inc, in July 1947 as vice president and program director. When tv and radio operations were separated in July 1951 he became CBS-TV vice president in charge of network programs. Before joining CBS he had been vice president and radio di-
rector for Young & Rubicam, with ABC as vice president and program director, and with Foote, Cone & Belding as vice president in charge of radio.

Mr. Jones started with CBS in 1936 as as-sistant to general manager of KMOX St. Louis, became head of western division office of CBS Radio sales in Chicago in 1937, went back to KMOX as general manager same year, left KMOX and CBS in 1944 to join Cowles Broadcast-
ning Co. as vice president and general man-
ger of WOL Washington, and returned to CBS in July 1947 as general manager of WCWO Minneapolis-St. Paul. He was general manager of CBS-owned KNX Los Angeles and Colum-
bria Pacific Network from September 1949 to January 1951, when he was given additional responsibilities in charge of KNXT (TV) Los Angeles.

L'Heureux Says He Was 'Quoted Out of Context'

ROBERT D. L'HEUREUX, assistant to FCC Chairman George C. McConnaughey, said Fri-
day he was "quoted out of context" by Rep. Joe L. Evins (D-Tenn.) in statement released Thursday by Rep. Evins as chairman of sub-
committee of House Small Business Commit-
tee (see story, page 27).

Mr. L'Heureux denied he told Rep. Evins in March 8 conference that networks had power to have FCC personnel hired and fired. He said he gave Rep. Evins "normal explanation" of why FCC is reluctant to release to public staff opinions or interoffice memoranda affect-
ing FCC decisions: that public knowledge of such information might tend to lead outside "pres-
sure." Thus, he said, such staff personnel would not feel free to give their honest opinions.

He said FCC as federal regulatory agency doesn't fear such pressures and that protec-
tion of staff members from outside interference is "sound policy" to keep agency independent.

Chairman McConnaughey, who was quoted by Rep. Evins as having said he was powerless to hire and fire FCC personnel, could not be reached for comment by B&W'S press time.

OARTB Elects Officers

NEW OFFICERS of Ohio Assn. of Radio & Tv Broadcasters were elected Friday at Cleve-
land meeting (early story page 62). They are: President J. L. (Dutch) Bowden, WKBN-AM-
TV Youngstown; Vice President for Radio Hubbard Hood, WKRC Cincinnati; Vice Presi-
dent for Tv Ward Qualls, WLWT (TV) Cin-
cinnati; and Directors John D. Kelly, WJW Cleveland, and Robert Mack, WIMA Lima. Registration reached 80 despite five-inch snow-
storm.

Senate Group to Probe Daylight Time Problems

APPOINTMENT of three-man special sub-
committee to study problems of daylight broad-
casters was announced Friday by Chairman John J. Sparkman (D-Ala.) of Senate Small Business Committee.

Subcommittee is headed by Sen. John F. Kennedy (D-Mass.) and includes Sens. Wayne Morse (D-Ida.) and Andrew F. Schoeppel (R-
Alaska). Sen. Sparkman said small daytimers have complained restrictions on their hours makes it "impossible for them to render ade-
quate services" to respective communities. He said number of complaints has been large enough to justify special subcommittee to study problem.

Sen. Kennedy said more than 900 am sta-
tions are limited by FCC to daytime operation, with their channels used at night by fulltime stations. He said complaints are that "favorized position" of fulltime stations makes effective advertising by small businessmen "impossible."

These limitations are based on rules set 30 years ago when there were only "handful" of stations, he said, and subcommittee wants to find if public interest requires extension of daytimers' present hours. He said FCC, day-
time, fulltime and clear channel representatives will be invited to testify.

Maizlish Buys KPAL

SALE of KPAL Palm Springs, Calif., by Desert Radio & Tv Co. for $70,000 to Harry Maizlish, president, KFWB Hollywood, and Gregson Bauter, Beverly Hills attorney, announced Friday subject to FCC approval. KPAL president is Florence P. Raley.

• BUSINESS BRIEFLY

RADIO FOR GOETZ • Goetz Brewing Co.,
St. Joseph, Mo., through Compton Adv., N. Y., placing spot announcement radio campaign starting early in April in some markets and to-
day (Mon.) in others. Length of contract is 26 to 39 weeks. Approximately 60 stations in Midwest will be used.

SPOT SUPPLEMENT • To supplement tele-
vision network advertising during peak sales periods of spring and summer, General Foods Corp., Post Cereals Div., Battle Creek, Mich., is set to launch extensive tv spot campaign in 48 markets in Southwest and Midwest on April 1. Agency: Benton & Bowles, N. Y.

LOCAL TV NATIONAL • Spurred by success of advertising on WATV (TV) New York, March 12, Pico Novelty Co., distributor of Klik-Klak toys, planning nationwide spot announce-
ment campaign using live commercials on children's programs. Scope of campaign not determined, but it is planned to use metropoli-
tan and smaller markets. Agency: Ovesey & Straus, N. Y.

BABY OIL BUYING • Menen Co., Morris-
town, N. J., for its baby oil summer suntan lotion, planning summer radio spot announce-
campaign to start June 1 and run for 9 to 13 weeks in eight major cities. Grey Adv., N. Y., is agency.

DUAL DRIVE • Shulton Products (toiletries), N. Y., planning two series of radio spot an-
ouncement campaigns; one to start April 16 for 26 weeks in 33 markets, using five an-
ouncement per week, and other to start at end of May for eight weeks using 10 to 12 spots per weekend (Fri., Sat., Sun.) only in 21 markets. Wesley Assoc., N. Y., is agency.

BIG PUSH FOR JELLO • General Foods
(Jello), N. Y., buying saturation radio spot an-
ouncement campaign to break May 1 and run for five weeks, using 25 spots per week on each station bought in 79 markets. Young & Rubi-
cam, N. Y., is agency.

LAXATIVE CAMPAIGN • Union Pharma-
ceutical Co. (Saraka Powder, laxative), N. Y., place-
ing radio spot announcement campaign in top 20 markets starting May 1 for six weeks. Grey Adv., N. Y., is agency.

PAINT PURCHASE • Carbola Chemical Co.
(Carbola paints), Natural Bridge, N. Y., buying radio spot announcement campaign in 32 mar-
kets, starting early in April in southern area and early in May in others. Contract runs 10 to 13 weeks. Four television stations also will be used. J. M. Mathes Inc., N. Y., is agency.

VIM CONSIDERING • Lever Bros., N. Y., for Vim (powder detergent), considering radio spot campaign to break—if approved—mid-April in about dozen markets. Sullivan, Stauffer, Col-
well & Bayles, N. Y., is agency.

March 19, 1956 • Page 7
Box Score of a Great NEW Battery!

LEADERSHIP
Quarter Hours . . . 6 p.m. to 12 midnight

<table>
<thead>
<tr>
<th></th>
<th>MON</th>
<th>TUES</th>
<th>WED</th>
<th>THUR</th>
<th>FRI</th>
<th>SAT</th>
<th>SUN</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>WOW TV</td>
<td>16</td>
<td>22</td>
<td>12</td>
<td>13</td>
<td>20</td>
<td>17</td>
<td>22</td>
<td>122</td>
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<tr>
<td>OTHER</td>
<td>8</td>
<td>2</td>
<td>12</td>
<td>11</td>
<td>4</td>
<td>7</td>
<td>2</td>
<td>46</td>
</tr>
</tbody>
</table>

Omaha Telepulse Survey: Jan., 1956 (7 counties: Iowa & Nebraska)

WOW-TV " Hats six for seven" and is tied the seventh day in the important 6 p.m. — 12 midnight segment throughout the week.

OTHER JANUARY TELEPULSE "SCORES"

<table>
<thead>
<tr>
<th></th>
<th>WOW TV</th>
<th>OTHER STATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL Quarter Hours (1 tie)</td>
<td>193</td>
<td>97</td>
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<tr>
<td>TOTAL Rating Points</td>
<td>5,486.5</td>
<td>4,954.0</td>
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<tr>
<td>TOP Fifteen Shows (WOW-TV had 6 of the top 11)</td>
<td>11</td>
<td>4</td>
</tr>
</tbody>
</table>

Your Blair-TV man or Fred Ebener, WOW-TV, will give you more detailed information about the January Telepulse, in which WOW-TV virtually "shuts-out" the opposition.

FRANK P. FOGARTY, Vice President & General Manager

KANSAS CITY
KC
KCMO
RADIO 810 kc.
CBS
SYRACUSE
WHEN
KCMO
RADIO 620 kc.
ABC
PHOENIX
WHEN
KPHO
RADIO 910 kc.
ABC
OMAHA
WOW
W
Ô
RADIO 590 kc.
CBS
MEREDITH Radio and Television STATIONS
affiliated with Better Homes and Gardens and Successful Farming magazines
Excise on All-Channel Sets Should Be Killed—Hoffman

RETMA President H. Leslie Hoffman asked that 10% federal excise tax on all-channel tv receivers be removed in testimony at Friday session of Senate Commerce Committee’s probe of network-allocations problem (early story, page 66).

Mr. Hoffman, also president of Hoffman Electronics Corp. (tv set producer) and board chairman of KOVR (TV) Stockton, Calif. (ch. 13), said 4.5 million or 15.8% of 28.2 million tv sets produced since debut of uhf are unexported. H. said excise tax was filed with total of 8.5 million or 22% of tv sets now in use. He said proportion of uhf-vhf set production to vhf rose to 28% in late 1953, but declined to 13% in 1955.

Mr. Hoffman said that new manufacturers figures representing 95% of color tv in 1956, some 66.5% of color sets in January and February were all-channel, but that same companies say only 10.6% of rest of their 1956 production will be uhf-vhf.

Mr. Hoffman said if excise tax had been removed from uhf-vhf sets two years ago some 13 million more all-channel sets now would be in hands of public.

Roland P. Rothery, international president, National Assn. of Broadcast Employees & Technicians, criticized sale and re-sale of station licenses as "home-town" tv, with seller taking capital gains advantages and buyer raising price of his commodity to recoup large investment.

He said FCC encourages "wide-open trafficking of tv licenses" and lowering of licensee qualifications after first sale of station. This also increases control by national advertisers through multiple ownership and higher rates, he said.

Network aspects of Senate Commerce Committee’s inquiry will be heard next Monday through Wednesday (March 26-28) when network spokesmen and others testify.

Second Group in Running For Birmingham UHF Grant

SOME may say uhf is dying, but it looks as if ch. 42 in Birmingham, Ala., has become prize worth fighting for. On Friday, second application for that uhf-channel was filed with FCC — by Winston-Salem Broadcasting Co. (WTOB-AM-TV Winston-Salem, N. C.). Application came three weeks after first application for that frequency by Birmingham TV Corp. (Harry & Elmer Balaban theatre interests) [B&T, March 5]. Winston-Salem application seeks 8.32 kw visual power, 916 ft. antenna above average terrain, plans to spend $202,471 building and $200,000 operating.

Winston-Salem's interests also hold grant for ch. 29 WTVT (TV) Richmond, Va., owns WSGN-AM-FM Birmingham, Ala., and WLOW Portsmouth, Va. Balaban interests have 50% of ch. 39 WTVO (TV) Rockford, Ill., and 34% of ch. 20 WICS (TV) Springfield, Ill. Birmingham has three stations on air: ch. 6 WBRC-TV, ch. 10 WBIQ (TV) (non-commercial-educational), and ch. 13 WABT (TV). Outstanding is grant for ch. 48 WJLN-TV.

PRM, C&C Tv May Merge Motion Picture Libraries

POSSIBILITY of merger between companies holding tv rights to largest and second largest motion picture blocks loomed as PRM Inc. and C&C Super Tv Corp. conducted negotiations in Michigan in late March. It was reported that no agreement had been reached.

PRM, Canadian-American holding company in which Elliot Hyman, president of Associated Artists Productions, New York, is investor and guiding figure, explored feasibility of joining with C&C group, headed by Matthew Fox. PRM acquired Warner Bros. library of 750 sound features, 100 silent features and 1,500 assorted cartoons and short subjects for $21 million several weeks ago (B&T, March 5). C&C Super Tv Corp. obtained rights to RKO's 650 feature films, plus assorted cartoons and short subjects, for $15.2 million, last January [B&T, Jan. 6].

Officials would not confirm that merger had been discussed. Mr. Fox said he had conferred with Mr. Hyman on "variety of subjects related to the tv industry," but would not pin-point area of discussion. He stated flatly that no contract was signed. Source close to both firms told B&T Friday that consolidation of film libraries had been discussed.

On top of merger report, PRM announced Friday it has appointed Associated Artists Productions as distributor of Warner Bros. library. AAP has begun extensive sales and advertising campaign to sell library, sending telegrams to tv stations, agencies and station representative companies, advising them of availability of films.

NBC Reports Partial Sales Of Political, Grid Packages

ORDERS for partial sponsorships of two big NBC packages — political conventions and election night coverage, and National Collegiate Athletic Assn. football telecasts — reported Friday by NBC authorities. They said Sunbeam & TV Corp. had signed for one-fourth sponsorship of approximately $5 million political package and tentatively ordered one-fourth of NBC-TV's NCAA football coverage, and that RCA had tentatively ordered one-fourth of conventions-election coverage. NBC-TV has acquired rights to eight national telecasts in NCAA program and hopes to acquire, as last year, rights to five regional telecasts. For one-fourth sponsorship of 13-game package its price is understood to be about $930,000. Agency for Sunbeam is Perrin-Paus, Chicago; for RCA, Kenyon & Eckhardt, N. Y.

UPCOMING


For other Upcomings, see page 111.

people

A. B. BROWN, account executive, MacLaren Adv. Co. Ltd., Montreal, and T. RUSSELL HAUGLAND, senior account executive, Cockfield, Brown & Co. Ltd., Montreal, to Kenyon & Eckhardt, Montreal, as manager and account executive, respectively.


ALAN BEAUMONT, program manager, NBC Central Div., transferred to NBC New York and Home show effective April 23. He has been in Central Div. for past three years.

RICHARD B. BAKER, sports director, WSAI Cincinnati, appointed director of operations.

SHERMAN K. ELLIS, chairman of board, Raymond R. Morgan Co., Hollywood, has resigned, effective April 1.

HERBERT O. NELSON, head of own S. F. agency, elected vice president of Campbell-Ewald Co., S. F. Campbell-Ewald absorbs Nelson agency with Rancho Soup Co. and Flice Perrelli Canning Co. accounts.

MBS, Affiliates to Confer On New Contract Today

NEW AFFILIATION contract plan due to be submitted by MBS officials to 14-man Mutual Advisory Council at opening tonight (Mon.) in Hot Springs, Ark., Mutual officials said Friday. They did not divulge details of proposal, except to say it was not expected to be so radical as 1953 plan (which affiliates finally rejected), whereby among other things, network option time would have been almost halved and affiliate compensation for carrying network commercial shows would have been paid in programs for local sale rather than in money [B&T, July 6, 1953, et seq.]

Kops Heads Conn. Assn.

DANIEL W. KOPS, general manager, WAVZ New Haven, was elected president of Connecticut Broadcasters Assn. at second annual meeting of group, held at Cheshire, Conn. He succeeds J. Maxim Ryder, manager of WBRY Waterbury. Other new officers: Charles Bell, WMNS New Britain, vice president, and Eric S. Hatch, WBHS Bristol, secretary-treasurer. Newly elected directors: Gerald J. Morey, WNLC New London; G. Knutschnitt, WWMM Meriden; Julian Schwartz, WSTC Stamford, and Rudy Frank, WELI New Haven.

Franklin M. Doolittle, president, WDRC Hartford, was presented plaque for pioneering efforts in radio.

Local 47 Revolt May Top AFM Intl. Board Agenda

PROSPECT that anti-Petriillo revolt at Hollywood AFM Local 47 will top agenda of March 27 meeting of AFM International Executive Board in New York appeared Friday as special IEB panel on West Coast announced completion of on scene investigation (early story, page 99). Panel said amended charges have been filed against Cecil F. Read and other anti-Petriillo leaders at Local 47, with trial expected in early April in New York or Chicago. Local 47 board, controlled by Read faction, Friday afternoon ordered March 26 membership trial of its recording secretary, Maury Paul, Petriillo supporter. Read spokesman told B&T no trial of Financial Secretary G. R. Hennon planned "until we see how he comes along." Mr. Hennon is Petriillo backer.
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mighty magnet
in the Motor City... and all Southeastern Michigan

WJBK-TV
CHANNEL 2 DETROIT

Drawing sales for advertisers from 1,600,000 TV homes with all the power of 100,000 watts, 1,057-foot tower, commanding Channel 2 dial position...
Pulling greater sales volume with the greater audiences, night and day, attracted by top CBS and local programming... No. 1 in both Pulse and ARB.
Attracting the nation's leading advertisers who buy on the basis of proved results... in the nation's fifth market.

In Detroit, CHANNEL 2 IS THE SPOT FOR YOU!
Hit 'em where they live

NO SELLING CAMPAIGN
IS COMPLETE WITHOUT THE WBC STATIONS

Support the Ad Council Campaigns
Your market is moving! Census figures show that suburbs have grown seven times as fast as cities during the past five years. Unless you go out there after them you're likely to miss up to half of your market—and the big-spending half, at that.

That's why you need the big 50,000 watt WBC radio stations. WBC stations go far beyond the city limits. WBC stations have the power, the programs, the coverage, the audience. They save you the trouble and expense of buying three or four other stations to do the job one of them will do for you. Talk it over, soon, with Alexander W. "Bink" Dannenbaum, Jr., WBC National Sales Manager, Murray Hill 7-0808, New York. Or call your nearest WBC station.

WESTINGHOUSE BROADCASTING COMPANY, INC.

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

TELEVISION
BOSTON—WBZ-TV
PITTSBURGH—KDKA-TV
CLEVELAND—KYW-TV
SAN FRANCISCO—KPIX

KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Peters, Griffin, Woodward, Inc.
RICHARD III

LAURENCE OLIVIER'S production of Shakespeare's "Richard III" is a motion picture masterpiece, and its American premiere March 11 on NBC-TV can well be described as the most successful union to date of television and the film industry. If perhaps some of the spectacle (in particular the final battle scenes) was lost in the reduction of the work to the tv screen, this loss was more than compensated by the dramatic impact of the more intimate passages.

As the villainous nobleman who by his twisted machinations wins for himself the throne of England, Sir Laurence Olivier even surpasses the fine portrayals of his previous major film excursions into Shakespeare—"Henry V" and "Hamlet," and other members of the cast, including such skilled performers as Ralph Richardson, John Gielgud, Cedric Hardwicke and Claire Bloom, offer brilliant support.

A special vote of thanks must go to the sponsors of the television showing for a minimum of carefully placed commercials and for voting the major part of one of them to an entertaining talk by Dr. Frank Baxter, Shakespearean authority and wit, on the England of Richard's day.

Production costs: Approximately $300,000.

Sponsored by United Motors, Delco-Remy, Guide Lamp, A. C. Spark Plug and Pontiac Divs. of the General Motors Corp., through various agencies on NBC-TV, Sunday, March 11, 2:30-5:30 p.m. EST.

Cast: Laurence Olivier, Ralph Richardson, John Gielgud, Cedric Hardwicke, Claire Bloom, Helen Hayes, Pamela Brown.

Producer-Director: Sir Laurence Olivier; associate director: Anthony Bushell; music by: Sir William Walton; played by: the Royal Philharmonic Orchestra; conducted by: Muir Mathieson; production supervisor: John Gosage; production manager: Jack Martin.

MIDDLE EAST REPORT

A THOUGH interesting and informative, See It Now's latest 90-minute journalistic effort bent over so far to be fair that it lost its balance. Obviously, a problem which has been building for over 5,000 years cannot be adequately analyzed in so short a time, but it is to the credit of Messrs. Murrow and Friedman that they made at least a small, provocative attempt.

However, one might have gotten the idea that the Arab-Israel struggle, the subject of the reporting effort by Edward R. Murrow (covering Israel), and Howard K. Smith (CBS European news chief covering Egypt for this program), was strictly a fight between Egyptians and Israelis rather than between the young Jewish state and half-a-dozen Arab countries. Even though Egypt's population of 22 million comprises about half the potential Arab protagonists (Israel's population: 1.8 million), Jordan's crack British-trained and supplied Arab Legion and oil-rich Saudi Arabia (land area three times that of Texas) are not to be taken lightly. See It Now barely mentioned them.

This particular issue of SIN (as CBS affectionately calls it) should have had more "rest periods" to give the viewer a chance to digest the rather heavy material.

Production costs: Approximately $85,000.

Sustaining on CBS-TV, Tuesday, March 13, 8:30-10 p.m. EST.


THE TWISTED CROSS

ONE REASON that Project 20's "The Twisted Cross" surpassed in scope and body the efforts spent on its first production, "Nightmare In Red," must have been that the producers had more material to work with—90 million feet of film, to be exact (B&T, March 12). Given this staggering footage and five years of time in which to properly distill it, the team that gave us Victory At Sea and "Three-Two-One Zero" effectively telescoped 25 years of German history into a scant 53 minutes. That they managed to accomplish this feat and still remain historically true is remarkable in itself.

Stating out with the 1919 birth of the NSDAP Party in the gutters of Munich and ending in its fiery 1945 Gotterdammerung in the rubble of Berlin, the hour-long film was essentially a potpourri of official film shot during that period.

Narration, by Alexander Scourby, and musical scoring, by Robert Russell Bennett, helped to frame this bloody canvas and lend more than just credence to Hitler's 1935 boast: "Give me 10 years and you will not recognize the face of Germany."

Production costs: Approximately $125,000.


Producer: Henry Salomon; writers: Donald Hyatt and Mr. Salomon; ass't. producer: Mr. Hyatt; film editor: Isaac Kleinerman; ass't. film editor: Silvio D'Alilies; research staff: Daniel Jones, Mel Stuart, Judith Greene; score: Robert Russell Bennett; narrator: Alexander Scourby.

HIGH TOR

IF ANYTHING was proved by the March 10 musical version of Maxwell Anderson's "High Tor" on Ford Star Jubilee, it was that someone was mistaken in his judgment of what is satisfying entertainment. But seeing this puzzler did lead to research that proved once more tv is boosting traffic in public libraries.

The dazed viewer went to the neighborhood library to find out what it was to "High Tor" to turn it into a 90-minute question mark. Out of several copies of the play listed in the catalog, not one was to be found two days after the tv production.

Maybe the play originally made sense. Saturday's musical version did not. Its fantasy was all right, and so was its slapstick. Arthur Schwartz' songs were singable, pleasant to hear. Some of them—like "I'm Livin' One Day at a Time"—may live awhile. Bing Crosby and the cast are all first rate artists. But the ingredients just wouldn't blend. Music, if there had been more of it, could have carried the senseless action along. But this weird comedy was neither musical nor play. Whatever it was, it was unworthy of Mr. Crosby and colleagues.

Production costs: Approximately $250,000.

Sponsored by Ford Div. of Ford Motor Co. through J. Walter Thompson on CBS-TV, Saturday, March 10, 9:30-11:00 p.m. EST.

Stars: Bing Crosby, Nancy Clivin, Julie Andrews, Everett Sloane, Hans Conried, Lloyd Corrigan and John Picard.

Pulse *Proves
WWVA TOP MAN
on the VOTEM POLL

1st In LISTENING AUDIENCE in this 43-county survey: Triple the listeners of the next area station!

1st In EACH OF 504 PROGRAM PERIODS morning, afternoon and night, seven days a week!

1st In the sky-rocketing Wheeling Metropolitan Market... vibrant with new industry... lusty with buying power!

WWVA SUPREME WHERE 5 MILLION PEOPLE SPEND 5½ BILLION DOLLARS

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These counties are the center core of the WWVA coverage territory. You have complete domination with WWVA—ONE Station—ONE Billing PLUS a bonus audience in 29 additional counties.

SALES OFFICES:
NEW YORK: Eldorado 5-7690
• Tom Harker, V.P.
  National Sales Director
• Bob Wood
  National Sales Manager

CHICAGO: Franklin 2-6498
• Paul Evans
  Midwest Radio Sales Mgr.

SAN FRANCISCO: Sutter 1-8689
• Gayle V. Grubb
  Pacific Coast Radio Sales Mgr.

NATIONAL REPRESENTATIVES:
• John Blair & Company

WWVA 50,000 WATTS · CBS RADIO · 1170 ON THE DIAL
COVERING THE HEART OF INDUSTRIAL AMERICA FROM
WHEELING, W. VA.
WHO REMINDS THEM TO REMEMBER?

13,714 women in an Advertest survey* told us...

On the day they go to supermarkets: Before entering the store, for every 18 shoppers who read magazines, every 55 who watched television, every 81 who read newspapers... 100 shoppers heard radio.

In time spent with all four media on the shopping day: Before entering the store, for every 5 minutes spent with magazines, every 32 minutes with television, every 16 minutes with newspapers...shoppers spent one hour and 10 minutes with radio.

During the hour before they shop: For every 7 shoppers who read magazines, every 50 who watched television, every 21 who read newspapers...100 heard radio.

Day. Time. Hour. Radio is their favorite pre-shopping companion. Now...where do they listen most?

In the 10 biggest markets, the most popular daytime radio programs* are network programs (71 out of 100). And of these 71 shows, 68 are on the CBS Radio Network!

Who reminds them to remember? Radio does.

CBS Radio.

*1. 1955 survey in supermarkets in 1 metropolitan areas covered by all radio.
2. Advertest, Nov-Dec 1954. 19 cities with largest number of metropolitan area families.

THE CBS RADIO NETWORK
Agencies’ Spot Billings

EDITOR:
The article on page 31 of the March 12 B&T (["The Top 25 Agencies in Spot Broadcast Buying"] contains information that is valuable to every agency, advertiser, production firm and station representative. This is the first time that this material has been available. In order to be sure that all of our television and radio stations read this article, we have today ordered extra copies.

You have set a precedent for the industry with this article. Few articles in any trade paper have caused as much agency comment as we have heard in the past two days.

Lloyd George Venard, Pres.
Venard, Binoul & McConnell
New York

EDITOR:
This is interesting and I am passing it along to others in this organization.

Walter S. Shelly, Pres.
N. W. Ayer & Son, Philadelphia

Oversight

EDITOR:
I’m sure it was no more than an oversight on your part that you failed to include us in the list of top 25 agencies in spot tv and radio. Last year we placed $3,175,000 in spot tv and radio for the following accounts: Block Drug Co., Manischewitz Wines, Rayco Auto Seat Covers, National Shoes, Berolio Import Co., Ronzioni Macaroni Co., Barney’s Clothes, Bonomo Candies, Ferber Pen Corp., Gem Packaging Corp.

This, as you can see, is above some of those you had listed.

Emil Mogul, Pres.
Emil Mogul Co.
New York

Fresh Viewpoint Asked

EDITOR:
...I think B&T could well stand to freshen up its editorial policies—to harmonize with the best and most responsible leaders in this industry, men who know the basis on which this industry can survive—rather than to carry editorials of the “leave us alone to do as we wish to do” stripe. Your editorials about what you think the FCC should do about such things as overcommercialism may lull some of the more money-hungry broadcasters into a false sense of security.

George Brooks, News Dir.
KSUI Fairmont, Minn.

Down, Boy

EDITOR:
I note your story [B&T, March 5] that Ipana is smiling over its contest to supply a one-word name for a male puppy which looks like Lady. Christine?

Bill Ladd, Tv Editor
The Courier Journal and The Louisville Times
Louisville, Ky.

Religious Time—Paid or Free?

EDITOR:
We give approximately 3½ hours of air time and production facilities each and every week to the churches of our service area—and have since the day we went on the air. The only control we can possibly exercise is to make all other religious programs commercial. Otherwise: 15 minutes to one group ... in all fair

ness 15 minutes to all other takers.

However, we’ll go along when it’s written into law that contractors provide free church edifice for each group, power companies free power, etc., on down the line. Also—this will have to be tax supported, so it will have to be on the basis of a state religion, I suppose, and religious groups will require state approval. This should make it a lot easier for any group referred to—by reducing their communications from 35 to 2 or 3.

The politicians—the churches—everybody wants free time—no strings. As a public service, to keep the U. S. economy right up at the top, why don’t all radio and tv stations just grant free time to everybody? Let’s be socialistic about this thing—or realistic—preferably latter.

Bob Fouse, Co-Mgr.
KCSR Chadron, Neb.

Credit Lines

EDITOR:
Let’s give credit where credit is due.

WTMJ-TV long ago announced 30-second station breaks to replace a combination of 20-seconds and 10-seconds; and let’s give credit to Hazel Bishop who was the first advertiser to see the advantage and contract this service; then also to Oldsmobile and Bulova.

Walter J. Damm, Vice Pres.
WTMJ-TV Milwaukee

[EDITOR’S NOTE: Mr. Damm’s letter was evoked by a report (B&T, Feb., Vol.) of a discussion by executives of CBS Television Spot Sales and CBS-TV owned stations of feasibility of combining a 20-second spot and a 10-second spot into a 30-second break.]

A Real Must

EDITOR:
The 1956 issue of Broadcasting Yearbook—Marketbook came in the morning mail and I’ve just finished leafing through it. It’s really an impressive document.

By way of an endorsement, let me say that the Yearbook is a real must for anybody in the public relations business. It makes my job as a public relations counsel much easier.

Milt Dean Hill
Public Relations Counsel
National Airlines
Washington 5, D. C.

Thlinget, Too

EDITOR:
Your note page 99 of the Feb. 20 issue relative to United States stations broadcasting regularly in 40 tongues other than English is another indication how truly American is American Broadcasting ... “regardless of race, creed or color.”

Does that 40 include the Thlinget (pronounced Klinket with much scraping of the throat) Indian?

KSEW is owned and operated by the Board of National Missions of the Presbyterian Church in the U. S. A. and carries a daily program in the Thlinget tongue plus an Alaska Native Brotherhood newscast on Saturday, also in the native Thlinget language. The Thlinget Indian is the native Indian of Southeastern Alaska, a very peculiar and distinct ethnic group, unlike any of the others of that race. They hunt bear and deer, fish for salmon and listen to KSEW Sitka’s Totem Jamboree.

Hendrick Van Dyke, Gen. Mgr.
KSEW Sitka, Alaska

[EDITOR’S NOTE: Thlinget was not included in the Bry list of foreign languages broadcast by U. S. radio stations, published in full, station-by-station with languages used by each, in the 1956 Broadcasting Yearbook-Marketbook. KSEW neglected to return the questionnaire sent in advance of Yearbook publication.]

Broadcasting • Telecasting
Another thinly disguised WJR success story

Doesn't anyone have his WJR map yet?

Last spring a WJR advertiser made five announcements offering free maps of Detroit’s new expressways. He had 2,387 requests.

He wasn’t surprised. After all, since he started on WJR in 1942 his insurance business has increased 800 percent. Any wonder he has renewed for 14 straight years?

Here’s what this advertiser gets from WJR, as reported in a survey of radio listening in our area made by Alfred Politz Research, Inc.:

Everyday, roughly 530,000 adults listen to WJR between 7 and 10 a.m.—when this newscast is heard. 242,000 are men. Mostly, they’re driving. Drivers buy auto insurance. They listen.

They’re a loyal audience, too. That’s what Politz found. Why, 42 percent of all the people in the area surveyed (merely part of our area, mind you!) demand their news from WJR. The others have to decide between 196 other stations.

That’s why successful advertisers—who move goods fast in Detroit and the Great Lakes market—buy WJR.

The Politz report explains the reasons for their success. Your ad manager probably has a well-thumbed copy. Ask him for it.

The Great Voice of the Great Lakes

WJR Detroit

50,000 Watts CBS Radio Network

Here’s WJR’s primary coverage area. Write us for your free copy of the Politz report or ask your Henry F. Chistat Co. man.
LUCKY LAGER sells beer to L. A. via KMPC

• Lucky Lager Brewing Company sells more barrels of its fine beer in California than any other brewer. Has for years. In Los Angeles, where nearly half the State lives, Lucky’s nightly 2½-hour “Dance Time” KMPC program has helped it reach a vast swath of L. A.’s population at a minuscule per-thousand cost.

• You don’t need to be “Lucky” to sell Southern California. Place your schedule on KMPC. Its 50,000-watt coverage, its popular personalities and Music-News-Sports programming, will give you a tremendous entering wedge. Proof? Ask your AM Radio Sales or KMPC representative for success stories and latest ratings.

...If You Want To SELL Southern California... BUY KMPC

710 kc LOS ANGELES

50,000 watts days 10,000 watts nights
Gene Autry, President

REPRESENTED NATIONALLY BY AM RADIO SALES CO.

IT IS Owen Saddler’s off-the-cuff observation that, considering the many attributes of the really “good” television station manager, he has “yet to meet one, but I’ll continue by Diogenesian search until I lose my lantern.”

By his own standards, at least, and probably those of much of the industry, Mr. Saddler would seem to qualify eminently. With characteristic modesty, he would be the last to hold the lantern up to himself as executive vice president and general manager of the May Broadcasting Co. (KMTV [TV] Omaha, Neb., and KMA Shenandoah, Iowa).

Mr. Saddler’s early career as an English instructor would seem to belie his practical aptitudes as a broadcaster in a key Midwest market now very much excited over color TV. He is credited with a “clean” operation at KMTV, reflecting a basic idealism, an instinct for promotion and showmanship, and a workable public service philosophy.

These qualifications should serve him well in deliberations involving color TV, the Television Code, public service, and myriad other activities in which he has manifested a keen interest.

Owen Leslie Saddler, a native of Wilmington, Del. (born Nov. 6, 1911), claims to have had an uneventful young life with a mixture of legal work, newspaper reporting and an instructorship in English.

As a youth, he labored in the legal confines of E. I. duPont de Nemours from 1930 to 1934, then turned his efforts to the Journal-Every Evening, a Wilmington daily. He attended Bucknell U., where he received his Bachelor of Arts degree and became an English instructor.

Mr. Saddler’s pursuit of the English language as an instructor at Northwestern U., in Evanston (III.), where earlier he received his Master of Arts degree, proved to be the social opportunity for his entry as a broadcaster. Earl May, founder of the May Seed Co. and KMA Shenandoah, was casting about for an idea man and troubleshooter at his pioneer farm radio station. They met while Mr. Saddler was teaching English at Northwestern U. in 1938.

Induced to join KMA as production manager that same year, Mr. Saddler set about to build on the station’s acknowledged reputation for public service activities. By 1940, KMA had taken on additional commercial time commensurate with that of a basic network affiliation.
Don't forget the NARTB Convention! 
It's April 15-19 in Chicago.

If you can't make it, 
read all about it in the 
B•T issue of April 23.

Even if you make it, 
some of the things 
that happen may be 
a little bit hazy (!) 
So read 
all about it etc.

But whether you make it or not, 
your advertisement should be 
in the April 16th Convention Issue. 
B•T is read by practically 
everybody in radio-tv; 
the Convention Issue is even more so.

Deadline for space reservations: April 2.
film maker

OVERCROWDING in the aeronautical engineering field and a college job as a projectionist led Garland Clyde Misener to switch to the film field, a decision which James A. Barker, president, Capital Film Labs Inc., Washington, is glad he made.

Mr. Misener joined Capital last January as director of laboratory operations. In addition he is in charge of the planning and execution of an extensive expansion program which will include a considerable increase in printer capacity and the addition of negative-positive color processing facilities.

Upon his graduation from Michigan U. in 1933 with a major in engineering physics, Mr. Misener joined Warner Bros. as a sound engineer, and one year later became a physicist with the Eastman Kodak Research Labs. During World War II, he was in charge of sound recording at the Signal Corps Photographic Center, attaining the rank of major.

He joined Ansco after his Army discharge and was placed in charge of the film company's Hollywood staff. While in Hollywood, he assisted in the introduction of Ansco color and won an Academy of Motion Pictures Arts and Sciences Award for his contribution to the design of the color print scene-tester, now widely used in the motion picture industry.

In 1949 he transferred to the Ansco Div. of General Aniline & Film Co., Binghamton, N. Y., as manager of Professional Motion Picture Services.

During his sophomore year in college, Mr. Misener had to drop out of school because of illness and went to Ft. Worth. While in church there he spotted Miss Erel Day (later to become Mrs. Misener), singing in the choir.

A young looking 46, it is hard to believe he is old enough to be the father of a 22-year-old Colgate senior, Garland Jr. His daughter, Darla, is a high school senior.

He is a fellow and governor of the Society of Motion Picture & Television Engineers, a member of the Optical Society of America, the Photographic Society of America, the Academy of Television Arts & Sciences, the American Society of Cinematographers, the Armed Forces Communications Assn. and Tau Beta Pi, honorary engineering society.

His favorite hobbies are hi-fi music and mobile abstract color patterns related to music. He has built a projector to show mobile changing light patterns with color flowing through them, as suggested by the moods and themes of the music.

GARLAND CLYDE MISENER

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TAKE YOUR CHOICE OF SURVEYS

February PULSE—15 out of 15 Top Once A Week Shows

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<th>Average</th>
<th>Rating</th>
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<td>Phil Silvers WHIO Tuesday</td>
<td>49.8</td>
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<td>$64,000 Question WHIO Tuesday</td>
<td>48.3</td>
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<td>Godfrey's Talent Scouts WHIO Monday</td>
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<td>I Love Lucy WHIO Monday</td>
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<td>Ed Sullivan WHIO Sunday</td>
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<td>Red Skelton WHIO Tuesday</td>
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<td>Navy Log WHIO Tuesday</td>
<td>44.5</td>
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<td>Climax WHIO Thursday</td>
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<td>Our Miss Brooks WHIO Friday</td>
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<td>Godfrey &amp; His Friends WHIO Wednesday</td>
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<td>Burns and Allen WHIO Monday</td>
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<td>Highway Patrol WHIO Tuesday</td>
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<td>Jackie Gleason WHIO Saturday</td>
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<td>Mama WHIO Friday</td>
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<tr>
<td>Alfred Hitchcock WHIO Sunday</td>
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February ARB—10 out of Top 10 Shows

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<td>I Love Lucy WHIO</td>
<td>54.8</td>
</tr>
<tr>
<td>Ed Sullivan WHIO</td>
<td>48.7</td>
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<tr>
<td>Godfrey's Talent Scouts WHIO</td>
<td>48.7</td>
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<tr>
<td>Lassie WHIO</td>
<td>44.0</td>
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<tr>
<td>December Bride WHIO</td>
<td>42.8</td>
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<tr>
<td>$64,000 Question WHIO</td>
<td>42.4</td>
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<tr>
<td>I've Got a Secret WHIO</td>
<td>40.8</td>
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<tr>
<td>The Millionaire WHIO</td>
<td>40.6</td>
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<tr>
<td>Robin Hood WHIO</td>
<td>40.4</td>
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<tr>
<td>Navy Log WHIO</td>
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February PULSE—5 Local* Shows in Top Ten Multi-Weekly Shows

<table>
<thead>
<tr>
<th>Program</th>
<th>Average</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Little Rascals WHIO Mon-Fri.</td>
<td>23.8</td>
<td>20.2</td>
</tr>
<tr>
<td>Reporter, Sports Desk WHIO Mon-Fri. (6:30 P.M.)</td>
<td>21.3</td>
<td>18.3</td>
</tr>
<tr>
<td>Front Page News WHIO Mon-Fri. (11:00 P.M.)</td>
<td>16.5</td>
<td>17.1</td>
</tr>
<tr>
<td>Movie Matinee WHIO Mon-Fri.</td>
<td>16.0</td>
<td></td>
</tr>
<tr>
<td>Tic Toc Shop WHIO Mon-Thu.</td>
<td>15.9</td>
<td>14.6</td>
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*Also—Patti Page (Nat'l spot)
Search for Tomorrow (CBS)

No denying it, in the great WHIO-TV service area, everybody, but everybody, has eyes and ears for WHIO-TV first. George P. Hollingbery can give you amazing figures about the size, wealth, and set penetration of this great audience. And don't forget—to reach 'em and sell 'em, WHIO-TV is one of America's great AREA Stations.

Both Say WHIO-TV  
Gives You TOP Ratings!

CHANNEL 7 DAYTON, OHIO

One of America's great area stations
Nothing in the syndicated film field approaches the stature or the scope of *Under the Sun*, new series of half-hour programs produced by the TV-Radio Workshop of the Ford Foundation, narrated by Pulitzer prize-winner William Saroyan and consisting of the best of Omnibus plus new subjects. The measure of this distinguished new series may be taken from the track record set by Omnibus. Twenty-nine major awards including a Peabody. More favorable critical comment than any other regularly-scheduled program. Sponsors like
J. P. Stevens & Co., Nash-Kelvinator, Aluminium Ltd., Scott Paper Co., Greyhound, Remington Rand. And a roster of authors and stars unparalleled in broadcasting history, thanks to the program resources available to the Ford Foundation Workshop.

Inheriting all these built-up, built-in values from the parent series, Under the Sun presents a truly rare opportunity for the sponsor who wants to sell goods . . . and goodwill. Get complete details and an audition print from CBS TELEVISION FILM SALES, INC.
The top NETWORK PROGRAM
The first 15 all on WISH-TV

The top SYNDICATED FILM PROGRAM
Amos 'n Andy

The top FEATURE FILM PROGRAM
The Saturday Late Show

The top CHILDREN'S PROGRAM
Sgt. Preston of the Yukon

The top PUBLIC SERVICE SHOW
Ask Your Doctor

The top LOCAL NEWS PROGRAM
Vince Leonard 11 p.m. News

The top COUNTRY MUSIC PROGRAM
Grand Ol' Opry

The top FARM PROGRAM
Farm and Home

See the Bolling Company for availabilities
RCA-NBC, CBS CONTROL FCC, CONGRESSMAN EVINS CHARGES

House Small Business Subcommittee subpoenas firms to produce all correspondence with FCC since Jan. 1, 1953, sets hearing for Tuesday. Accusations came after conference with top Commission officials at which, congressman says:

- McConnaughey called himself 'weakest' federal chairman
- Without authority even to hire or fire personnel
- Aide L'Heureux voiced fears of industry reprisals
- And said networks could cause firing of FCC staffers

RCA-NBC and CBS Inc. were accused last week by a House subcommittee of "controlling FCC policies" through "intimidation" of Commission personnel. Simultaneously, the congressional group issued subpoenas calling on NBC and its parent organization and CBS to appear at a hearing tomorrow (Tuesday) morning with records of all their respective communications with the FCC since Jan. 1, 1953.

Acting on complaints he said were confirmed by FCC Chairman George C. McConnaughey and two FCC assistants, Rep. Joe L. Evins (D-Tenn.), chairman of a subcommittee of the House Small Business Committee, subpoenaed the network organizations to appear with records of all their communications with the FCC — written and oral—for the past 37 months.

Rep. Evins stated that in a recent conference with Mr. McConnaughey the FCC chief described himself as perhaps the "weakest" chairman of any among federal regulatory agencies in his powers over personnel and establishment of policy. "He insisted that he did not have even the power to hire and fire," Rep. Evins declared.

The Tennessee Democrat said Chairman McConnaughey, his recently-appointed assistant, Robert D. L'Heureux, and FCC General Counsel Warren E. Baker, "let their voices to information previously received by the House Small Business Committee relating to control over the staff of the FCC." Any such control or degree of undue influence by the networks on FCC policies "would appear to adversely affect small business and be contrary to the public policy and the law," he said.

In his statement released late Thursday, Mr. Evins said at the same conference Mr. L'Heureux "indicated fear of reprisal from members of the industry which FCC is supposed to be regulating." He said Mr. L'Heureux told him that name of FCC staff personnel "who prepared specific memoranda should not be divulged because if their names were known in instances where they had taken positions unfavorable to the networks, the networks would see to it such staff personnel were fired."

Rep. Evins presumably referred to answers being supplied by the FCC to a questionnaire sent to the agency by the congressional subcommittee several weeks ago—(BT, Jan. 30, 23), since Jan. 1, 1953, and (2) all records concerning employment of persons by the FCC, from the same date. Both written and oral records were requested.

One network executive told BT Thursday evening such a request involves a "truckload" of material.

A similar reaction came from the FCC upon its receipt of the lengthy questionnaire from the Evins subcommittee several weeks ago—one FCC executive declaring: "If they really want this information in this form, we'll have to close up shop for six months." The question-

"These allegations to the FCC to the effect that the networks have the power to hire and fire those who do not vote or speak in the networks' interests are a serious matter and demand an immediate and thorough investigation," Rep. Evins said.

"Therefore, I have issued subpoenas as one of the steps in our resumption of hearings in this continuing investigation of regulatory agencies and in an effort to serve the interests of the public and small business."

The subpoenas issued Thursday to the respective secretaries of RCA-NBC and CBS Inc., John Q. Cannon and Julius F. Brauner, called for (1) all records relating to any matter before the FCC for adjudication or consideration

naire to the FCC asked for a detailed list of every tv grant—hearing cases and all—since Jan. 1, 1953, plus exhaustive information about personnel handling such cases and a list of FCC executives, with their salary grades and positions and the cases they have handled [BT, Jan. 30].

The Evins subcommittee announced in January that it would investigate specific complaints charging "interference by the Executive Branch" in FCC decisions on radio-tv grants and other broadcast matters ([C]losed Circuit, Jan. 23). Everette MacIntyre, chief counsel of the parent committee, said at that time the subcommittee not only would look into direct interference in FCC decisions, but would examine the question of whether the FCC and other regulatory agencies "actually are independent" and would study concepts of law governing their functions as quasi-judicial, quasi-administration bodies.

Members of the subcommittee, which has jurisdiction over small business matters in industries subject to federal regulatory agencies, are Chairman Evins and Reps. Sidney R. Yates (D-III.) and William M. McCulloch (R-Ohio). The parent committee is headed by Rep. Wright Patman (D-Tex.).

It was understood that George L. Arnold, assistant counsel and investigator for the parent Small Business Committee, is counsel heading the probe into industries regulated by the FCC and other federal agencies. Mr. Arnold is the son of Thurman Arnold, former assistant attorney general and senior law partner in the Washington law firm of Arnold, Portas & Port-
FLOOD OF ADVERSE COMMENT HITS RADIO-TV COMMERCIALS

- FTC commissioner predicts congressional investigation
- McConnaughey tells broadcasters to clean house
- Brooklyn D. A. puts 24-hour watch on 'bait' advertising
- Congressman laces broadcasters for loud commercials

RADIO and television took it on the chin last week as a host of orators, writers and just plain people pondered the industry.

The object of the tumult and the shouting? Overcommercialization. Advertising abuses some called it; false and fraudulent commercials, others taunted.

Even the decals of advertising spots came in for a scolding.

And, tv commercials came in for blame (or praise, depending on how you look at it) in two national quarters: in TV circles and, allegedly, as drivers in Pennsylvania's back country.

It was just one month after the first attacks on the purported overcommercialization of radio and tv (B&T, Feb. 27, 6) that the second round grew louder. Last week, radio and tv took a battering from the following:

- Federal Trade Commissioner Lowell Mason. Mr. Mason, in a righteous, highly-articulate speech predicted that the FTC would be called upon by Congress to investigate the whole area of radio and tv advertising abuses." This will entail monitoring, he said.

- FCC Chairman George C. McConnaughey. Mr. McConnaughey warned, as he has warned before, that broadcasters must clean their own house or Congress will legislate FCC jurisdiction over commercials and advertising time rationing.

- Kings County (N.Y.) District Attorney Edward S. Silver. Mr. Silver disclosed that he had set up a battery of radio and tv receivers to monitor round the clock advertising on the air for violations of what he said were "sweepy" copy. Offenders will be prosecuted, he said.

- Rep. Craig Hosmer (R-Calif.). Mr. Hosmer complained to the FCC about "loud commercials."

- Jerry Wald, Columbia Pictures vice president. Mr. Wald believes that overcommercialization and "unintended entertainment" are sending people back to cinema playhouses.

- Dr. William W. Demerit Jr., Chapel Hill, N.C., dentist. Dr. Demerit blamed the attractiveness of tv commercials in behalf of sugarladen soft drinks and confections for the mounting incidence of youngster's dental cavities.

- On the horizon is a slashing attack of "crime and violence" on tv scheduled for the April issues of the Reader's Digest and Parent's Magazine and a series on radio-tv's advertising "abuses" by Edward J. Mower, New York Herald Tribune special writer.

The latest assault on broadcasting opened early in February when Sens. Warren G. Magnuson (D-Wash.) and A. Mike Monroney (D-Okl.) quizzed FCC Chairman McConnaughey on what Sen. Magnuson called "false and fraudulent" advertising (B&T, Feb. 6).

It continued two weeks later with denouncements by FCC Comrs. McConnaughey and John C. Doerfer (B&T, Feb. 27).

Even before that the battle was joined by Rep. John W. Heselton (R-Mass.), who has sponsored a bill (HR 3741) to give the FCC power to require program-commercial time ratios.

Combustion has appeared within the FCC: a dozen or more radio stations have had their license renewals held up while the FCC looks into what is alleged to be their program "imbalance." Mr. Doerfer and John C. Doerfer have dissented individually in license renewals in two cases, also involving purported program "imbalance."

The latest incursions were kicked off by FTC Commissioner Lowell Mason. Mr. Mason, in a speech predicted a new trend in FCC jurisdiction over commercials and advertising time rationing.

Mr. Mower told B&T that he was working on a series on fraudulent advertising on the air and that he was struck by the "vulnerability" of radio and tv to these charges. He said he was also impressed by the "accent" of the criticisms on the small operators who apparently were doing most of the "abusing."

The FTC, Mr. Mower said, will take steps to make it easier to get truthful advertising on the air, that the FTC will "test" both broadcast and cable, and that the Commission will watch the advertisers most carefully.

"A word is like a blank check," Mr. Mason said. "It's an advertisement for a product before the public.

"I am inclined to believe the urge to accept such advertising is far more powerful than the public interest," Mr. Mason said.

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Late in 1954 and in the first half of 1955, bait and switch advertising on the air was attacked by many agencies. These included the Better Business Bureau, a New York grand jury and the Asm. of National Advertisers, among others.

PREDICTION that the Federal Trade Commission will be called on to investigate radio-tv advertising and promotion was made last week by senior FTC Commissioner Lowell Mason in a speech to the Harvard Marketing Club in Cambridge, Mass.

In a pungent discussion of advertising abuses on the air—replete with "horrible" examples culled from Better Business Bureau sources—Mr. Mason said that the next session of Congress will direct the FTC to "make an exhaustive survey of that phase of the radio and television industry bearing exclusively on the advertising and promotional techniques used by broadcasters.

"And I predict this will be an investigation in depth. By that I mean not just a survey of monitored broadcasts. That would give only the effects and not the causes."

No doubt the basic cause is economic, Mr. Mason deduced. He called attention to what he called the "post-war infusion of fm stations—from 956 in 1945 to 2,935 in 1955. Fm moved from a tax loss to a profit and tv from zero to 465."

"Gone are the days," he said, "when stations were so few they could sit back and ponder the social benefits to be derived from the advertiser who stood, checkbook in hand. The boys with the hard sell look pretty good with their offer to pay a PI or a better inquiry, basis. It's a far cry from the way the magazines sell."

Some stations are careful about the products they handle, Mr. Mason said, "but the natural predisposition is to countenance the promotion that brings in the inquiries, even if it has the capacity and tendency to deceive the public.

"I am inclined to believe the urge to accept such kind of sales talk is less when time and facilities are sold on a straight or card rate basis."

He questioned the use of commentators in delivering commercials. "What is the impact on commerce," he asked, "when a commentator implies impartiality, that he has endorsed a product, when neither is true?"

The answer, Mr. Mason believes, will be some method of automatic sanctions. One method, Mr. Mason said, is judicial玳al of the use of the air to advertisers who have been ordered to cease and desist by the FTC.

Referring to advertising abuses on the air as...
"huckstering in the home," Mr. Mason said the Better Business Bureau found that the most questionable advertising on television was caused by promotions of home appliances, used cars, radio and tv sets, music and apparel. Over radio, the most questionable commercials were about home appliances, apparel, home furnishing, jewelry, radios and music, he reported.

In one of his examples, Mr. Mason cited the case of a "mystery tune" promotion for storm windows in an eastern town. A group of BBB members sent in identical letters identifying the tune as "The Star Spangled Banner." Each of the letter writers received a congratulatory letter with a $100 discount certificate, Mr. Mason said, informing them that they had guessed the right tune. In addition, the FTC member declared, the BBB had thus offered a prize in the form of a "slightly below" the prices quoted on the air after the so-called discount.

"The American home is being deluged from morning until night with spurious tv-radio advertising claims, gimmicks and the clamor of the shills," Mr. Mason declared. "With the tremendous force exerted by this merchandising evident, we no longer can assume that the above abuses will be corrected somehow, sometime, sometime by somebody. Viewers and listeners are undoubtedly being bilked of fabulous sums and the industry is letting itself be strangled by the shaphoothers. The Federal Trade Commission is the corrective measure.

Mr. Mason praised the work of the TV Code Review Board as having accomplished "some good" in cutting down "the bump and grind gits, leg art, back ginning and cigarette painting," as far as doing any effective work in preventing the kind of misleading advertising that the Federal Trade Commission could stop if it had the money, I would say the Board works at an extremely low point of visibility." He chided the Board for not ever having rescinded the seal for bait and switch advertising. "I doubt if the seal has accomplished anything besides giving a false sense of security to the gimpick catcher who sees it in the proximity to some very elusive promotions," he observed.

IT'S TIME TO CLEAN UP
McConnaughey Warns

WARNING that pending legislation in Congress to control commercial time on the air is a signal that broadcasters better get busy and clean up their own house was sounded Friday by FCC Chairman George C. McConnaughey.

Mr. McConnaughey addressed this admonition in a speech before the Ohio Assn. of Radio & TV Broadcasters in Cleveland. His speech was entitled "Licensee Stewardship." Referring to the Federal Trade Commission Lowell Mason's observation earlier in the week that he would recommend a $1 million appropriation for a comprehensive FTC monitoring system for all broadcasts (see preceding story), Mr. McConnaughey said:

"If such a bill becomes law, it will be mandatory for the Commission to enforce it. In order to do so, the Commission will be necessitated to make some program in its rules that shall be applied to all broadcasts. This will also require monitoring. When we get to this point your child is already in juvenile court and sentence has been passed. From then on, he will be under surveillance and his life will be government supervised. I do not want this to happen to the broadcast industry."

Mr. McConnaughey continued:

"Let me suggest that instead of so much emphasis being placed upon profits, set sales, percentage of advertising and commercial programs, that you stress your public service accomplishments and eliminate the advertisement in the public interest."

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FELLOWS CONCURS ON BAIT ADVERTISING

NART'S Harold Fellows agreed with FTC Comm. Lowell Mason that the bait-switch advertising must be eliminated. He called attention to the incorporation in the TV Code of a provision "adjudging against such advertising, which the association considers fraudulent.

In a statement issued Thursday, Mr. Fellows said he had read Mr. Mason's speech. He added:

"Insofar as that portion of his speech which is concerned, it might have been made by any official of the National Assn. of Radio & TV Broadcasters . . . The national association has stated its position with reference to bait-switch advertising and that position is the same as Comm. Mason's. We want to see it eliminated."

The commissioner warns, however, when he states that 'the Television Code Review Board works at an extremely low point of visibility."

The Code Board anticipated the commissioner's own indignation about this matter by incorporating in the Code, within the past year, specific language adjudging against such advertising, which the association considers is fraudulent.

"I will not debate the commissioner's viewpoint as to the effect of the Code or of the Radio Standards of Practice, except to observe that I honestly don't believe he is as well informed on this subject as I am on the matter of this statement. The implication that the practice of bait-switch is limited to the broadcasting industry is not supportable either. Most of the broadcasters in the nation, nevertheless, would applaud his analysis.

"The Federal Trade Commission's own responsibility in the matter is well defined by law, and I do not believe any progressive and thoughtful broadcaster in the nation will ever support the idea of any sanction that exists under that law."

Mr. Silver planned formally to make a report to the FCC on the evidence that is uncovered.

Mr. Silver was critical of the FCC in his formal announcement giving details of the campaign against "pitchmen." He declared:

"The pitched tv and radio commercials are being put through by the government through the agency of the FCC, which has a real responsibility to the people to permit the airwaves to be used not to the citizens' detriment. But their machinery is slow and cumbersome. They are not alert to the situation. In my opinion, they are not doing their job.

Mr. Silver revealed that in the past several months he has been receiving "an increasing number of complaints from Brooklyn residents, indicating they have been taken in by certain on-the-air advertisers." He added that "these victims are in the lower income group and can never afford to be taken in."

As an example of "bait advertising," Mr. Silver cited a radio commercial for storm windows at $7.70 each, with one window free for an order of at least six. He claimed that the commercial stressed "no down payment" and that "the buyer of three or more windows would begin paying in installments of 50 cents a week.

Investigations by his office, Mr. Silver continued, disclosed that the purchaser actually signed a contract with a $10 down payment on eight storm windows for a total cost of $435, which, he claimed, was "actually about nine times the price of the advertised product.

Mr. Silver said that 20 members of the racket...
squads have been assigned in relays to the monitoring detail on an around-the-clock basis. He warned that prosecutions will begin as soon as recorded evidence is gathered against "commercial frauds and sharp practices." He said his staff had already obtained six convictions for misleading and fraudulent advertising since Jan. 1.

An earlier campaign against "bait advertising" was launched by Mr. Silver in late January 1955 (BT Jan. 31, 1955). In subsequent weeks, he held meetings with executives of New York area radio and tv stations and was assured by them that stations would cooperate with him in eliminating misleading advertisements from the air.

TURN DOWN COMMERCIALS, REP. HOSMER ADMONISHES

"LOUD" commercials have aroused the ire of Rep. Craig Hosmer (R-Calif.). He wants the FCC to do "whatever needs to be done" to "protect" radio and tv listeners from the "imposition of these excessively loud commercials."

In a letter to the FCC March 9—and disclosed by the Republican congressman last week—Mr. Hosmer said:

"Everyone has experienced many times the adjustment of his set to an agreeable level during the entertainment portion of a program, only to be blasted uncerrifully by the noise of the commercial."

He said he thinks advertisers "deliberately" prepare their commercials so as to be particularly distortion free, permitting radio and tv stations to increase sound volume during commercials in "felonious compliance with the Commission's regulations."

The alleged practice is "irritating and obnoxious," the Californian said.

Mr. Hosmer told BT he was not at the bill-introducing stage yet; he's generally against government regulation and "hammer-sledging" with bills, etc. This campaign, he said, was more or less personal. He said the purported excessive volume of commercials awakens his children. He said he had already received commendatory letters from various citizens.

DENTIST BLAMES TV FOR CHILDREN'S CAVITIES

And now, tv commercials are blamed for dental cavities.

Tempting tv commercials touting three- and four-year-olds to soft drinks, sugar-coated cereals, candy bars, ice cream and chewing gum have been instrumental in the rising rate of tooth decay in youngsters. So said Dr. William W. Demerat Jr., Chapel Hill, N. C., before the District of Columbia Dental Society's 24th annual postgraduate clinic in Washington, D. C., last week.

The effect of tv is already apparent in the teeth of younger children, Dr. Demerat said. This same problem did not arise with the advent of radio, he explained, because children in that era "did not have the same interest in listening to radio as they do in watching tv.”

ONLY MINORITY OFFEND COCA-COLA EXEC MAINTAINS

THOSE attacks on so-called overcommercialization in radio and tv, made by the Senate Commerce Committee members last month, are really directed to only a miniscule segment of advertising. Felix H. Coste, vice president and marketing director of the Coca-Cola Co., told the Washington (D. C.) Ad Club last week: "Certainly there are charlatans in advertising."

Mr. Coste said "There are quacks in medicine, ambulance chasers in the law, and users in finance."

"The advertising business has done an outstanding job in raising and enforcing ethical standards since 1915," Mr. Coste added. "But so long as these cancer exist, however small they may be, they alienate the consumer, they contaminate those around them and they cast some doubt on all of us. We must in the future be even more efficient in policing our business. We must find some means to win the consumer's own ranks of exposing and holding up to public ridicule the nefarious practices we despise. We must stamp out such practices before they can become subject to congressional inquiry."

TV OVER-COMMERCIALIZATION UPS MOVIE ATTENDANCE—WALD

EXCESSIVE television advertising is driving people back to the movies, according to Jerry Wald, executive vice president of Columbia Pictures Corp., who told the American Cinema Editors in Hollywood that tv actually has been only one of a series of crises in movie history. Citing a $30 billion leisure time market, he said, "there is enough for all media."

Speaking at an ACE dinner honoring film editors nominated for both the tv industry Emmy and movie industry Oscar awards, Mr. Wald observed television "is currently squawking and wetting its electronic diapers. Televison is actually serving as a propellant which is sending people back to the movie theatres to watch, and walk-in the plethora of one-minute spots, supercharged and mind-splitting appeals to phone now and uninspired entertainment with an old-fashioned formula."

FALSE ADS BRING JAIL TERM FOR L. A. USED CAR DEALER

BECAUSE of false advertising of automobiles on local television, a Los Angeles used car dealer has gone to jail after failing to win probation from Municipal Judge Byron J. Walters. The dealer, Jack Tankersley, owner of the defunct Farmer Jack Corp., was convicted earlier on two counts of false advertising after Better Business Bureau shoppers testified they were not able to buy cars at the low prices advertised. Mr. Tankersley and his firm each were fined $1,000 and the dealer received a six month jail sentence.

'DIGEST' ARTICLE ATTACKS TV 'CRIME,' 'VIOLENCE'

A NEW attack on television crime and violence on tv—especially in children's programs—is due to hit the newsstands this week.

It is an article in the April Reader's Digest (due out March 21) entitled "Let's Get Rid of Tele-Violence."

The article is scheduled to appear in the April issue of Parents' Magazine due out next week. The Digest article is purported to be a reprint of the Parents' Magazine article. Parents' Magazine is understood to hold the copyright. The article was written by Don Wharton, freelance writer, on commission by the Digest, it was understood.

The NARTB's Thad H. Brown, television vice president, in a March 15 letter to tv members, termed the article "vicious" and "one-sided." Basically, Mr. Brown said, it is a rehash of "certain" testimony before the Kefauver Subcommittee investigating juvenile delinquency and the report of that subcommittee "taken completely out of context and pointing up only the most negative aspects."

Early this year, Sen. Kefauver's committee issued a report on its finding which expressed the thought that although there was no direct link between radio and juvenile delinquency there was a "causal" relationship (BT, Aug. 29, 1955).

Mr. Brown related that as soon as NARTB learned of the article it sought a meeting with Digest editors. This occurred (with Mr. Brown, Robert K. Richards, NARTB public relations counsel; Edward H. Bronson, tv Code director; Joseph M. Slietz Jr., manager, publicity and informational services in attendance), Mr. Brown disclosed, but too late; the April issue already had been printed and bound.

The meeting was amicable, Mr. Brown reported, and the NARTB group pointed out in detail the errors in the article. A presentation in writing is underway, Mr. Brown related, with the hope that the publication will see fit to print the other side of the story.

A "shocking attack on tv crime and violence" ends with the call for another protest to sponsors, stations' managers, the Senate Commerce Committee and the FCC. It indicates that stations themselves will not meet the alleged problem (excessive violence) without prodding from the public.
ANA DELEGATES ANTICIPATE CONTINUATION OF 15% FEE

Advertisers in convention at Hot Springs, Va., last week expect:
- No disruption in the current pattern of ad buying
- Trend toward broadening of agency marketing services
- Little prospect of a fee-chopping battle among agencies

ADVERTISERS will continue to do business with their agencies and with media on roughly the same 15% fee basis for a long time, despite the Dept. of Justice consent decree, judging by a consensus of major advertisers.

Any talk of an imminent revolution in the way advertising is bought was quickly dispelled last week at the Assn. of National Advertisers spring convention at the Homestead, Hot Springs, Va. Three days of meetings, plus two closed-session huddles devoted to the consent decree, the ANA, and Advertising Agencies, left these impressions:
- Broadcasters will still get their payments from advertisers minus the traditional 15% from media, but they will willingly pay special service fees above 15% for marketing, research and similar services.
- The fees paid will be based on individual contracts among agencies, advertisers, agencies and media. No organized policy is involved, and ANA members won't even discuss the subject openly on a group basis or as spokesmen for their companies. They're not going to get caught in any advertiser consent decree.
- There's no immediate prospect of a cutthroat, fee-chopping battle among agencies. Most advertisers figure the long-time 15% agency payment plan has been satisfactory, in general, but they don't mind paying out of their own pockets for extra agency services of a skilled nature.
- In any case, the nation's economy of abundance is keyed to successful advertising, and the creative services supplied by agencies mustn't be ruined by fee chiseling, advertisers feel.

Summing up the opinions of individual advertisers, after hours of closed-door talking, Edwin W. Ebel, advertising and consumer relations vice president of General Foods Corp. and ANA board chairman, gave these views as panel moderator:

"Advertising has made a major contribution to our enviable economy. Agencies have contributed greatly to advertising and marketing. The commission has provided rewards for agencies where reward is due.

"However, the commission system is no longer immutable either as a practical or ethical matter. Without the compensation system each of us determine the service that is fitting to our individual needs. The service is more important than the fee. We have a chance to improve on the commission system.

"Any new fee plan will require the advertiser to distinguish between the quality of available skills—the skills that go into marketing and advertising planning and preparation.

"The commission system, which just grew into being, has served advertising well for a long time. Let's not go hastily tearing down arrangements which have been satisfactory until

we are sure we have a better one to take its place."

Paul B. West, ANA president, took part in the panel discussion. With him were Gilbert Well, ANA general counsel, and Ira Rubel, accountant and consultant. Other panel members were Don Frost, Bristol-Myers; Fred Bowes, Pinney-Bowes; George E. Mosley, Seagram Distillers Co.; J. B. McLoughlin, Kraft Foods; David F. Beard, Reynolds Metals; Henry Schachte, Lever Bros.; Ralph Winfield, Koppers Co., and George F. Conant, Gillette.

ANA members and their guests, totaling over 500, concluded what officials of the association called their most successful spring meeting. Thirty-six new members were present.

While radio and tv were discussed, principal interest centered around the consent decree impact on advertisers. A majority of the formal responsibility of each individual advertiser to determine what kinds of services he will require and get from the agency; to determine what the value of those services performed by the agency is to the company; to determine what price he is willing to pay for such services and on what terms."

And as to agencies, he said, "it will continue to be in the future as it has been in the past, the individual responsibility of each individual agency to determine what kinds of services it will provide its clients and what the scope and character of those services will be; to determine more precisely what the costs of specific services are; at what price and on what terms they will be provided for the client."

Mr. West added, "I believe the advertising business will continue to grow and prosper in the healthy American tradition of free competitive private enterprise and that there are no problems that cannot be solved to best advantage all around by fair dealings between buyer and seller and by good business conduct that will stand examination legally and ethically."

Concealing there is "a profound difference" as a result of the consent decree, Mr. West said it seems clear "the organized national advertising structure" alleged by the Dept. of Justice to have existed since about 1917 is no longer debatable as to its merits or shortcomings, whether on grounds of ethics, or any other

Advertisers & Agencies

should be able to determine with greater clarity and precision than heretofore and from the long range as well as the immediate view, what kinds of services he needs from his agency and a fair estimate of the services are worth to his company. On this basis, the matter of working out a written agreement that will be mutually satisfactory to the company and to the agency will, in due course, I believe, resolve the question of agency compensation.

"The efforts now being made in this direction by leading advertisers and leading agencies hold high promise that the almost critical need of American industry for the full potential of creative and promotional services is in our free enterprise economy on a sound and expanding basis will be met. This, I believe, will be done by agencies working in close cooperation with their clients and that over a period of time there may evolve a pattern of agency remuneration that can be more advantageous and more profitable than the old system, for agencies, for media and for advertisers, alike."

ANA has started an advertising management project to work out basic concepts and techniques.

The story of Ban's (deodorant) successful introduction, backed by radio and television promotion and an extensive newspaper planning program, was told by Richard K. Van Nostrand, assistant advertising director of Bristol-Myers Co. "The last, but undoubtedly the most important part of our media structure," he said, in outlining the BBDO campaign, "was a redress of the situation of Godfrey. Arthur took this product to his bosom and sold as only he can to his daytime television and radio audience and soon had them chewing at the bit to go out and buy this 'sticking bad that'."

Nighttime tv—Four Star Playhouse and Alfred Hitchcock Presents—also was used to promote Ban.

The result—"Ban moved in eight months to the No. 3 spot in drug sales and Bristol-Myers into leadership in the deodorant field," Mr. Van Nostrand said.

Sudden Change Deplored

Speaking on advertising's ability to introduce automation into marketing, Don C. Miller, vice president of Kenyon & Eckhardt, warned that "too much advertising, for advertising's sake, can be crippled by making "drastic changes in mid-stream." He noted that tv, magazines and outdoor advertising have fixed parts or long-term commitments.

Elevator of the consent decree discussion, noted the trend toward broadened marketing activity among advertising agencies and added this warning: "Let's not let our broadened marketing responsibility lessen our awareness of the opportunity to increase the effectiveness of advertising by better advertising, by originality, by greater creativity, by greater believability, by greater persuasiveness, by greater use of all the skills of sell, by greater use of media, and let's not forget the prime requisite of advertising—stick-toitiveness."

Mr. Ebel reminded advertising men of their "opportunity and responsibility to keep the manufacturer from the right kinds of a job on the consumers." He said "marketing agencies must keep in mind the long-range advertising point of view as well as the sales short-term point of view. Let's not lessen our awareness of the major role that consumer advertising plays in marketing."

Giving a "road map" of tv markets, costs and strategies, T. R. Shearer, A. C. Nielsen Co. vice president, compared the merits of exclusive vs. shared sponsorship. He said only 15% of all programs in 1955 were the exclusive property of one sponsor compared to 72% in the spring of 1953. This involved an increase from 18% to 45% in the number of shared-sponsored programs and an increase in the number of participating programs.

Mr. Shearer showed how a $300,000 investment in two programs reached 49% more homes than a single program. He said summer ratings were 67% of the peak winter ratings and slight reruns were programs which more than offset any loss in audience.

Program competition is rough, he said, with only 47% of the programs that appeared during the 1954-55 season still on the air—a mortality rate of 53% in one year. With each successive year on the air, the chances for survival increase, he said, and 91% of the programs that survived from 1951 through the 1954-55 season were also on the air during the 1955-56 season.

In a series of charts, he showed the motion of the tv audience. One example showed that from 8:25 to 8:35 p.m., in a multi-network area, over 6 million homes (18%) changed networks. An hour later, one network lost 7 million homes in 10 minutes, with a second network picking up over 6 million of these homes.

"You should make big business decisions on one or two ratings," Mr. Shearer warned. "The nature of tv is such and the nature of the living habits of the people is such that the first rating of the season or the last one before renewal time means little," he said. Extreme swings in the ratings due to unusual circumstances are a trait of tv which must be recognized.

"The last rating and the fast rating properly serve the show business count-the-house side of your business," he said. "But when you make your investment decision, carefully appraise all of the many factors that must be considered, including the long-term performance of the program."

About 75% of all homes have tv sets, Mr. Shearer said, with ownership ranging from 53% in the South to 86% in the Northeast; by county size from 55% in the C and D (smaller) counties to 87% in the A (large) counties.

He compared different ways of using spots and programs to reach the highest proportion of homes or special types of audiences. In one case, he said seven nighttime programs in four weeks covering 1.2 million homes, or over 90% of the tv homes, and 11.4 minutes of commercial time were delivered to the average home.

Gerald Light, advertising sales promotion director of CBS-Columbia, said the company's "soft-sell" advertising technique has helped bring the brand's position "from the other brands spot on the survey sheets within the top 10 in areas where the sets are distributed." He said that in New York the brand moved from 30th to sixth or seventh position in three years.

Explaining that soft-sell or likeable-sell ads frequently work better than the opposite type, he said "people seldom are moved by an ad that lacks the quality of natural courtesy. Even though we have the effective personal selling of the Godfreys, Garry Moores, Garroways and Steve Fairchilds which lecture, orate, rave, are pompous, irritating, wildly exaggerated and result in burying the product they have come to praise."

He criticized the use of "ad-esque" jargon such as "never before, quick satisfying relief, now at last, yes you too and amazing new way."

ABC supplied talent for the ANA dinner Thursday with Paul Whitman's orchestra; Joan Holloway, dancer; Don Adams, comedian; Blackstone, magician, and Bill Hayes, singer.

Stay Abreast of Media, Cone Tells Delegates

Agency head, in talk before Assn. of National Advertisers, calls for more creativity on part of radio and tv in the battle for consumer attention.

MODERN ADVERTISING must keep pace with modern media and living habits in the changing American economy, Fairfax Cone, and chairman of Poeste, Cone & Belding, told the Assn. of National Advertisers Wednesday at Hot Springs, Va.

Bulky seven-pound Sunday newspapers and advertising-jammed magazines complicate the problem of appealing through the print media, he said, and radio-television face increasing demands on the public's time.

Mr. Cone revealed his concepts of radio and tv listening and viewing as he called for more creativity in the battle for consumer attention. As to radio's special appeal, he said that "radio radio needs to command "its greatest attention when people are doing something else—men are shaving or dressing or driving to work or home again and women are doing their housework."

"Reluctantly we know that the American public mastered the business of reading and listening to the radio at the same time. They also learned to talk while they listen and the children learn to study with the radio on full blast."

On the other hand, the demands of television are different, he said.

"While it has proved entirely feasible to have your eyes on one thing and your ears tuned to something else, as when you are reading and listening to the radio with multi-channel listening and selecting and rejecting, no such division and selection and rejection by the minute is possible in television."

Mr. Cone asked rhetorically "if tv sets are lost as a potential for printed advertising when the sets are on?" He discussed the advertiser's problem this way:

"Since most tv sets operate during most of the time between dinner and bedtime in most television homes, reading time for magazines and newspapers can only be at a new low.

"The answer to the advertiser's dilemma, someone might say, is to give up on television. But television costs make this obvious answer really no answer at all. As you know, one-half hour at nighttime on a national network on alternate weeks costs a minimum of $2 million a year, and it is moving up. Not everyone can afford such advertising expenditure, and even if everyone could there is a little matter of time. There isn't any more. Just now the problem of getting a message through on television is only slightly less than it is in print."

"To be sure, the television experience of any minute is practically total. The audience for any program-integrated commercial is largely captive and demonstrative commercials or even the least entertaining commercials, have a point to get through. However, if there is a station
covering MOST OF MARYLAND
... and then some!

The map tells the story...
area includes more than 2,500,000 homes
It's WMAR-TV for COVERAGE
and SELLING POWER

The WMAR-TV story means a lot of things to a lot of people...
To the viewer it means 'Lucy, Edward R. Murrow, Ed Sullivan and First Run Film Theater of the Air to mention only a few.
To WMAR-TV's advertisers, it means Baltimore's biggest audience. Here are the Nielsen Report figures for December, 1955, showing total station shares based on quarter-hour homes reached in the NSI area by Baltimore stations in one week between 6 A.M. and midnight:

- WMAR-TV ............... 41.1%
- Station B ............... 34.2%
- Station C ............... 25.6%

ARB Reports for the month of October, 1955, through January, 1956, show WMAR-TV consistently carried 8 or more of the top 10 programs viewed in Baltimore:

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<th>October</th>
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<td>Station C</td>
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PLUS . . . Off the Map Coverage
WMAR-TV's signal goes clear off the map reaching out to the rich market surrounding Baltimore. It may be "fringe" to the TV engineer, but it's "Added Potential" for WMAR-TV advertisers. That PLUS audience which includes most of Maryland's rich farm country has a buying potential on a par with the per household potential in Baltimore.

Merchandising and Promotion
WMAR-TV services bring your product to meet the seller through intense coverage of a quality market, continuing leadership of Baltimore's top programs (national and local), active merchandising and promotion, and complete technical facilities—studio, film, (including color film) and remote.

In Maryland Most People Watch WMAR-TV

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone Mulberry 5-5670  *  TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles
The tower of WXEX-TV is 1049 ft. above sea level—and 943 ft. above average terrain...more than 100 ft. higher than any station in this market. In addition, WXEX-TV has maximum power—316 KW. It is the basic NBC-TV station; and there are 415,835 TV families in its coverage area. See your Forjoe man for full details about this great buy.

Represented by Forjoe & Co.

Tom Tinsley, President
Irvin G. Abeloff, Vice President
Radio, Tv Spell Success for Label Promotion Plan

RADIO and television are credited with spelling success for Label Bank, a relatively new Los Angeles premium promotion plan for brand-name products. The plan is designed to make the objections to the extra work created for grocers and consumers by assuming the bother and bookkeeping which plague other plans.

Currently a $10,000 monthly broadcast advertising budget for Los Angeles area, Label Bank is expanding to San Francisco, Portland, Salem and Seattle and eventually expects to go national—with radio-tv. Its agency is Hixon & Jorgensen, Los Angeles.

It operates as just that—a "bank" where a half-million housewives (chiefly Southern California, but ranging from Australia to South Africa) have already opened a free label account. Each month they mail in their accumulation of brand labels and when the balance is big enough they pick quality merchandise premiums out of a special catalog. Ten thousand churches and clubs maintain label accounts.

They may shop anywhere and can choose among 400 products of some 40 different brands (also growing) which are participating in the plan. Typical brands include American Beauty macaroni products, Canada Dry, Chicken o’ the Sea tuna, Dr. Ross dog and cat foods, Fels-Napha soap, Foremost evaporated milk, Rain Drops water sof- terner, Kaiser Aluminum foil, Breakfast coffee and Morton House canned foods.

"We couldn't have gotten off the ground without radio-tv," Betty Moore, managing director of Label Bank told BT last week.

Folk singer Terrea Lea, Label Bank vice president, sings "Label Bank" jingles to the tune of "Pony Boy" on radio-tv spots and is featured on her own nightly program on KABC Los Angeles as well as on a weekly show on KNXT TV there. Shows and programs plug Label Bank and its participating brands and spotlight markets where Miss Lea will make personal appearances.

"The merchandising impact of this idea hardly needs explanation," Miss Moore said, "especially when the grocer is obliged to do nothing but stock the product and sell it. The product acquires a single label redemp-

Morey, Humm & Johnstone Undergoes Revision April 2

MOREY, Humm & Johnstone Inc., New York, will change its name to Morey, Humm & Warwick Inc., effective April 2. J. R. Warwick, who has been with the agency for three years, will become a vice president, director and chairman of the plans board.

Muriel Johnson, who leaves the agency to form her own firm, Johnstone Inc., at 9 Rockefeller Plaza, New York. Telephone number is Plaza 7-8060.

Among the accounts of the new agency are Mogayshi Linen, New York; David Crystal, New York; J. L. Hudson Co. (department store), Detroit; Lavenrodt, Chicago; Donnelly, New York; Hattie Carnegie; Anjou Perfumes, Batavia, Ill.; Carven Parfum; Larry Aldrich, New York, and Carley Dress Corp., St. Louis.

Officers of the new firm are: Mrs. John- stone, president and treasurer; Rosamond Gillmartin, executive vice president, and A. Ross Gerson, secretary.

Compton Names Zeis, Roberts

APPOINTMENTS of Andrew E. Zeis as media director and of Bradley H. Roberts as account executive of Compton Adv. Inc. were announced last week by Lawrence O. Holmberg, vice president and general manager of the agency’s Chicago office. Mr. Zeis formerly was in a similar capacity with Needham, Louis & Brophy Inc., same city. Mr. Roberts formerly was commercial manager of WLOS-AM FM-TV Asheville, N. C. He will work on the newly-acquired Par-T-Pak (Chicago bottler for Nehi Corp.) account.

Knomark Promotes Birnbaum

MELVIN BIRNBAUM, national sales and advertising manager, Knomark Mfg. Co. (Esquire boot polish), Brooklyn, N. Y., has been elected executive vice president of the firm, Knomark President Samuel M. Abrams announced Thursday. Other executive changes made by Kno- mark last week included the promotion of Joseph Hush from eastern regional sales man-

Y&R Likes Its System

IF Young & Rubicam loses anything in specialization by using the all-media buying system, it is not aware of such a loss. This was made clear last week by Edward B. MacDonald, Y&R associate media director, who noted that BT inadvertently left a contrary impression in one phrase of its account of his talk before the television advertising conference. Executives from all media buying seminars on March 6 [BT, March 12]. Mr. MacDonald upheld the advantages of the all-media buying arrangement in a “debate” with Arthur Parrott, broadcast media director of Foote, Cone & Belding, who argued for timebuying specialization.

break schedule, as most of them are, with two spots between a closing program commercial and the next show’s opening advertisement, makes that job a little bit harder.

"The plain fact seems to be that advertising on television faces the job of penetration with a difference only in degree—and I am afraid this is a diminishing degree—from magazines and newspapers."

Mr. Cone said both the tv and print media face the job of diminishing advertising penetration as people lead busier lives and develop new interests. This calls for greater creativity. "When it comes to print," he said, "we are faced with jam-packed publications on the one hand and the same gradual listening coming available for perusal on the other. Before the advent of broadcasting we mostly competed in print for interest. Today our competition is for time. Just as we seek to make memorable points in our allotted time on television, we must get the time itself in print. Never before in our profession had to be so bright, so clear."

"We'll Continue to Pay 15%," Time Inc. Tells Agencies

THE 15% commission system got the renewed blessing of Time Inc., last week. Howard Black, executive vice president, sent letters to a number of agencies, expressing the following views:

"We feel that at the present time it is desir- able for us to affirm the present basis of our relationship with you as an advertising agency with which we have been doing business and with which we do not intend to discontinue to do business."

"This letter is to inform you that we want to continue to do business with your agency. This action on our part is for the purpose of stating once again our belief in the advertising agencies we are now doing business with and our payment of 15% discount to them.

"We have always recognized that an adver- tising agency renders very important and vital services to us as publishers. Because of these services we will continue to do business with those agencies with which we do business the standard 15% discount from cart rates. These services the advertising agency renders us include not only the preparation of effective advertisements for our advertisers but also help in selling compa- nies on the values of advertising. These serv- ices are performed, in our experience, most effectively by advertising agencies which are independent of financial control by any of their clients.

"As you know, the consent decree filed by AAAA and Antitrust Division of Justice De- partment demanded some changes in AAAA procedures. It does not limit us as publishers from establishing and maintaining our own standards of doing business as long as we do so independently of either individuals or groups."

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HOW M-E ALIGNS ITS RADIO-TV

ASSIGNMENT of accounts among the three associate directors and in turn tv-radio account executives of McCann-Erickson's radio and television department under the supervision of Terry Clyne, vice president and chairman of the agency's Plans Review Board, was revealed last week in the pattern herewith shown.

Completing the new M-E tv-radio organizational line-up which makes this department a "third arm" of the agency on a par with marketing (research, media, etc.) and creative (copy, art, etc.) [B+T, Jan. 30], Peter A. Cavallo Jr., currently vice president and manager of the television department of J. Walter Thompson Co., is resigning to join McCann-Erickson April 15 as vice president and associate director of television and radio.

Like Ted Bergmann, former director of the DuMont Electronicas Services, and Lansing Lindquist, previously radio-tv vice president of Ketchum, McLeod & Grove, who joined M-E early this year [B+T, Jan. 9], Mr. Cavallo will report to George Haight, vice president in charge of tv-radio. Mr. Haight in turn reports to Terry Clyne, vice president and chairman of the agency's plans review board.

Prior to his association with J. W. Thompson, Mr. Cavallo was a composer, performer and producer of radio and television programs, motion pictures, and legitimate theatrical productions. Mr. Cavallo was instrumental in the development of such programs as "Live Symphony," "America's Musical Heritage," and "The Story of Lincoln." He is a graduate of the University of Michigan and holds a master's degree in classical composition from the Institute of Musical Arts in New York City.

Bottomley, Black, Morrison Named at LaRoche & Co.

JAY BOTTOMLEY, tv producer of Father Knows Best and other programs for Young & Rubicam, Los Angeles, last week was named production manager of the newly-expanded radio-tv department of C. J. LaRoche & Co., New York.

The agency also has added Allan Black, former BBDO, New York, copywriter on the Lever Bros. Co. and Campbell soups accounts, and James Morrison, assistant director and film editor, Cinerama Productions.

Mr. Morrison will represent the agency for Revlon Products Corp., on the forthcoming $64,000 Challenge quiz, also sponsored on an alternate week basis by P. Lorillard Co. through Young & Rubicam. Challenge replaces Appointment With Adventure (CBS-TV, Sun., 10:30-11 p.m. EST) starting April 8.

Admen to Boost Chicago

MAYOR Richard J. Daley of Chicago has sanctioned the appointments of Leo Burnett, board chairman of Leo Burnett Co., and Fairfax Cone, president of Foote, Cone & Belding, as co-chairmen of a steering unit designed to spread the Chamber of Commerce gospel about that city's industrial, cultural and other benefits.

King to Erwin-Wasey

WHITE KING Soap Co. (soaps, cleaners, detergents), Los Angeles, has appointed Erwin, Wasey & Co., same city, to handle all advertising effective May 1. Radio-tv will be used. Firm is a large regional advertiser, with sales confined to states west of Kansas City.

Sales Realignment at Kraft

A SALES realignment for Kraft Foods Co., Chicago, has been announced by John B. McLaughlin, sales and advertising director.

R. N. Courtice becomes national product sales manager for Kraft oil, dinner and special products, succeeding H. F. Marston, appointed national product sales manager for new product development. Marshall White succeeds R. J. Clark as assistant national institutional products sales manager. Mr. Clark becomes assistant to Mr. Marston.

Tareyton to Drop 'Justice'

AMERICAN Tobacco Co. (Filter Tip Tareyton cigarettes), New York, will drop its sponsorship of Justice (Sun., 10:30-11 p.m.) on NBC-TV, effective March 25. The network expects to put in another show. Meanwhile, Filter Tip Tareyton will put some of this money into spot radio, through H. M. Hackett agency, New York.
THE MOST SUCCESSFUL ADVERTISING TECHNIQUE IS "TELLING YOUR STORY TO AS MANY PEOPLE AS MANY TIMES AS YOU CAN."

Kan
Do
Job
Immediately

"Petrified Forest"

"Painted Desert"

Holbrook, Arizona
March 8, 1956

SESAC Inc.
475 5th Ave.
New York 17, New York

Gentlemen:

Today I auditioned your Special Test Program Plan on the air. The enclosed signed SESAC Library Contract is my answer. In my 29 years in Radio I have never seen a better balanced library.

Most sincerely,
Blake Tabor

Blake Tabor, General Manager
Radio Station KDJU
Holbrook, Arizona

Thank you, Mr. Tabor

Sincerely,

SESAC, Inc.

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March 19, 1956 • Page 37
Reynolds Buys Sat. Night Show As Four Sign for CBS Radio

R. J. REYNOLDS Tobacco Co. (Camel, Winston cigarettes), Winston-Salem, N. C., was reported last week to have signed with CBS Radio for a new 30-minute Saturday show, "Rock 'n Roll Party" with disc-jockey Alan Freed and Count Basie's orchestra, beginning on or about March 24.

Meanwhile, CBS Radio has picked up the following in new business: D-Con Co. (Insecticides), Chicago, with participating sponsorship of the Galen Drake program (Sat., 10-11 a.m. EST) through Arthur Meyerhoff & Co., Chicago, reportedly D-Con's first use of network radio; Borden & Williamson Tobacco Co. (Ralph Charette) of a segment of the Edgar Bergen-Charley McCarthy show (Sun., 7-8 p.m. EST), and participating sponsorship of the network's coverage of the Kelly-Rainier wedding ceremony by Lanvin Parfums, through North Adv., Chicago, and Lettuce Inc. (C-7 lettuce growers), through John Cohan Adv., Salinas, Calif.

Glynn Takes Top Prize In WNCT Rating Contest

THOMAS J. GLYNN, J. Walter Thompson Co., took the top prize of $250 offered by WNCT Greenville, N. C., by coming closest in guessing the station's top Pulse rating in any quarter hour. Mr. Glynn's guess was 56.9, while the actual rating was 54.5, taken Feb. 27.

Winners were feted March 7 at a special party in the New York offices of John E. Pearson Co., WNCT's representative. Second and third winners, for cash prizes of $125 and $75, were Bill Murphy, Benton & Bowles, New York, and William J. Stenson, Campbell-Mithun, Minneapolis, respectively. Other winners included Charles F. Theiss, Ted Bates & Co., New York; Edmund C. Semel, Compton Adv., New York; Wats Wacker, D. P. Brother, Detroit; Tom Carson, Compton Adv., New York; Nick Wolf, Leo Burnett, Chicago; Gerald Eckhardt, Cargill & Wilson, Richmond, Va., and Charles Willard, McCann-Erickson, New York.

Agency people throughout the country were invited to take part.

L. W. Ramsey Adds Accounts

SIX NEW ACCOUNTS have been secured by the L. W. Ramsey agency, Davenport, Iowa, and Chicago, according to A. C. Nauckel, president. They are Arcady Farms Milling Co., Chicago (poultry and livestock feeds); Baker Brothers, Toledo, Ohio (industrial tools); Eagle-United food shopping centers, headquarters in Moline, Ill.; M. A. Ford Mfg. Co., Davenport (rotary files); Iowa-Illinois Gas & Electric Co., headquarters in Davenport (public utilities), and Jelsert Co., Chicago (desserts and powdered drinks).

Ayer Moves Row to N. Y.

PAUL E. ROWE, media planning supervisor, N. W. Ayer & Son, Philadelphia, has transferred to the agency's New York office on the Plymouth account. Other changes announced by the agency last week: Alexander J. Randall, from radio-tv traffic to radio-tv timebuying, New York; Sal Stenson's Madeline Morrison, Second and Isabel V. Ziegler, all former Blom-Beirn-Toigo (now The Blow Co.) timebuyers, to similar capacities in Ayer's New York office.

DENTIFRICES

IN CHICAGO TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

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<th>Total Stations</th>
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<td>Colgate Dental Cream (Ted Bates)</td>
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<td>3</td>
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<td>Colgate Dental Cream (Ted Bates)</td>
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<td>Ipana (Doherty, Clifford, Steers &amp; Shenfeld)</td>
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<td>Ammident (Harry B. Cohen) (P)</td>
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<td>Dr. Lyon's Tooth Powder (Dancer-Fitzgerald-Sample)</td>
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</tbody>
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(P)—Participations, as distinguished from sponsorships.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length. This number is then multiplied by the audience rating attributed to that commercial. When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA.

For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

BPS Paints Tv Promotion Set

PATTERSON-SARGENT Co. (BPS paints), Cleveland, will make its network tv debut April 13 with a special spring promotion participation on NBC-TV's "Tonight." The campaign will be on 50 NBC-TV affiliates in the East and Midwest. The paint firm also will add two April-May local tv spot campaigns. Effective April 23, it will launch a three-times-a-week, 10-week tv spot campaign on KCOB-TV Fargo (Valley City), N. D., while renewing, effective April 4, a 10-week participation contract on KMBC-TV Kansas City's "Happy Home program. The agency for Patterson-Sargent is D'Arcy Adv., Cleveland.

ARB's Regular Surveys Expanded to 100 Cities

THE American Research Bureau announced last week that it has added 30 cities to the regular 70 cities surveyed in its television research. ARB said the cities would be added to the reports to subscribers at no extra cost.

ARB, which started its studies six years ago in three cities, now has offices in New York, Washington and Los Angeles; a research and tabulation center in College Park, Md., and research staffs in 505 metropolitan areas. Last month ARB issued its 1956 "A-to-Z" survey covering 225 medium to small tv markets across the nation [BT, Feb. 20].

Page 38 • March 19, 1956
Some successes go to everyone's head!

ABC-TV's Mickey Mouse Club is the biggest success in daytime TV!

Day after day — Monday thru Friday — more than 16,000,000 people watch Mickey Mouse Club during the average quarter hour. Day after day — Monday thru Friday — more adults watch Mickey Mouse Club than watch 2 out of 3 daytime adult programs. The Mickey Mouse Club is more than a success ... it's a phenomenon. No other daytime show delivers such ratings. And, as a matter of fact, it outdraws better than half of the evening programs, too. Mickey delivers this huge audience with tremendous efficiency. The cost per thousand homes for a one-minute commercial is the lowest in all television — sixty-eight cents — 15 homes for a penny ... almost nine hundred viewers for a quarter. The Mickey Mouse Club has won more hearts ... visited more homes ... gone to more heads than any other daytime show in TV history.

Source: ARB & NIELSEN, Feb. 1, 1956

ABC TELEVISION NETWORK
TELEVISION HITS A NEW HIGH

RAYMOND

IN

39 highly-charged half hours of adventure and melodrama

THE FIRST TV SERIES TO COMBINE ALL THESE GREAT

intrigue

adventure

suspense

documentary realism

TRUE AND EXCITING STORIES OF ESPIONAGE

... from Biblical times to the Korean War!

- Admiral Canaris ... and the plot to kill Hitler.
- Nathan Hale ... first American spy.
- Mata Hari ... most publicized spy in history.
- Kim Suim ... most beautiful spy of the Korean War.
- Otto Keller ... and the tragedy of Pearl Harbor.
- Benedict Arnold ... and the betrayal of West Point.
- Wilhelm Steiber ... and Bismarck's invasion of France.
- Loren Travert ... the man who shot Stonewall Jackson.

GUILD FILMS COMPANY, INC.

460 PARK AVENUE, • NEW YORK 22, NEW YORK • MUrray Hill 8-5365
IN CANADA: S. W. CALDWELL, LTD., TORONTO
The Goldbergs have moved to Haverville, U.S.A. and Molly's having the time of her life making new friends. Everybody loves Molly, and now, with a brand-new format, they'll love her more than ever!

Paul Coates' behind-the-scenes report on America... with penetrating close-ups of its people and problems. A new and exciting concept in dramatized journalism. The 3½-hour show all America is talking about... winning fabulous ratings in over 100 markets.

All the 'star' entertainment quality of a 3½-hour show packed into 15 fast-moving minutes. Ideal choice for small advertisers who want the impact of a 3½-hour show on a 15-minute budget. Top-rated show in its time-slot over WCBS-TV, New York.

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

66 MARKETS SOLD! hurry... write, wire or phone before markets you want are gone!

GUILD FILMS
460 PARK AVENUE - NEW YORK 22, N Y
MURRAY HILL 8-5365
IN CANADA: S. W. CALDWELL, LTD.
Pabst Renews Wed. Fights On ABC-TV for 52 Weeks

AGREEMENT for a 52-week renewal of the Wednesday evening fight series on ABC-TV under alternating sponsorship of Pabst Brewing Co. and the Menne Co. was announced in Chicago last Wednesday following a meeting which involved executives of the Leo Burnett Co., ABC-TV and the International Boxing Club.

The renewal, effective June 1, was jointly announced by Harris Perlstein, board chairman of Pabst, and IBC President James D. Norris, and marks the seventh consecutive year Pabst account on ABC-TV boxing club; standing, Harold Morgan, ABC vice president-treasurer, and Leo Burnett, chairman of the board of the agency that bears his name.

Mr. Perlstein reported that the Menne Co. would go along again as co-sponsor. The Pabst account is handled by Leo Burnett Co., Chicago, while Menne (on the fights) is serviced by Kenyon & Eckhardt.

Terms of the new agreement call for 52 bouts (through the traditional summer hiatus) at the rate of $18,500 per program, with main event contestants receiving $8,000, according to Mr. Norris.

Packard Dealers Meet Via TV

PACKARD-CLIPPER dealers will gather tomorrow (Tuesday) in 24 principal U. S. cities to hear plans, via closed-circuit tv, for broadening the Packard line. James J. Nance, president, Studebaker-Packard Corp., will head the group of executives who will outline a $3 million advertising program during the second quarter of 1956.

Bayuk 'Champions' Simulcast

BAYUK Cigar Co., which sponsors Meet the Champions on NBC-TV Fridays, following the conclusion of the Cavalcade of Sports (usually about 10:45 p.m.) and continuing to 11 p.m. EST, has ordered a limited eastern regional block of 31 NBC Radio stations for simulcasts, scheduled to start last Friday. Agency is A. J. Paul Lefton Co.

Hi-C Enters Network TV

MINUTE MAID Corp.'s Hi-C Div., through J. R. Pershall Co., Chicago, will bow into network television with alternate-week sponsor- ship participation on NBC-TV's Tennessee Ernie Show, starting May 16 and also has lined up a schedule of spot tv and radio business in assorted markets.

The firm plans to utilize tv spots in perhaps a dozen cities and radio in three other cities, along with the network tv show, to buttress an extensive newspaper campaign, it was reported last week. The NBC-TV Ernie Ford program has been scheduled by Hi-C for 13 weeks with an option for 13 additional weeks.

Niles Foster, general manager of Hi-C, announced the campaign's inception.

Grant Plans Before City

PLANS of Grant Adv. Inc. to construct a new $700,000 three-story building on Chicago's north side depend on a vote by city zoning officials. The agency has requested that the area, overlooking Lake Shore Drive north of Oak St., be reclassified from an apartment to a business district. The City Council Building & Zoning Committee is expected to vote on the rezoning matter soon, after having twice deferred it.

Roto-Broil Buy

ROTO-BROIL Corp. of America, Long Island City, N. Y., Thursday launched a $600,000, 60-day, one-minute tv saturation spot campaign in 70 major markets backed by extensive print media for a special consumer offer of a 1956 Roto-Broil golden king size 'Fiesta,' a mobile table and a 32-piece silverware set for eight at $59.95. Agency for Roto-Broil is Product Services, New York.

Drug Campaign Staged on TV

IN COOPERATION with the Brunswig Wholesale Drug Co., the NBC-TV Merchandising Dept. last Monday launched a one-week promotional campaign, designed to help retail drugs take advantage of t.v.'s sales impact.

The network and Brunswig, which covers about 10% of all retail drug stores in the U. S., staged NBC-TV 'Value Parade,' a promotion of drug products of 48 sponsors on NBC-TV in retail drug stores on the West Coast and in the mountain regions.

LATEST RATINGS

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<tr>
<th>Top 20 Regularly Scheduled Once a Week TV Shows</th>
<th>Rating</th>
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<tbody>
<tr>
<td>Micky Mouse Club (ABC)</td>
<td>19.9</td>
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<tr>
<td>Guiding Light (CBS)</td>
<td>11.4</td>
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<tr>
<td>Love of Life (CBS)</td>
<td>10.9</td>
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<td>Search For Tomorrow (CBS)</td>
<td>10.8</td>
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<td>Big Payoff (CBS)</td>
<td>10.2</td>
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<td>Art Linkletter (CBS)</td>
<td>10.0</td>
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<tr>
<td>Married and Alone (ABC)</td>
<td>9.8</td>
</tr>
<tr>
<td>Arthur Godfrey (CBS)</td>
<td>9.7</td>
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<tr>
<td>Dinah Shore (NBC)</td>
<td>9.6</td>
</tr>
<tr>
<td>CBS News (CBS)</td>
<td>9.5</td>
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<td>Volland Lady (CBS)</td>
<td>9.4</td>
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<th>Top 10 Programs for Evening Network TV Week of March 17</th>
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<tr>
<td>1. Love Lucy (CBS)</td>
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<tr>
<td>2. The Ed Sullivan Show (CBS)</td>
<td>38.9</td>
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<tr>
<td>3. $64,000 Question (CBS)</td>
<td>38.9</td>
</tr>
<tr>
<td>4. The Arthur Godfrey Show (CBS)</td>
<td>38.9</td>
</tr>
<tr>
<td>5. Perry Como Show (NBC)</td>
<td>38.3</td>
</tr>
<tr>
<td>6. December Bride (CBS)</td>
<td>38.2</td>
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<tr>
<td>7. Jackie Gleason (CBS)</td>
<td>38.0</td>
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<td>8. Disneyland (ABC)</td>
<td>37.6</td>
</tr>
<tr>
<td>9. The Lineup (CBS)</td>
<td>37.4</td>
</tr>
<tr>
<td>10. Lux Video Theatre (NBC)</td>
<td>37.3</td>
</tr>
</tbody>
</table>

Page 42 = March 19, 1956
Because H-R is staffed with men who have themselves bought time, who have owned and operated stations and have had wide experience in almost every phase of radio and TV, we are able to render an unusually effective representative service.

From the day H-R was started, by a group of mature working partners, we have made it a point to "Always send a man to do a man's job." You can be sure that we will continue to do so.
AGENCY APPOINTMENTS

Chrysler Corp.’s MoPar Parts Div., Detroit, appoints N. W. Ayer & Son, Phila., effective immediately. Account will be handled by Ayer’s Detroit office. Agency has handled Chrysler’s Plymouth Div. since 1943.


Pepito Recording Corp., Paramus, N. J., names Shaple-Wilkens Inc., N. Y., as agency for all Presto products.

Union Pacific Railroad, Omaha, Neb., appoints The Caples Co., Chicago, which will establish Portland, Ore., office in early May to handle railroad’s advertising in Pacific Northwest.

No-Cal Corp. (soft drinks), Brooklyn, N. Y., Div. of Kirsch Beverages, appoints Paris & Pearl, N. Y. Radio spot campaign starts immediately.

Midway Corp. (automotive, household, pharmaceutical and industrial products), Baltimore, names Applestein, Levinstein & Golnick Adv. Agency, that city. Overbrook Egg Nog Corp., Baltimore, also names AL&G. Radio will be used.


NETWORK NEW BUSINESS


U. S. Royal Tire Div., U. S. Rubber Co., sponsoring all 18 five-minute weekend news dramatization programs, It’s Time, on ABC Radio, tentatively for 13 weeks, through Fletcher D. Richards Inc., N. Y.

A&A PEOPLE

Fergus Mead, administrative vice president, The Buchen Co., Chicago, appointed executive vice president of agency.

Kenneth A. Hamilton, vice president in charge of industrial and business services division, Hicks & Greist Inc., N. Y., elected director of agency.

Marjorie Greenbaum, vice president, Dancer-Fitzgerald-Sample Inc., N. Y., has rejoined Foote, Cone & Belding, N. Y., as vice president, member of plans board and copy supervisor. She was with FC&B from 1946-1954 as copy supervisor and named vice president in 1951.

Timothy J. Healy, director of research, Sullivan, Stauffer, Colwell & Bayles, N. Y., elected vice president.


C. Kenneth Meeker, account executive, Multilin Co., Louisville, Ky., agency, appointed vice president.

Richard Dahl and Armand Rivchun, former account executives at W. Y., elected vice presidents in New York.

Richard Dahl and Armand Rivchun, former account executives at W. Y., elected vice presidents in New York.

Dr. Nikki Kominik, former account executive at W. Y., elected executive, Mulliken, Connolly, Chicago.

Jay J. Keith, general manager, Mace Adv. Agency Inc., Peoria, Ill., retired last week after 45 years in advertising and selling. He continues at director of agency corporation.

Emmett C. McGaughery, executive vice president-director, Erwin, Wasey & Co., Inc. and head of L. A. office, Frederick J. Wachter, vice president and Chicago office manager, Norman Best and Melvin E. Smith, vice presidents-account supervisors in Los Angeles, all elected to board of directors, Erwin, Wasey of Canada Ltd., Toronto.

Montgomery N. McKinney, vice president and account supervisor, Earle Ludgin & Co., Chicago, to account staff of Leo Burnett Co., same city.

Jack Garabrant, production and traffic manager, Hilton & Riggo, N. Y., and former production manager on Ruppert account at the Biow Co., N. Y., named assistant advertising manager of Jacob Ruppert Brewery, N. Y.

John L. Bricker, formerly merchandising director, Colgate-Palmolive Co., to Whirlpool-Sea-ger
POWER

Power is the only answer for the advertiser who wants to get more for his money in 1956

Within the far-flung limits of influence exerted by Atlanta's radio station WSB and television station WSB-TV are a given number of homes. This is ALL the homes there are in this great area. Use the power of WSB plus WSB-TV and you reach them all. These first stations, used individually or as a team, give you a lower audience cost per thousand than can be obtained on any other Georgia station or combination of stations. Get more for your money—get on WSB and WSB-TV.

NBC Affiliate. Represented by Petry. Affiliated with The Atlanta Journal and Constitution
Corps, St. Joseph, Mich., as marketing director, responsible for sales, advertising, merchandising and market research.

Ellis L. Redden, veteran manufacturing industry advertising executive, appointed manager of advertising and sales promotion, Top Value Enterprises Inc. (trading stamp firm), Dayton, Ohio. He was advertising manager of Magnavox Co., Fort Wayne, Ind., until resignation last November.

Ernest L. Byfield Jr., formerly with Kastor, Farrell, Chesley and Clifford, Chicago, to Ellington & Co., same city, as account executive.

James H. Haine, office manager, Kenyon & Eckhardt, Philadelphia, transferred to N. Y. office in same capacity. Robert J. Alsop, assistant manager, Phila. office, succeeds Mr. Haine as office manager and James Parks becomes assistant manager.

Tom Taussig, Young & Rubicam, N. Y., to Cunningham & Walsh, N. Y., as radio-television account executive on Folger's coffee.

Carroll B. Sugar, BBDO, L. A., assigned to DeSoto Motor Corp. and S. Calif. dealer organization, named account executive in Rexall Drug account group. Alexander Cantwell promoted to head of live production, radio-television dept., BBDO, N. Y. Peter Hanson appointed business manager of department and Donald M. Rowe transferred to Hollywood as supervisor of production.


Eleanor May Crowley, supervisor of Shenley account, William H. Weintraub, N. Y. (now Norman, Craig & Kimmel), to Ogilvy, Benson & Mather, N. Y., as media space buyer.

MacLean Chandler, sales executive, KGO-AM-FM-TV San Francisco, Calif., to Harrington-Richards, S. F. agency, as director of media and research.

Dr. Ralph A. Klinefelter, director of public relations department, Duquesne U., Pittsburgh, Pa., to Vic Maitland & Assoc. Adv. Agency, that city, as director of public relations.

Martin Stevens, formerly with Grey Adv., N. Y., to Ogilvy, Benson & Mather, N. Y., as art director.

James Maloney, formerly vice president and art director, Lennen & Newell, N. Y., to Donahue & Coe Inc., N. Y., as art director.


William J. Plant, Young & Rubicam, N. Y., to Stromberger, LaVene, McKenzie, L. A. agency, as traffic manager.

Barton Wasserman, formerly with McCann-Erickson Inc., appointed research director in charge of research and marketing planning at George H. Hartman Co., Chicago.

---

**STATION SALES**

**KIDDER, PEABODY & CO.**

- Maintains close contact with all phases of the Television and Radio industry.

- Has an established relationship with most of the important sources of investment capital in the country.

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

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

**KIDDER, PEABODY & CO.**

- NEW YORK
- BOSTON
- PHILADELPHIA
- CHICAGO
- SAN FRANCISCO

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

---

**COLORCASTING**

**Advance Schedule**

**Of Network Color Shows**

**(All times EST)**

**CBS-TV**

- Mar. 24 (7:30-9:30 p.m.) Gene Autry Show, William Wrigley Jr. Co., through Ruthrauff & Ryan (also March 31).

- Mar. 27 (9:30-11:30 p.m.) Red Skelton Show, S. C. Johnson & Son, through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks.

- Mar. 29 (8:30-9:30 p.m.) Climax, Chrysler Corp., through McCann-Erickson.

**NBC-TV**

- Mar. 19-23 (3-4 p.m.) Matinee, participating sponsors (also March 26-30, April 2-6, 9-13).

- Mar. 23-25 (1-2:30 p.m.) Howdy Doody, participating sponsors (also March 26-30, April 2-6, 9-13).

- Mar. 20 (7:30-10:30 p.m.) Dinah Shore Show, Chevrolet Motor Div. of General Motors Corp. through Campbell-Ewald (also March 22).

- Mar. 21 (10-10:30 p.m.) This Is Your Life, Hazel Bishop through Raymond Speer, Procter & Gamble Co. through Benton & Bowles, on alternate weeks.

- Mar. 25 (7:30-9 p.m.) Sunday Spectacular, "Heaven Help the Working Girl," participating sponsors.

- Mar. 29 (10-11 p.m.) Lux Video Theatre, Lever Bros., through J. Walter Thompson.

- Mar. 31 (9:30-11 p.m.) Texaco Star Theatre, Texas Co. through Kudner.

- April 2 (8-9 p.m.) Producers Showcase, "Barretts of Wimpole Street," Ford through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul LeFton and Grey.

- April 3 (8-9 p.m.) Milton Berle Show, Sunbeam through Perrin-Pause, RCA and Whirlpool through Kenyon & Eckhardt.

- April 8 (3:30-4 p.m.) Zoo Parade, Mutual of Omaha through Bozell & Jacobs and American Chicle through Ted Bates, alternate weeks.

- April 8 (4:30-5 p.m.) NBC Opera Theatre, "Trial at Rouen," sustaining.

- April 14 (9-10 p.m.) Max Liebmann Presents, "Marco Polo," Oldsmobile, through D. P. Brothers.

- April 15 (7-8 p.m.) Sunday Spectacular, "The Baseball Spectacular," participating sponsors.

**Note:** This schedule will be corrected to press time of each issue of B.T.

---

**Page 46 • March 19, 1956**
These inland radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and at the lowest cost per thousand! (SAMS and SR&D)

In this inland market — ringed by mountains — the Beeline covers an area with over 2 million people, more buying power than Colorado, more farm income than Kansas. (Sales Management's 1955 Copyrighted Survey)
LOWEST COST
PER THOUSAND LISTENERS
In The Entire Detroit Trading Area!

Read The Facts*

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
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<th>Pulse Rating</th>
<th>Audience</th>
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*Metropolitan Detroit Survey
SEPT.-OCT. 1955 PULSE REPORT, VOL. 6, NO. 5.
STANDARD RATE & DATA SERVICE, NOV. 1, 1955

NOW! SAVE UP TO 15%
By Buying 2 or More of These Powerful Stations

**WKMH** Dearborn-Detroit

**WKMF** Flint, Mich.

**WKMH** Jackson, Mich.

**WSAM** Saginaw, Mich.

BUY ALL 4 STATIONS............SAVE 15%
BUY ANY 3 STATIONS............SAVE 10%
BUY ANY 2 STATIONS............SAVE 5%

Page 48 • March 19, 1956
Hall vs. Butler

A political debate, scheduled on CBS radio and TV Sunday, March 25, will feature Paul Butler, chairman of the National Democratic Committee, and Leonard Hall, chairman of the National Republican Committee. The debate will be appearing at the 10th annual Philadelphia Bulletin Forum. The public debate, of the Lincoln-Douglas variety, will be carried live on tv 2-2:55 p.m. EST, pre- empting plans for the evening broadcast. The only station that will carry a delayed broadcast that same evening, 9:05-10 p.m. CBS newsman Walter Cronkite will moderate.

He later received a letter from the Illinois Secretary of State advising him his name would remain on the primary ballot. The network still had not replied to Mr. Daly's request.

Butler Again Refused Bid for Equal Time

TEXTS of messages from ABC, CBS and NBC—all turning down a second request by Democratic National Chairman Paul M. Butler for equal time for Democrats to answer President Eisenhower's Feb. 21 radio and tv broadcast on a balanced presentation of both major parties, networks still had not replied to Butler's request for equal time made Feb. 29.

Mutual compliance with Mr. Butler's second request, giving the Democrats the 10-10:20 p.m. EST period March 7, which was used by Sen. John Sparkman (D-Ala.) (BT, March 12), would mean the Senate Commerce Committee at hearings last week on tv networks and uhf- vhf troubles (see page 66) entered in the hearing record a March 7 letter from Mr. Butler suggesting that "you might want to consider asking the president of the other three networks (ABC, CBS, NBC) to appear before your committee to explain in detail regarding political and non-political constraints, it is proposed that equal time will be gone into at a later date." Sen. Magnuson's recommendation was announced by Sen. John O. Pastore (D-R.I.), presiding at the hearing during the absence of the chairman.

ABC President Robert E. Kintner in a March 6 letter said ABC feels "our programming has achieved a fair and balanced presentation of the various political viewpoints—this applies to both Republicans and Democrats," and noted that ABC would be legally obligated to give equal time to a "nationally recognized Republican" if one should announce his candidacy in opposition to Mr. Eisenhower, "depending upon the circumstances at the time." ABC already has adequately covered announcements for the Democratic nomination by Sen. Estes Kefauver (D-Tenn.) and his co-sponsor, he said, and would do so for other announced candidates for Democratic nomination.

Mr. Kintner said ABC felt Mr. Eisenhower's talk was designed to obtain the Republican nomination and that the speech be neither legal nor moral reasons for granting time to the Democratic National Committee." He said ABC always has broadcast only speeches of major political leaders, but also balanced analyses by commentators, both liberal and conservative.

He said ABC does not believe the present Senate bill (S 3108) to permit networks to give time to major parties, without an obligation to do so for minor parties, is in the public interest.

CBS President Frank Stanton in a March 7 letter said CBS through the years has tried to maintain an over-all balance on major viewpoints of all significant controversies: that this may not be maintained by violating a single broadcast and matching that single broadcast with an equivalent broadcast." Such a course would lead to chaotic programming and result in such a deprivation of the integrity and impact of radio-TV that the networks soon lose interest, sets would be turned off and it would not be worthwhile to make requests for time, he said.

He said CBS tries to maintain this over-all balance over a period of time, which is "a tremendous responsibility; the decisions in particular cases may often be, close, difficult and delicate. In the circumstances we can hardly expect to please all those who are advocates on every side." He listed a schedule of CBS Radio and CBS-TV broadcasts carried in 1955 and 1956, showing the presentations of Democratic and GOP spokesmen.

He noted this list omitted several broadcasts by President Eisenhower, Vice President Richard Nixon and Secretary of State John Foster Dulles, which he said had been labeled by them as non-political or were so clearly so.

CBS President Robert W. Sarnoff in a March 2 telegram said NBC made its decision "on the very considerations of fairness and balance with which you refer. We have maintained such balance and fairness, having already given time on several occasions to Democratic leaders as a public service. Accordingly, giving additional free time to Democratic spokesmen is not called for at present. Otherwise clearly so.

He said in future campaign activities NBC shall of course, continue to maintain balance and fairness in appearances by representatives of the major parties as the campaign progresses.

Johnson Bill May Become Part of Henning's Measure

INDICATIONS last week were that a Senate bill (S 3308) to raise election campaign ceilings on equal radio and tv broadcasting by all presidential and vice presidential candidates of the major parties might not be reported out of the Senate Rules Committee to which it has been referred (BT, March 12). Instead, the bill might be suggested on the Senate floor as an amendment to another election bill (S 636) already on the Senate calendar.

While the bill has 20 co-sponsors, bringing the total to 85 senators. A spokesman for the Senate Majority Policy Committee said no immediate action is planned on the bill "until we clear some of these other bills." Sen. James O. Eastland of Mississippi, said it was the Senate bill, which has expressed hope of Senate action on the measure before the Easter recess (March 29-April 9).

Hearings were held last year on S 636, introduced by Sen. Thomas C. Hennings Jr. (D-Tex.), and the Rules Committee reported it out. The Hennings bill would raise campaign expenditure ceilings, but carries no amendment of Sec. 315 (a) of the Communications Act, as does S 3308, introduced by Senate Majority Leader Lyndon B. Johnson (D-Tex.).

Sen. Theodore F. Green (D-R.I.), chairman of the Rules Committee, has been given authority to call a special meeting on S 3308 after sounding out senatorial leaders.
EQUAL JUSTICE:

one of a series of paintings
of Washington by William Walton
commissioned by WTOP Television
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division

Represented by CBS Television Spot Sales
EQUAL JUSTICE by William Walton.
Fourth of a series of paintings of Washington
commissioned by WTOP Television
at Broadcast House, Washington, D. C.
Operated by The Washington Post Broadcast Division
Reprints of this series available on request.
## THE 10 TOP FILMS IN 10 MAJOR MARKETS

**AS RATED BY ARB IN FEBRUARY**

### NEW YORK

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<td>Guy Lombardo (MCA-TV)</td>
<td>WRCA-TV</td>
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<tr>
<td>3</td>
<td>Great Gildersleeve (NBC Film)</td>
<td>WRCA-TV</td>
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<td>13.2</td>
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<tr>
<td>4</td>
<td>Buffalo Bill Jr. (CBS Film)</td>
<td>WPIX</td>
<td>6:00</td>
<td>12.8</td>
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<tr>
<td>5</td>
<td>Superman (Flamingo)</td>
<td>KSTP-TV</td>
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<td>Rheingold Theatre (Official)</td>
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<td>Death Valley Days (McC-E)</td>
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<td>Annie Oakley (CBS Film)</td>
<td>WABD</td>
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<td>Waterfront (MCA-TV)</td>
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<td>KSTP</td>
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<td>Life of Riley (NBC Film)</td>
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<td>Jungle Jim (Screen Gems)</td>
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<td>City Detective (MCA-TV)</td>
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<td>Captain Z-Ro (Atlas)</td>
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<td>WEWS</td>
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<td>7:00</td>
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**Broadcasting • Telecasting**

*March 19, 1956 • Page 53*
the first 23 years were the greatest

Twenty-three years ago WFDF introduced the BLUES CHASERS to Flint. The show is still going strong today, Billy Geyer, on hand from the beginning, supplies organ melodies, and his partner, Bud Haggart, adds vocals. Both fill in with the kind of conversation that strikes the local fancy. About the only thing really different from the first BLUES CHASERS show is a full complement of commercials. Flint sponsors discovered the boys could sell. National sponsors, especially those with new products, found this old, accepted show a sure way to open doors here in Flint. It can do the same for you. There are a few participations from 12:30 to 1:30 each weekday afternoon. Katz has all the details.

flint, michigan

WFDF

nbc affiliate


Represented by the Katz Agency

Edward Madden Leaves MPTV To Join International Latex

APPOINTMENT of Edward Madden, vice president of Motion Pictures for Television for the past three years, as vice president of International Latex Corp., New York, was announced last week by W. O. Heinze, president.

Though Mr. Madden's precise area of responsibility at International Latex was not defined, his appointment follows a recurring report that IL will sponsor the old RKO backlog of motion pictures on a network or national spot basis. The film library is owned by C & C Super TV Corp., headed by Matthew Fox, with whom Mr. Madden was associated at MPTV. No confirmation of the projected International Latex sponsorship or description of Mr. Madden's duties at IL could be ascertained last week.

Prior to joining MPTV, Mr. Madden was for four years a vice president of NBC-TV. Previously he had been a vice president of McCann-Erickson.

Screen Gems Reports Sales

TEN MORE TV stations have purchased "Hollywood Movie Parade," the new package of 104 feature films distributed by Screen Gems Inc., subsidiary of Columbia Pictures Corp., since the first sale was announced a fortnight ago, Sales Director Robert H. Salk said last week. New stations signed include KTTV (TV) Los Angeles, KRON-TV San Francisco, KFIZ-TV Dallas, KCMO-TV Kansas City, KUTV (TV) Salt Lake City, WOW-TV Omaha, KOB-TV Albuquerque, KCRA-TV Sacramento, Calif., WTTV (TV) Bloomington, Ind. (Indianapolis), KSYD-TV Wichita Falls, Tex., and WCBN-TV New York.

Breweries Buy Ziv Show

SIGNING of six breweries as new sponsors of Ziv Television Programs' Man Called X tv film series was announced last week by M. J. Rifkin,
vice president in charge of sales. Latest sales on the series, which increase markets to 163, were to Anheuser-Busch Inc. for Chicago; Rench Brewing Co. for Springfield, Ill.; Arizona Brewing Co. for Yuma; Stegmaier Brewing for Wilkes-Barre; Lone Star beer for El Paso and Dawson's Brewery for Boston.

Screen Gems' Western Sales Adds to Staff, Makes Move

In a move attributed to expanding sales activities on the West Coast, Screen Gems Inc., New York, last week announced a series of additions to its Western Sales Div. and the move of its sales headquarters from San Francisco to Hollywood.

Dick Dinsmore, who has been west coast sales manager in San Francisco, has been promoted to western sales manager in Hollywood. Haan Tyler, formerly sales manager of Tom Corridine & Assoc., Hollywood, has joined Screen Gems as station sales supervisor of the division. Mr. Dinsmore will supervise an enlarged sales staff, composed of John Hunt, Seattle, Northwest; Peter Carey, San Francisco, California-Nevada; Tom Seehof, formerly sales representative in Salt Lake City and now in Hollywood; Starley Bush, salesman for KUTV-TV Salt Lake City, and now with Screen Gems in that city, and Mr. Tyler, Hollywood.

FILM RANDOM SHOTS

Procter & Gamble, sponsor of Jane Wyman's Fireside Theatre (NBC-TV, Tuesday, 9:30 p.m.), has exercised option on show for another year, according to Lewman Productions, L. A. P&G agency is Compton Adv., N. Y. Sponsor plans to continue series at same time on NBC-TV, starting mid-September.


FILM PEOPLE

Jack Whitehead, internationally known cinematographer, appointed director of photography and head cameraman of Fred A. Niles Productions Inc., Chicago and Hollywood. He has been in feature film production over 30 years, with U. S. and British motion picture firms and as freelance cameraman.

Andy Coscia, media and research director, Guild Films, to Western Television Corp., subsidiary of C&C Super Corp., N. Y., as assistant to vice president in charge of operations.

Bernie Saber, formerly with United Film & Recording Studios, Chicago, to Kling Film Productions, same city, as musical director.

David Hallwell, producer of Suspense and Danger on CBS-TV, signed by Bishoff-Diamond Productions, L. A., as producer on Mystery Writers Theatre series for Screen Gems Inc.

Leo Davis, MCA-TV production staff on CBS-TV's General Electric Theatre named producer of program's live shows.
MEMO: TO TIMEBUYERS, ACCOUNT EXEC'S WHO LIKE TO LEAD THE FOLLOWERS!

With the coming of major industries like GE's $5,000,000 plant now in operation, Roanoke is on the go! And the one and only station that caters to this change in pace and taste... in the home, at work, in the car... day and night... is WROV!

HOW? With a compelling programming schedule of proven Music, Top Area Personalities, In-Person Local News and All Season Sports!

Exclusive '56 broadcasts of World Series Dodgers, first time in Roanoke!
Exclusive broadcasts of High School basketball and football from three local schools!
Exclusive Live coverage of local news, featuring voices of people in the news!
Exclusive producers of largest local contest ever run, Jr. Chamber of Commerce Dream Home. Dream Home Contest, presented with Jr. Chamber of Commerce!

Leading Local Personalities, Jerry Joynes, Jackson, Sid Tear!

More local advertisers hire WROV personalities, and programs to move merchandise than any other local station! They know it's the programs, not the power, people listen to and believe! In Roanoke, lead the followers with a localized selling campaign on Roanoke's only fulltime Music, News and Sports Station!

Represented by BURN-SMITH CO., INC.

1240 MAN'S BEST FRIEND ON YOUR DIAL

WROV
Burt Levine, Pres.
ROANoke, VIRGINIA

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TRADE ASSNS.

RAB NAMES TAYLOR, CONFIRMS HARDESTY

CBS Radio executive acquires vice presidency along with directorship. Bureau also formalizes John F. Hardesty's role as general manager and advances Warren Boorum to promotion manager.

SHERRILL TAYLOR of CBS Radio was named vice president and promotion director of Radio Advertising Bureau and RAB Vice President John F. Hardesty's role as general manager was formalized by the bureau's executive committee last week. In addition, Warren Boorum was advanced from director of local promotion to promotion manager.

The changes were announced by RAB President Kevin Sweeney, who had proposed them, following an executive committee meeting in New York Wednesday.

The committee, headed by Kenyon Brown of KWFT Wichita Falls, Tex., also:
- Approved management plans for a second National Radio Advertising Clinic to be held Oct. 29-30 at the Waldorf-Astoria in New York.
- The first, held last October, drew
- New School and only
- Burt Levine, Pres.
- ROANoke, VIRGINIA

attended by 600 advertiser, agency, station and network executives to discuss radio as a national advertising force.
- Approved a revised budget for the first half of 1956, reflecting income gains that thus far this year are running at an annual rate of $100,000 more than anticipated at the RAB board meeting in December. The revised budget pushes planned expenditures for 1956 to more than $775,000.
- Heard President Sweeney's plans for helping stations and networks make the most out of this year's National Radio Week, which, as long advocated by RAB, will be held separately from the observance of National Television Week.
- Heard plans for RAB participation in Radio Day at the NARTB convention next month. RAB will stage a presentation tentatively titled "Radio: One of the Big Four" on the convention's last day.
- Mr. Taylor, who will join RAB on April 1, currently is co-director of sales promotion and advertising for the CBS Radio Network. In his new post he will supervise all promotion activities.

As part of the realignment, Mr. Boorum becomes promotion manager and will serve as Mr. Taylor's deputy. Through him, both national and local promotion departments will report to Mr. Taylor. Sales development, headed by Walter Brown, also will report to the new vice president and promotion director.

Mr. Taylor started in radio in 1947 as a publicity writer for KSL Salt Lake City, where he rose to director of sales promotion for both KSL and KSL-TV. In 1951 he moved to CBS-owned KNX Los Angeles and the Columbia Pacific Radio Network as sales promotion manager. He later became KNX-CPRN sales promotion, advertising and exploitation director before joining CBS Radio Spot Sales in New York in 1953. He was named co-director (with Louis Dorfman) of sales promotion and advertising for the CBS Radio Network last year after two years as manager of the CBS Radio Spot Sales Promotion dept.

"Sherrill Taylor's unmatched background of promotion for radio stations, station representatives, and regional and national networks was made to order for RAB," President Sweeney said in announcing the election. He expressed the view that Mr. Taylor "is one of the outstanding media promotion men in the country" and said "his addition to the RAB completes what we feel is the best team in media promotion."

Mr. Boorum, director of advertising and promotion for WTOP Washington before joining RAB as assistant director of local promotion in 1954, was named local promotion director eight months ago.

Mr. Hardesty was elected to his vice presidential title, also effective April 1, was a formality. Officials pointed out that "vice president and general manager, although a new title, formalizes the arrangement that has prevailed since Mr. Hardesty's election to a vice presidency in December, when he returned to RAB after two years as eastern sales manager for Westinghouse Broadcasting Co. He had been RAB local promotion director from 1952 to 1954.

AFA June Convention Expected To Draw Over 1,000 Ad People

OVER 1,000 advertising executives are expected to attend the 52d annual convention in Philadelphia of the Advertising Federation of America, June 10-13, according to Ben R. Donaldson, institutional advertising manager, Ford Motor Co., and AFA chairman.

Coincident with the convention—timed as part of the national observance of Benjamin Franklin's 250th birthday anniversary—Philadelphia's Poor Richard Club, affiliated with one of the largest advertising clubs in the U.S., will celebrate its 50th anniversary.

Meanwhile, Bonnie Dewes of D'Arcy Adv., St. Louis, general chairman of the AFA committee to select the Advertising Woman for 1956—the nation's promemotiojn event of the year—said that nominations will close March 26. Winner will be announced during the four-day convention.

Convention activities as planned include the following: a four-day analysis and discussion of advertising, an eight-member panel discussion on the future change in advertising, a theatre party to see the road-company tour of "Kismet," sightseeing trips throughout Philadelphia and a round of buffets, cocktail parties and fashion shows.

New Officers for RTE'S Submitted by Committee

THE nominating committee of the Radio & Television Executives Society has unanimously recommended the following slate of officers and members of the board of governors to serve next year:

Officers: Robert Burton, vice president, Broadcast Music Inc, nominated for second term as president; Merle Jones, vice presi-
dent, CBS-TV, as first vice president; Robert Leder, vice president-general manager, WINS New York, as second vice president; Claude Barrere, eastern director of tv, BMI, as secretary, and Bernard Goodwin, president, DuMont Broadcasting Corp., as treasurer.

For the board of governors to serve for a two-year term: Kenneth Bilby, NBC vice president of public relations; Margi Eaton, Radio Reports Inc.; Norman Glenn, Sponsor Publications; Geraldine Zorbaugh, general counsel & secretary, ABC, and Norman Gluck, vice president, United World Films Inc. Elected to the board last year for a two-year term, and serving until May 1957: Don McClure, director of film, International Latex Corp.; Frank Pellegrini, vice president and secretary, H-R Representatives: Roger Pryor, vice president in charge of radio tv, Foote, Cone & Belding; Robert Schmid, vice president and director, MBS, and Sam Slate, program director, WCBS New York.

**BBC Head Before N. Y. Group**

SIR IAN JACOB, director general of the British Broadcasting Corp., will speak at this Wednesday's luncheon meeting of the Radio & Television Executives Society in the grand ballroom of the Hotel Roosevelt, New York. Mr. Jacob, who, it is understood, will present the BBC's thoughts about Britain's commercial Independent Television Authority (ITA) [CLOSED CIRCUIT, March 5], also will answer questions posed by a special panel made up of John Daly, ABC vice president and commentator, and Jack Gould, radio tv columnist, New York Times.

**Mich. AAAA Elects Anderson**

ROBERT E. ANDERSON, BBDO, Detroit, has been elected chairman of the Michigan Council, American Assn. of Advertising Agencies. the AAAA reported last week. Other Detroit advertising agency executives named in a special election held to fill four vacancies on the board of governors were Aldis P. Butler, Young & Rubicam, and Leonard Simons. Simons-Michelson, to vice-chairman and secretary-treasurer, respectively.

Elected for two-year terms were Victor Armstrong, Kenyon & Eckhardt; Colin Campbell, Campbell-Ewald; Mr. Simons and Mr. Butler. The terms of the fourth electee to the board, John Bowers, of Brooke, Smith, French & Dorrance, as well as Mr. Anderson's expire March 31, 1957.

**Sports Assn. Names Seven**

APPOINTMENT of seven sportscasters to the advisory committee of the Sports Broadcasters Assn. was announced last week by Len Dillon, SBA president. They are Don Dunphy, Russ Hodges, Bill Stern, Red Barber, Bryan Field, Jimmy Powers and Sam Taub. Other committees appointed by Mr. Dillon are: Membership —Les Keiter (chairman), Jim Gordon, Frank Lisky and Sam Taub, Welfare—Guy LeBow (chairman), Don Dunphy and Bill Hickey; Speakers—Chris Schenkel (chairman), Howard Cosell and Bill Hickey.
ONE WILL DO!

One station — WBNS Radio — drops sweet-spending Columbus and Central Ohio right in your lap. WBNS delivers the most listeners ... twice as many as the next biggest station. The most and also the best. With 20 top Pulse-rated shows, WBNS puts push behind your sales program. To sell Central Ohio ... buy WBNS Radio.

CBS FOR CENTRAL OHIO

Ask John Blair

The number one Pulse station covering 1,573,820 people with 2 Billion Dollars to spend.

IRE CONVENTION EXPECTING 45,000

Two miles of exhibits require 1,000,000 watts substation. Four-day program beginning today calls for 55 technical sessions. John V. L. Hogan to receive top IRE award.

A RECORD turnout of more than 45,000 electronic scientists and engineers will gather from virtually every country on earth for the four-day Radio Engineering Show and Institute of Radio Engineers' annual convention which opens today (Monday) in New York. IRE officials said that it will be the largest assembly of engineering people ever amassed for a single event.

Radio, television, color tv, and color-tv tape recording developments figure prominently among the 55 technical sessions scheduled to cover all the latest advances in 24 fields of electronics. Headquarters are the Kingsbridge Armory and the Waldorf-Astoria Hotel. Sessions will be held at both places and also at the Belmont Plaza Hotel.

The Radio Engineering Show, held annually in conjunction with the IRE convention, will be housed at the Armory and will consist of almost two miles of exhibits in some 715 booths. Officials said the exhibitors account for about 80% of the nation's productive output in electronics, and the value of equipment being shown was placed "in the millions of dollars." A million-watt electrical substation has been installed at the armory to power the equipment being demonstrated — much of which will be shown for the first time.

John V. L. Hogan, pioneer engineer and widely known in the broadcasting field, will receive the IRE's highest award, the Medal of Honor, and make the principal address at the annual banquet Wednesday evening at the Waldorf-Astoria. Mr. Hogan, one of IRE's three founders, was chosen for the top award in recognition of his long sequence of inventions in the communications art, notably facsimile. Four other principal awards will be presented at the dinner by IRE President Arthur V. Loughren, vice president of Hazeltine Corp.

The institute's annual cocktail party get-together is scheduled this evening (Monday), also at the Waldorf.

The convention will open this morning with a business meeting at which John T. Henderson, director of the IRE Canadian region and principal research officer of the National Research Council of Canada, will be chief speaker. The technical sessions get under way at 2 p.m. today at the Waldorf, the Belmont Plaza and the Armory.

AWRT Convention to Hear Four Broadcast Executives

Four broadcast industry executives will be among the main speakers at the fifth national convention of American Women in Radio & Television, April 26-29, in Boston, the AWRT said last week.

The general theme to be taken up during April 27's general session by speakers and panelists attending the convention will be "Women—The Unexplored Radio and TV Active Bomb." Scheduled to address the delegates are: Oliver Treyz, president, Television Bureau of Advertising, New York; Norman Knight, executive vice president, Yankee Div.,
“John Ruskin said:

‘There is hardly anything in the world that someone cannot make a little worse and sell a little cheaper - - and the people who consider price alone are this man’s lawful prey.’

Broadcasters should have that engraved in gold in their offices.”

from an address by the Vice President of a leading agency
IT'S A CINCINNATI LANDMARK

WCKY'S powerful 50,000 watt Twin Transmitters, insure uninterrupted 24 hour a day broadcasting, sending out a strong, listenable signal to virtually one half of the United States, after sundown—and to the rich Metropolitan Cincinnati Market Area, day and night.
BUT—

Advertisers don’t (or shouldn’t) buy 50,000 watt radio signals alone. These signals must be listened to by families—consumers of the advertiser’s products.

WCKY’S

programming of music and news, 24 hours a day is listened to regularly

In Cincinnati • • •

* 82.4% of Cincinnati homes

Listen to WCKY, each week

Out of Cincinnati • • •

** 1,192,920 radio families in one half of the nation listen at night each week, to WCKY

These hundreds of thousands of consumers, in and out of Cincinnati, buy WCKY advertised products. They’ll buy yours, too, if you tell them on WCKY

for top audience—low rates

BUY WCKY

For availabilities wire or phone collect

* Pulse
** Nielsen

NEW YORK
Tom Weelstead
Eastern Sales Mgr.
53 E. 51st St.
Phone: Eldorado 5-1127

CINCINNATI
C. H. "Top" Tapmillner
WCKY Cincinnati
Phone: Cherry 1-5565

CHICAGO
A M Radio Sales
Jerry Glenn
400 N. Michigan Ave.
Phone: Mahawk 6-6355

SAN FRANCISCO
A M Radio Sales
Kan. City
607 Market St.
Phone: Garfield 1-0716

LOS ANGELES
A M Radio Sales
Bob Block
5929 Sunset Blvd.
Phone: Hollywood 5-0693

FOUR HOURS A DAY • SEVEN DAYS A WEEK
Ohio Broadcasters Meeting Held in Cleveland Last Week

INDUSTRY LEADERS reviewed current advertising practices and offered constructive criticism toward sounder broadcast operations at the annual Ohio Assn. of Radio & TV Broadcasters convention which took place in Cleveland's Hotel Statler last Friday.

Frank E. Pellegrin partner and vice president of H-R Representatives and H-R Television Inc., station representatives, told the Ohio group that "99% of all advertisers would increase their sales if they paid more attention to integrating all their advertising and selling efforts, rather than letting six horses ride off in different directions."

"Broadcast media lend themselves especially well to integration," he said, "simply because they are the most effective media in reaching the greatest number of people most economically. Therefore, they can also team up extremely well with coordinated sales efforts of the sales force, with coordinated advertising of retailers, and with any print or posters or any other kind of supporting advertising a client may wish to use."

He scored the hostility that has led print media "to preach a doctrine of bitter opposition to broadcasting, as so grossly exemplified in the recent threat of the Bureau of Advertising to make its major effort this year one of fighting television, rather than of selling newspapers."

Radio stations no longer can make a profit "merely by having a license," Richard P. Doherty, Washington, D.C., management consultant, said in a talk before the Ohio meeting.

"If you're going to make a profit this day and time, it must be by individualized endeavor," he declared.

"The radio industry does offer a background for successful and profitable operations so long as individual station management is really on the ball. In order to be successful, radio station management must reflect showmanship and imagination. Programming must be entertaining and interesting—not stereotyped—and rate schedules must be sound and realistic."

Mr. Doherty described what he considers a new challenge to radio:

"Radio now depends very heavily on local markets and local revenues. Yet radio is going to get more and more local competition from television due to several factors. These factors include the increase in the number of new television station operations throughout the nation; the constant increase in the number of TV sets in use, and the fact that there is an increasing trend for two, three, and four sets to a family as the result of manufacturers' putting on the market low cost portable sets."

Vincent Wasilewski, manager of government relations for NARTB, also addressed the meeting. His talk was on the current political broadcasting situation.

Chicago Meeting To Explore Merchandising by Premiums

USE of premiums for more profitable merchandising will be discussed by the Premium Adv. Assn. of America during the 23d annual National Premium Buyers Exposition in Chicago March 19-22.

Leading premium specialists will address a March 20 morning session at Navy Pier, with speakers to be announced. Citation award banquet will be at the Conrad Hilton Hotel March 21 under auspices of the Premium Industry Club.

Bakersfield Adv. Club Formed

VERN MACK, advertising agent, has been elected president of the newly-formed Greater Bakersfield (Calif.) Advertising Club.

Other officers are Benton Paschall, general manager, KAFY Bakersfield, vice president; Elmer Strauss, Downtown Business Men's Assn., secretary, and Robert Love, treasurer.

Martha Jeffes, vice president of District Five, Advertising Assn. of the West, was speaker at an organizational meeting and presented the club its charter.
Every time you use a Bell telephone—including the lovely new color telephones—your fingers touch our name, Western Electric...and that's your clue to what we do.

For over 73 years we've been the manufacturing unit of the Bell System. So we don't make refrigerators, toasters, television sets or motors. We do make good telephone equipment...like telephones, cable, switchboards and literally thousands of kinds of things that make good telephone service possible.

Working side by side with Bell Laboratories people who design telephone equipment and Bell telephone people who operate it, we have helped to give Americans the most and the best telephone service in the world. Valuable always, such service is priceless in emergencies.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM
NOW!-FEBRUARY ARB'S SHOW . . .

WE'VE CUT THE CAKE IN TWO!

KTBS-TV, in just five months of telecasting, has cut the audience cake in two in the great Shreveport Market!

In those prime nighttime hours between 7:00 and 10:30 KTBS-TV leads in 49 out of 98 quarter hours and from 6 p.m. to sign off, KTBS-TV LEADS in 72 quarter hours.

* A few choice availabilities left! So . . . check with your Petry man immediately!

And if you are interested in getting the housewife, KTBS-TV LEADS in 82% of the afternoon quarter hours devoted to the lady shopper. * The KTBS-TV Package Plan makes these high-rated spots available for as little as $11.00.

* February, 1956 ARB Shreveport Area Survey.

• NOW 200,000 TV SETS IN THIS GREAT MARKET
• 1153-FT. TOWER
• MAXIMUM POWER

KTBS-TV

CHANNEL 3

SHREVEPORT, LA.

E. NEWTON WRAY, PRESIDENT and

GENERAL MGR.

NBC and ABC

Represented Nationally by

EDWARD PETRY & CO., INC.

TRADE ASSNS.

• Paul Galvin of Motorola was selected by the RETMA board of directors as recipient of its 1956 medal of honor award (see separate story, page 98).
• Dr. Baker reported on activities at the preceding week's meeting of the International Radio Consultative Committee (CCIR) in New York (B&T, March 12).
• The Public Relations and Advertising Committee approved plans for participation in National Radio Week, to be held May 13-19.

Palm Springs Will Host

SCAAA Meet April 12-14

SIXTH ANNUAL session of the Southern California Advertising Agencies Assn. will be held at the Oasis Hotel, Palm Springs, April 12-14, according to President Douglas Anderson. Eighty-six agencies belong to the association.

Robert Millar, president, Steller, Miller & Letter, Los Angeles, is general chairman for the convention. Speakers scheduled to appear include Kenneth Grossbeck, Advertising Agency Magazine, New York; L. W. Lane, vice president, Lane Publishing Co. (TV Times), Menlo Park, Calif.; Roy Campbell, vice president, Footo, Cone & Belding, New York; Walter Guild, Guild, Bascom & Bonfiglii, San Francisco; Mort Hall, KLAC Los Angeles, and Jack Heintz, KSEP-TV Los Angeles.

Southern Calif. Stations

Set '55 Record, Survey Says

THE GROSS REVENUE for 1955 of radio stations in 10 southern California counties set a record and was a 24% increase over 1954's gross, the previous high mark, according to a survey by the Southern California Broadcasters Assn. Greater Los Angeles area station business was up by over 34%, according to the report.

Since 1949, southern California radio business has increased over 16% each year, indicating that station gross income has more than doubled in the past six years, SCBA said.

The report also reported that 1,200 people are employed on a full-time basis by the area stations and that the gross annual payroll is more than $7.8 million a year.

Milwaukee Will Host

1956 RTNDA Convention

THE 1956 international convention of the Radio-Television News Directors Assn. will be held in Milwaukee Nov. 15-17, Harold Baker, RTNDA president and WSM-AM-TV Nashville, Tenn., news director, has announced.

Regional Vice President Jack E. Krueger, WTMJ-AM-TV Milwaukee, heads the committee for local arrangements. He will be assisted by other RTNDA members in Milwaukee.

The Plankinton House has been named convention headquarters.

TRADE ASSOCIATION PEOPLE

Arnold H. Katinsky, formerly promotion director, WMAL Washington, to Radio Advertising Bureau, N. Y., as member of local sales promotion department.

"TELEVISION'S FINEST"
— for all visual-aural operations

Regardless of the tubes you need—for your cameras, transmitter, film system, video and audio equipment, control equipment, power supplies—you can rely on RCA high-quality types for day-in, day-out dependability. When you need replacement tubes, call your RCA Tube Distributor. He'll give you prompt, efficient service on the entire line.
THE Senate Commerce Committee last week concluded the phase of its hearings on TV allocations, except for testimony by network witnesses, which Chairman Warren G. Magnuson (D-Wash.) has said will be held March 26-28.

The hearings ran Wednesday through Friday (for testimony by Friday's witnesses, see AT DEADLINE, page 9). Sen. John O. Pastore (D-R.I.) presided at Wednesday's session and Sen. Andrew F. Schoeppel (R-Kan.) at the Thursday hearing.

Wednesday's witnesses included John Engelbrecht, WTVK (TV) Knoxville, Tenn. (ch. 26); John H. DeWitt Jr., WSM-TV Nashville (ch. 4), and Paul W. Morency, WTIC Hartford, favored in an initial decision, on which oral argument has been held (page 74), for ch. 3 there.

Thursday witnesses were Elmer W. Engstrom, RCA senior executive vice president; Irving Ferman, American Civil Liberties Union (ACLU), and Andrew J. Blemiller, AFL-CIO. Other statements were entered in the record.

WEDNESDAY

Mr. Engelbrecht recommended that unless the FCC has readily available a nationwide allocation plan which would solve most of the intermix problems, the Senate committee should require the Commission "forthwith" to act immediately in making reallocations in the public interest on a case-to-case basis.

He said WTVK was purchased from another group in July 1954 and his firm has assumed a heavy burden of existing financial obligations to give Knoxville its second tv station. He said WTVK is operating at a small profit now in competition with one vhf, but that if a second vhf is established WTVK cannot survive.

WATE (TV) has been operating on ch. 6 and WBI Inc. (WBI) holds an FCC grant for ch. 10 there, he said.

He said WTVK is carrying CBS programs on a per program basis while CBS has been studying, since October 1955, a regular affiliation contract with WTVK to see if the network desires to sign with WTVK or with the proposed new vhf ch. 10 station.

He said he has urged that the FCC assign a third vhf channel for WTVK in Knoxville, but has been denied.

WTVK has petitioned the FCC that in the alternative, educational ch. 20 there be made commercial and ch. 10 be reserved for educational purposes. Mr. Engelbrecht said chs. 7 or 8 could be added in Knox-

What's so unusual about 6000 Sunset Boulevard?

This: at Song Ad Film-Radio Productions the four principals are not "gentlemen farmers"—forming out music, lyrics, animation. No, sir! Bob, Don, Del and Larry are themselves musicians, ad men, sales experts, and head up all key departments. All Song Ad creative work is done at 6000 Sunset Boulevard. Your radio or TV commercial campaign gets the best thought of the top men at Song Ads. Just incidentally, they're also top men in the film-radio business!

Production is booming at 6000 Sunset. Call us about your upcoming campaigns!

S O N G  A D

F I L M - R A D I O  P R O D U C T I O N S

6000 Sunset Blvd. • HO 5-6181

Hollywood 28, California

Page 66 • March 19, 1956
"From cover to cover, I read Ad Age thoroughly"

says GEORGE J. ABRAMS
Vice President & Advertising Director
Revlon, Inc.

"When I finish reading my weekly issue of Advertising Age, I usually find that I have read it thoroughly from cover to cover. As a former newspaper reporter, I appreciate good reporting. As an advertising man, I appreciate good coverage of advertising. Advertising Age today provides the working adman with top-notch news coverage of his profession."

Story by story, feature by feature, yes—often ad by ad, Advertising Age gets cover-to-cover readership by the executives who are important to you. With its dynamic coverage of advertising, marketing and sales, Ad Age is "news" paper, "home-town" paper and "business" paper all in one—not only to those who activate broadcast decisions, but to those who influence important market and media decisions.

Take Revlon, Inc. for example. Broadcast advertising is playing a major role in Revlon's growing sales picture—up 54% to $51,600,000 last year. Its famous $64,000 Question program consistently ranked first among 1955 tv programs after its fourth week on the air. Spot broadcast, too, is used by Revlon on its cosmetic products.

Every week, 10 paid subscription copies of Advertising Age get read, routed and discussed among Revlon executives.

Further, among the advertising agencies which will place Revlon's $12,000,000 advertising budget—BBD&O; Dowd, Redfield & Johnstone; Emil Mogul Co.; Ehrlich, Neuwirth & Sobo; and LaRoche—Advertising Age delivers 218 copies every week!

Add to this AA's similar penetration of advertising agencies with a weekly paid circulation of almost 9,000, its intense readership by top executives in national advertising companies, its unmatched total readership of 120,000 based on 32,000 paid subscriptions, and you'll recognize in Advertising Age a most influential medium for swinging broadcast media decisions your way in 1956.

GEORGE J. ABRAMS

In August, 1955, when he stepped into Revlon's new position of V.P. & Adv. Dir., Mr. Abrams had already packed a wealth of advertising experience into a young career. At 16, he was writing a children's column for a daily newspaper. Successively, he progressed from office boy to public relations, advertising and market research work at National Biscuit Co., Anacin Co., Whitehall PharmacaI, Eversharp, Inc., and Block Drug Co. At 35, he was named "outstanding young advertising man of the year."

Today Mr. Abrams directs a $12,000,000 advertising program, with a good deal of his time devoted to Revlon's top "$64,000 Question" and two new network programs, as well as spot broadcasts.
stations and approve the use of booster and translator stations; that the FCC deintermix "on a sufficiently broad basis to create a nucleus of predominantly uhf service areas from which uhf may grow and expand"; that multiple owners and others with "resources and know-how" be encouraged to undertake operation of uhf stations, and that Congress repeal the 10% federal excise tax on all-channel color tv receivers.

He described RCA's pioneering in uhf tv, leading to 1,000 kw ERP stations. He said costs for transmitters and antennas to achieve maximum power (316 kw ERP) in the high part of the uhf band and in uhf (1,000 kw ERP) are approximately the same ($235,500 for uhf, $250,500 for vhf), with operating costs also alike. He noted FCC's proposed rule to raise uhf maximum powers to 5,000 kw, and cited RCA's experiments beginning last January in which an ERP of 4,500 kw was achieved in uhf, later increased to 8,000 kw. He said cost of gear producing 4,500 kw for a commercial uhf station would approximate $550,000.

Mr. Engstrom cited RCA experiments with boosters and its conclusions that boosters would be helpful to some uhf stations in increasing coverage. He said the noise factor in uhf sets has been reduced from 18-25 db to 11-14 db, but this still is not comparable to vhf sets. He said other improvements have been made in spurious radiation, tuning and receiving antennas. He noted RCA promotion of all-channel sets and said the black-and-white set differential between uhf and vhf sets has been reduced from $50-$60 to $25. Differential for RCA's new line coming out in mid-1956 has not been determined, he added.

He said the percentage of RCA's production of black-and-white all-channel receivers is 40% above the average of the industry, but that total industry percentages show all-channel set production was 19.6% in 1953, 19.9% in 1954 and 15.2% in 1955.

In asking repeal of the excise tax on all-channel color receivers, Mr. Engstrom said that RCA heretofore has produced only all-channel color sets. "However, recognizing the realities of the situation and the competitive picture, as we move into higher rates of production we must plan to make vhf-only color receivers as well as all-channel color receivers."

He said if buying habits for color tv prove to be the same as for black and white when RCA announces its new line of color receivers "within a few months," RCA would expect to produce about four-fifths of its color sets to tune vhf only and the rest all-channel.

Mr. Ferman of ACLU called for a "basic congressional study of the inadequacy of present service and the present and future needs for broadcasting services." Congress should be guided by authorities from "all institutions which conduct or are served by the communications media," he said, including representation from journalism, publishing, education, social and political science. The study should be concerned only with the issue of "multiplicity of channels," and not with content of programs, which "could lead to undesired government interference with opinion," Mr. Ferman said.

The ACLU Washington director also urged that the FCC's present study "of its allocating policies be pursued to a conclusion as quickly as possible so that present licensing will be conducted more in line with the public interest."

He said ACLU is "with grave concern" concerned about the competitive disadvantage of uhf channels in relation to vhf channels, adding that the "great social impact of tv broadcasting may justify even radical measures of channel reallocation and expansion at the expense, if necessary, of some of the government and private services."

Union Protests Miami Grant

Mr. Biemiller said AFL-CIO desired preservation of all 82 tv channels and of educational television and criticized the FCC's grant of ch. 7 in Miami to Biscayne Television Corp.

He said AFL's executive council on March 5, 1955, protested an examiner's decision favoring the grant on grounds (1) 85% of the grantee's stock was owned by Miami Daily News and Miami Herald principals; (2) both newspapers then owned local radio stations; (3) this radio-newspaper ownership was absentee, and (4) both newspapers had anti-labor policies. The grant, made in January, has been appealed and is in the courts, he said.

He claimed the two newspapers used lockout practices against a typographical union seven years ago.

Mr. Biemiller asked that the committee investigate the Miami ch. 7 case and the "probable effects of this decision on the growth of monopoly trends in the news media field." He asked senators also to request the FCC to stay a construction permit to Biscayne until the committee considers monopoly aspects and the courts have ruled on the issues under appeal, since "it is all too plain from past experience that once a station is constructed it is almost impossible to obtain reversal of a grant by any procedure."

He charged that there is "some indication FCC has changed its own rules" in making grants and told the committee his union has not asked the Justice Dept. to investigate the case. He said, however, that the Senate Judi-
Exciting step...

toward Intercontinental TV

An important advance has been made in microwave radio! It's called "over-the-horizon" transmission.

Until recently, microwave was limited to line-of-sight distances, signals being beamed directly from one antenna right at another. However, engineers knew that a small part of the signal "drops off" the beam, or is "scattered" in the troposphere. A whole new concept was visualized, requiring new, specially-designed equipment.

Now, with the new technique, the signal is beamed far out over the horizon with tremendous power. Huge new "high-gain" antennas capture the "scatter," and a special IT&T electronic system keeps the signal steady for highly reliable communications.

Thus "over-the-horizon" transmission promises to span truly long distances... a big step toward the day when TV may cross the oceans. For telephone and telegraph, facsimile, and telemetering, great benefits can be made available today.

IT&T engineers were the first to introduce microwave communications, 25 years ago. And, by the development of unique equipment, they have made a major contribution toward making "over-the-horizon" microwave commercially practicable.
diary Committee’s Antimonopoly Subcommittee had been asked to look into the matter. This request was referred to the Senate Commerce Committee.

Entered in the hearing record were:
(1) A letter from Democratic National Chairman Paul M. Butler asking that networks be called on to testify if they did not give Democrats equal time to reply to President Eisenhower’s Feb. 29 broadcast on all radio networks.
(2) A letter from CBS Vice President Richard Salant, chairman of NARTB’s TV Transmission Tariffs Committee, assuring the committee that neither the NARTB unit nor the “tv industry” has indicated that intercity tariff rates are “apt to go up,” and that there was some misunderstanding about FCC Chairman George C. McConnaughey’s testimony to this effect Feb. 21 [B*T, Feb. 27]. The committee has hired a law firm to make a study, Mr. Salant said, but no conclusions have been made at this early stage in the study.
(3) A letter from KJEO (TV) Fresno, Calif. (ch. 47), notifying the committee that an appeals court decision has denied KJEO’s application for stay of the grant of vhf ch. 12 there, resulting in CBS notifying KJEO that its affiliation contract will be terminated in June 1956. KJEO President J. E. O’Neill said he had expressed this fear earlier to the Senate group. He asked for “quick and decisive action” in the next few months regarding deintermixture or drop-in plans.
(4) Letters from the National Grange and National Council of Farmer Cooperatives opposing any change that would reduce existing tv service to rural areas or prevent expansion of new rural area coverage.
(5) A letter from the American Legion opposing pay tv.
(6) A petition from Scottsburg (Ore.) Community TV asking approval of “community flash tv systems” or “boosters.”
(7) A letter from WFAM-TV Lafayette, Ind. (ch. 59) asking for a solution for uhf operators and criticizing high-powered vhf outlets.
(8) A statement by Stewart Watson, president of WKOW-Madison, Wis. (ch. 27), to the Senate group to “admonish the Commission to preserve the status quo in Madison until the time as the Commission has made its final decision as to what action it will take with respect to the allocation of tv channels.” (Madison ch. 3 has been granted to WISC there but the case is in litigation.)

Pro-Uhf Forces Merge Into New Committee

A MERGER of all uhf forces into a “Committee for Competitive Television” was announced last week.

Support for the new organization was pledged by the Uhf Industry Coordinating Committee, the Committee for Hometown Television, and a group of “successful” uhf stations, the announcement said.

The joint group was formed after several conferences in Washington during which representatives of the various groups and stations reviewed the chances for action by the Senate Commerce Committee and the FCC in the present allocations “crisis.”

The new group, which will be headed by John G. Johnson, WTOP-TV Winston-Salem, N. C., has two basic goals, it was understood. One is deintermixture and the other is a revision of the excise tax on tv receivers to favor all-channel receivers. One recommendation, it was learned, was to reduce the excise tax on all-channel receivers to 5% and boost the tax on vhf-only receivers to 15%. The present excise tax is 10% on all video receivers.

“The approach of the committee will be positive,” Mr. Johnson stated. “It is designed for both large and small markets, both distressed and prosperous properties. It will call upon all stations to take steps to inform their representatives and senators in Washington of the great future possible in all channel television and will urge that the FCC complete its present rule-making procedure before June 1, 1956. It is the position of this committee that unless the FCC promptly establishes a fully competitive allocation plan the opportunity for a free and competitive system of television broadcasting may be severely prejudiced or forever destroyed.”

Serving with Mr. Johnson are John W. English, WNAO-TV Raleigh, N. C., and WSEE (TV) Erie, Pa., vice chairman, and Thomas P. Chism, WVEC-TV Norfolk, Va., treasurer. With these officers on an executive committee is Philip Merryman, WICC-TV Bridgeport, Conn., president of Hometown TV Inc. Mr. Johnson was chosen chairman of the UHFFC two weeks ago [B*T, March 12]. Phil Dean, former NBC publicity director, was retained to handle publicity and public relations for the committee. The committee opened Washington offices at 1735 DeSales St. and plans to engage a full time executive secretary and office staff.

Among the individual stations which have pledged their support, the announcement said, were the following: WVEC-TV Norfolk, Va.;
"For speed and dependability in TV work, you can't beat Du Pont Rapid Reversal Film!"

—says Chief Cameraman, Merle Severn, KOMO-TV, Seattle, Washington

"DEADLINE"—a half-hour news show on KOMO-TV, is just what the name implies. And, to keep up with fast-breaking news events, Chief Cameraman Merle Severn has some definite convictions about the film he uses:

"Du Pont Type 931 is the only motion picture film we've found that gives the speed, dependability and consistency we need for newsreel work. Shooting a five-times-a-week news show demands a lot from a film...smooth gradation for good reproduction, fine grain and wide latitude to catch every detail in shadows as well as highlights...demands easily handled by Type 931!"

"I used Type 930 and 931 in Alaska last year when covering the joint Army-Air Force 'Operation Snowbird' for KOMO-TV and the NBC Network," continues Mr. Severn. "Shooting in temperatures from 10 below to 10 above zero. Du Pont 930 and 931 worked smoothly with no special preparation of the films.

"When TV schedules are tight—as they often are—Du Pont Rapid Reversal Films can be processed and ready for televising in just 30 minutes. Footage is frequently used directly from the processing machine with no preliminary projection...and we're always confident of the high quality results we'll get.

"Here at KOMO-TV," concludes Mr. Severn, "we use Du Pont films exclusively—Type 930 for routine assignments, and Type 931 where more speed is necessary. We call them the 'twins'...and they make a wonderful pair!"

Take advantage of the many features of these fine films in your own work. Contact The Du Pont Company, Photo Products Department, Wilmington 98, Delaware, or your nearest Du Pont Sales Office (listed below). In Canada: Du Pont Company of Canada Limited, Toronto.

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Status of Flint, Mich., TV Grantee Argued

QUESTION of whether a tv grantee—who has won out in a comparative hearing—must be considered still in hearing status when he asks to amend his grant was argued in the U. S. Court of Appeals in Washington last week.

The case involved the 1934 grant of Flint, Mich., ch. 12 to WJR Detroit (WJRT [TV] Flint) and its subsequent application to change its transmitter site from south of Flint to north of Flint.

Opposing applicants WDFF Flint and W. S. Butterfield Theatres Inc. argued that the application for change in site changed the WJR application and that this negates the hearing. They also claimed that this disqualified WJR since no amendments are permitted once a hearing begins. The opponents claimed that the hearing was still in existence when WJR requested the transmitter move. They said they had petitions for reconsideration pending while WJR was making plans to move. These petitions were denied by the FCC in December 1954 and again in April 1955 on the grounds that the transmitter move made no difference in the Commission's reasons for favoring WJR.

WJRT's request for a change in transmitter location was approved in April 1955. This grant was protested by ch. 37 WNNX-TV Saginaw, ch. 54 WTMV-TV Lansing, and ch. 13 WWTX-M (TV) Cadillac, all Mich. The modification grant was stayed by these protests and a hearing held. Last January FCC Hearing Examiner Herbert Sharfman issued an initial decision affirming the FCC's approval of the transmitter move. A motion to reopen this record to cover an amended issue was granted by the FCC earlier this month.

The appeal argument was heard by Circuit Judges David L. Bazelon and David L. Bazelon and Danaher expressed interest in the relationship of this case to the Enterprise case (where the court remanded the Beaumont, Tex., ch. 6 case to the FCC because the Commission did not take into account a stock option agreement between favored KDFM Beaumont and W. P. Hobby [KFRC-AM-FM-TV Houston Post], entered into after the initial decision but before the final grant). They also seemed unable to comprehend why the Commission permits its coverage curves to be used in some instances and not in others.

Arguing against the Commission's ruling were attorneys Duke M. Patrick (Butterfield) and William J. Dempsey (WFDF). Defending the FCC were Assistant General Counsel Richard A. Solomon, and WJRT attorney R. Russell Eagan.

WTAO-TV, WETV (TV) Join Growing UHF Casualty List

TWO STATIONS joined the growing uhf casualty ranks last week when ch. 56 WTAO-TV Cambridge, Mass., announced it was suspending operations, and WGMS Washington returned its ch. 20 construction permit (WETV [TV]) to the FCC, never having gotten on the air, resigned to the fact that it never would.

WTAO-TV reported it was suspending "temporarily" pending outcome of the all-radios problem. WGMS expressed serious doubts as to the future success of uhf in Washington.

WTAO-TV suspension marks the 62d station which has ceased operating (of which four were vhf). The WGMS surrender of its cp makes it the 160th such deletion (of which 25 were uhf outlets).
"But our home survived the big windstorm..."

"Even before we started building our home, I asked my insurance agent to check everything so I'd be properly protected. He did that, but he also suggested some other things that had never occurred to me. He made sure I knew what was the safest type of construction. Also, he got me folders telling me how to prepare for a windstorm or hurricane when warnings are broadcast.

"Three years later our home stood up under a terrific blow—the most damaging in years. But thanks to my agent's advice, damage to my home was slight, and it was covered by insurance."

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First FCC Parley Held On TV Change Comments

A FULL complement of FCC commissioners and top legal and engineering aides took a first hard look at the tv allocations comments and replies last Tuesday and decided this week to continue meeting on the subject with the hope of coming up with an answer—or answers—to the vexatious uhf-vhf problem before July 1.

First round last week saw all hands presented with docket-thick memorandum from Broadcast Bureau's Rules & Standards Division condensing proposals and counter proposals. The compendium listed all major recommendations filed in the 200 comments and more than 350 replies, sketching in the main salients of the suggestions and listing oppositions.

Among the principal recommendations digested were the CBS, Mullaney and Craven plans. Also condensed were such broad categories as drop-in proposals, selective deinter-mixture, additional vhf possibilities, etc.

Among first-thought ideas were suggestions that a complete spectrum analysis covering not only tv but all other services be made, that possible additions to broadcast spectrum in trade with military (Office of Defense Mobilization) be appraised, and that thought be given to securing additional vhf channel from industrial services. Some views were advanced that directional antennas might be utilized to squeeze in more vhf channels.

Procedurally, it was agreed that meetings on the allocations question would continue on at least a weekly basis for the next few weeks, or until ideas have jelled. At that point, it was presumed, the meetings would be continuous with time out for normal routine like regular Wednesday Commission meetings, oral arguments, etc.

WSTV-TV Answers Query On Community TV Overlap

THERE will be no trouble forcing community television systems to cease using the signals of ch. 9 WSTV-TV Steubenville, Ohio, if and when the FCC approves that station's $370,000 purchase of WBLK-AM-TV Clarksburg, W. Va., and WPAP-AM-FM Parkersburg, W. Va.

That was the gist of the WSTV Inc. reply last week to the FCC inquiry last month regarding the retransmission of its signals in the Clarksburg area by community tv systems [BT, Feb. 20].

If the FCC requires that no overlap between the Steubenville and Clarksburg tv stations occur via antenna systems, WSTV said it will order the community systems to cease using its signals. It will have the right to do so, its answer related, under copyright laws or those of "unfair competition."

The WSTV-TV signals are utilized by 16 community tv systems in Ohio, West Virginia, Pennsylvania and Maryland, the station reported. There are more than 15,000 subscribers to these systems, it estimated, of which 6,300 are served by the Clarksburg station.

WSTV said there were no contracts between its ch. 9 facility and these community tv systems, nor between its own systems WSTV and these.

WBLK-TV will be affiliated with NBC, the report indicated (WSTV-TV is a CBS affiliate).

In discussing community tv systems, WSTV said:

"WSTV Inc. believes that community antenna systems are at the present time providing a temporary service to communities that are unable to receive service from properly licensed stations; and that as soon as regular service is available to these people, the community antenna systems will lose a substantial number, if not all, of their subscribers, since people seldom are willing to pay for a service that can be obtained without charge. If this result does not take place in the natural course of events, it is the view of WSTV Inc. that the best interests of the television industry would be served by requiring community antenna systems to discontinue this duplicate service since such represents a competition with regularly licensed stations for the available audience."

Perjury Charges Fly In Hartford Tv Case

CHARGES of perjury were made and denied last week in the oral argument before the FCC en banc on the hotly contested Hartford, Conn., ch. 3 case.

Hartford Telecasting Inc. made the charges. It involved alleged testimony during the comparative hearing by officers and directors of the Travelers Insurance Co. (parent company owning WTIC Hartford, which holds the initial decision for the vhf facility) regarding the hiring of a "pool" lobbyist in the Connecticut capital working for passage of a sales tax bill.

Hartford Telecasting also claimed that WTIC has never presented and views contrary to the interests of the insurance company.

These allegations were denied by WTIC. WTIC said the perjury charges were "reckless and unsupported," and based on "distortions" of the testimony during the hearing. It said that WTIC's basic editorial policy is to give a fair hearing to all sides of public issues. The perjury charges were also opposed by the Broadcast Bureau.

Hartford Telecasting claimed it should have been preferred for the vhf channel because it outweighed WTIC in such criteria as diversification, integration and local ownership. WTIC claimed it was heavily owned by local residents (compared to only 8% local ownership by Hartford Telecasting) and that its past broadcast record was outstanding. It also argued that Hartford Telecasting failed to prove Travelers Insurance Co.'s claim is in the Hartford interest.

If WTIC gains the final decision, it will become owned 23% by Franklin M. Doolittle and Walter B. Haase, it was explained. Messrs. Doolittle and Haase now own WDRC Hartford, which will be sold, it was stated.

Hartford Telecasting is owned by Clifford S. Strike, 25%; Harry C. Butcher (KIST Santa Barbara, Calif.), and 13.2% owner of KEYT TV Santa Barbara, Calif., 24%; George E. Cameron Jr. (former owner of KOTV TV Tulsa, Okla.), 24%, and others.

Excise Tax Held Applicable On C-C TV Wire Charges

PAYMENTS to telephone companies for the use of leased wires to carry closed-circuit tv programs are subject to the regular 10% federal excise tax, the U. S. Internal Revenue Service ruled last week. The ruling determined that Congress intended to exempt "only communications services utilized in the business of furnishing programs to the general public."

Whether firms which have been using closed-circuit tv extensively are taxable for their past operations has not yet been ruled upon. A House Ways and Means subcommittee studying excise tax problems has reported an interest in a possible survey of the closed-circuit issue.

It was estimated the phone companies may get as much as $300,000 a year for use of the wire circuits.
He forgot that "Scotch" is a brand name for tape!

It's easy for all of us to fall into bad habits! While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "SCOTCH" Brand Cellophane Tape, or "SCOTCH" Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you.

MINNESOTA MINING AND MANUFACTURING COMPANY
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FCC Gets Comments On Tv Translators

A LEADING community tv equipment manufacturer has asked the FCC to give antenna services a four-year "grace period" before "subjecting" them to competition from tv translators.

That request, from Spencer-Kennedy Labs, Boston, Mass., was among comments filed with the Commission by last Thursday, deadline for comments on suggested rule-making involving the authorization of low-power tv translator service using the upper portion of the uhf band (chs. 70-83). The comments received last week were practically unanimous in indorsement of the proposal to authorize translators, but most contained qualifications or modifications.

Earlier comments, including Jerrold Electronic Corp.'s translator-coaxial cable proposal, also were heavily in favor of translator operations [B*7, March 12].

Spencer-Kennedy's "grace period" would pertain to communities which by March 1, 1956, had in operation—or a permit had been authorized to put into operation—a system providing tv service by wire. In these localities no translator operation would be permitted before March 1, 1960. To protect the public investment, S-K proposes that prospective translator licenses be approved by the governing body of the community to be served, and that the licenses deposit in escrow a sum sufficient to assure their five-year operation.

Other translator comments follow:

National Community Tv Assn., Washington, D. C., while emphasizing that community antenna systems provide and will continue to provide valuable and much-needed service, acknowledges that translators may be of value in areas not economically practicable for community antenna projects. It cautions, however, against relaxing broadcasting's sound technical and economic principles in making new service available.

Washington State Tv Reflector Assn., which brings tv signals to north-central Washington via on-channel booster reflectors, claims its method of re-transmission is best; suggests authorization of vhf, rather than uhf, translators. When and if it appears that neither the on-channel nor vhf translator method can provide saturation service, uhf translators might be the answer in unserved areas.

K-V Electronics Inc., Ellenville, N. Y., manufacturer of community tv equipment, reports itself "positively" opposed to uhf translators; argues that vhf on-channel re-emitting devices are most feasible, most economical.

Sylvania Electric Products Inc. favors adoption of translator proposals with certain modifications. Would restrict harmonics and other spurious radiation to not more than 60 db below the main carrier; suggests a frequency tolerance of .01%; calls hourly observations "too burdensome."

CBS urges adoption of translator proposals, with qualifications; believes rules should make clear translators may be used to provide service to "shadow" areas (those areas within coverage of existing stations but precluded from service because of terrain or interference factors). As translator should only be licensed where there is a genuine need. CBS recommends doing out licenses on a case-by-case basis. Agrees that signals should not be rebroadcast without the consent of the originating station, but feels case-by-case consideration must be given to rebroadcast of programs requiring station and network clearances involving questions of overlap and payment.

NBC supports objective of translator proposals as an economical and simplified method of providing tv to areas inadequately served, and as long as no station will be rebroadcast without approval of originating station.

Radio Electronics Television Manufacturers Assn. supports the utilization of uhf for translator stations with several technical revisions, including: (1) no requirement for translator license for co-channel stations; (2) not limiting licenses to one translator in a service area, and (3) remote control operation of translator units.

Adler Electronics Inc., New Rochelle, N. Y., communications equipment manufacturer, supports RETMA comments favoring utilization of uhf for translator operations and cites its own experimentation in this field. Believes enough data has been accumulated to begin manufacture of needed equipment, although price is expected to exceed $1,000 figure mentioned in notice of proposed rule-making.

WSM-TV Nashville, Tenn., recommends all uhf channels allocated to tv be made available for translator operations. Also proposes 100-watt rather than 10-watt operation, with hours of operation in keeping with requirements of standard tv broadcast stations.

KFXJ-TV Grand Junction, Colo. (ch. 5), found "a great deal of merit" in the translator proposal, but found it in some respects "too rigid." Rather than limiting translator operations to the 70-uhf frequencies, KFXJ-TV proposed using any frequency assigned to tv that would not cause interference or engineering problems. KFXJ-TV also recommended allowing translators to operate at any distance from the originating station, when there is a demonstrated need for service; unattended operation of translators so long as adequate protection is provided; waiver of hours of monitoring by commercial grade operator in cases where station assumes responsibility; allowing the originating station to assume responsibility for rebroadcast of its id.

KVD0-TV Corpus Christi, Tex. (ch. 22), favors proposal but raises questions regarding the future of uhf. Asks clarification of allocation questions so uhf stations can make use of translators to extend their service.

Citizens of Flathead Valley, Mont., favor translator proposal but are against 10-watt power limit. In locations such as Blackfeet Valley (population spread over wide area), 10 watts is not enough and more than one translator is impracticable, citizens say. Recommend at least 60 watts for translator operation.

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In the Market between—No selling campaign is complete without the WBC station WOWO—50,000 watts
FCC Wants Further Inquiry Of Seattle Ch. 7 Applicant

THE three competing applications for ch. 7 at Seattle, Wash., one of which had been favored for the grant in a hearing examiner's initial decision, were remanded to the examiner by FCC order last week. FCC Hearing Examiner Thomas H. Donahue's decision favored Queen City Broadcasting Co. and recommended denial of the applications of Puget Sound Broadcasting Co. and KXK Seattle.

The FCC ordered the record reopened for the purpose of permitting inquiry into the activities of Saul Haas, Queen City president, during his tenure as editor and part owner of the Seattle Record during the late '20s. The examiner had ruled that Mr. Haas' previous newspaper experience was not relevant to the tv proceeding.

Ft. Smith Citizens Group Protests KNAC-TV Sale

A GROUP of Ft. Smith, Ark., citizens will appear before the FCC to object to the sale of ch. 5 KNAC-TV (initial decision) that city, to Southwestern Publishing Co. (Donald W. Reynolds). The Commission last week ordered oral argument March 20 to determine if the record should be reopened on the application of American TV Co. to assign KNAC-TV's cp to Southwestern. FCC Hearing Examiner Basil P. Cooper has recommended grant of the application.

The Commission's action followed a request to be heard filed by the "Citizens Group for Two Television Stations in Ft. Smith," which claims the assignment will leave Ft. Smith with only one tv station (ch. 22 KFSA-TV, presently operating, is owned by a Southwestern subsidiary). The citizen's group, comprised of Ft. Smith business and professional people, also charges that the assignment will result in a concentration of media control in that Southwestern publishes the only Ft. Smith daily newspaper (morning Southwest American and afternoon Times Record) in addition to its control of KFSA-AM-FM-TV.

The group accompanied its protest with signatures of 198 people sympathetic to the group's purpose and endorsements from Arkansas Senators John L. McClellan (D) and J. W. Fulbright (D) favoring oral argument on the group's objections.

Segregation Issue Enters Pennsylvania Am Protest

SEGREGATION was among the charges made last week in two exceptions to an initial decision recommending an am grant to Levittown-Fairless Hills, Pa. The protesters, WTOA (FM) Trenton and WLDY Atlantic City, N. J., alleged, among other things, that the company which owns the Levittown-Fairless Hills housing project excludes Negroes from residence there. The protests also said that neither Levittow nor Fairless Hills (both are unincorporated) is a "community" within the meaning of the Communications Act. WTOA described the localities as "dormitory suburbs" of Philadelphia and Trenton.

The disputed initial decision favored Drew J. T. O'Keefe and associates for 1490 kc, 250 w unlimited at Levittown-Fairless Hills and recommended denial of WTOA's application for the same facilities at Trenton [BT, Feb. 27]. During the hearing it was brought out that Mr. O'Keefe's proposal would cause some interference to WLDY's operation.

Johnson Firm Buys 50% Of KRGV-TV Weslaco, Tex.

KRGV-TV Weslaco, Tex., last week filed an application with the FCC for transfer of 50% control to the LBJ Co. for $5,000 plus a loan of $140,000. The transfer agreement also called for a loan of $103,000 to KRGV Weslaco for which LBJ Co. is to receive an option to purchase 50% of the am.

The LBJ Co., of which Mrs. Claudia T. (Lady Bird) Johnson (wife of Sen. Lyndon B. Johnson) and Robert W. Johnson are the group's majority principal, is owner of KTBZ-AM-FM Austin, Tex., and controls 29% of KWTX-AM-TV Waco, Tex.

O. L. (Ted) Taylor, former station representa-
tive will retain 50% interest in the station and will continue as general manager. According to the application filed with the Commission, KRGV-TV owes Mr. Taylor $50,000.

WNAO-TV Raleigh Appeals

WNAO-TV Raleigh, N. C. (ch. 28) last week asked the U.S. Court of Appeals to reverse the FCC's denial of its petition to intervene in the Raleigh ch. 3 case. The uhf station said that if a uhf station begins operating in Raleigh, it would have to cease operating. The FCC denied the ch. 28 outlet's petition last January [BT, Jan. 16]. A final decision is being awaited in the uhf hearing following oral argument between applicants WRAL and WPTF, both Raleigh, several weeks ago. WRAL holds an initial decision in its favor for the facility.

Some "Fan Fare!"

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4 PROGRAMS
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IN COMPETITION
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OTHER RADIO
STATIONS!

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Share of Audience

"TO THE
LADIES"
31.5
Share of Audience

"OPEN
HOUSE"
23.2
Share of Audience

Yes, according to the latest PULSE Report (October-November, 1953) Rochesterians prefer these cross-town
radio stations: Ed Murrow and the "Musical
Clock", 6:15-9:30 A.M.; Warren Doremus and the "8 A.M. News"; Dorothy Cotton and "To The
Ladies", 9:30-10:00 A.M.; and Ed Murrow and "Open House", 5:00-6:00 P.M. If Rochesterians prefer to watch 'em, you should prefer to buy spots in 'em! Contact us for availability!

Buy Where They're Listening:

WHEC
NEW YORK
3,000 WATTS

March 19, 1956 • Page 77
Examiner Favors Denial Of KLIQ License Renewal

RECOMMENDATION that the license of KLIQ Portland, Ore., (1290 kc, 1 kw day), not be renewed was made last week by FCC Hearing Examiner Basil P. Cooper, who also recommended the grant of KLIQ's facilities to Robert E. Bollinger. In an initial decision, Mr. Cooper found that Mercury Broadcasting Co. (KLIQ) was not financially qualified to own and operate a station whereas Mr. Bollinger was in all ways qualified to be a broadcast licensee.

KLIQ, which has been off the air for two years, was sold in 1952 by its present owners, who reacquired ownership a year later when the station was sold at auction to satisfy claims. Mr. Cooper found that the hearing produced no evidence that Mercury had assets or commitments to satisfy current claims against the corporation totaling about $34,000.

Three New Daytime Ams Granted by Commission

THREE new am daytime stations were granted by the FCC last week. Construction permits awarded:

- Albuquerque, N. M.—relay on KTVX, 1580 kc, 1 kw. Mr. Tynes is sole owner of KCHS Truth or Consequences, N. M.
- Waynesburg, Pa.—Commonwealth Broadcasters Inc., 1580 kc, 250 w. President-Treasurer John S. Booth, 45% stockholder, is 33.3% owner of WVTE (TV) Elmira, N. Y., owner of WMLP-AM-FM Milton, Pa., president-treasurer of WTOT Towson, Md., and vice president-general manager-33% owner of WCHA-AM-FM Chambersburg, Pa. Vice president-secretary Earl P. Strine, 10% stockholder, is WCHA manager, and attorney Harry Daly, 45% stockholder, is stockholder in WKEY Oak Ridge, Tenn., WMLV Milleville, N. J., and WTOT Towson, Md.

More Protest for WSPA-TV

THE two uhf stations which have been opposing the transmitter move of ch. 7 WSPA-TV Spartanburg, S. C., from Hogback Mt. to Paris Mt., served notice last week that they will carry the fight to court.

WGVL (TV) Greenville and WAIM-TV Anderson last Tuesday asked the FCC to reconsider its final decision affirming its approval of the ch. 7 outlet's move. The FCC's order following a protest hearing gave the go-ahead to WSPA-TV (B&T, March 12).

KCNA Tucson Asks Transfer

KCNA Tucson, Ariz., has filed an application with the FCC seeking transfer of control from 52%-owner author Erkine Caldwell ("Tobacco Road," "God's Little Acre," other novels) to minority stockholders George W. and Harry B. Chambers, for $35,574. Under the sale agreement, Mr. Caldwell will retain about 12% interest in KCNA.

Legal Handbook Published

A HANDBOOK, "Television Agreements," has been published by the Practising Law Institute, New York, explaining the legal aspects of tv contracts. Two panel discussions are included. They were edited by moderator David M. Solinger, senior partner of Solinger & Gordon, legal counsel for Foote, Cone & Belding, from PLLs 1955 course on radio-television law.

Ten Stations Receive FCC Transfer Approval

CHANGES in ownership of WABF-AM-FM-TV Baton Rouge, La., and WESO Southbridge, Mass., were among 10 approved by the FCC last Thursday.

Control of the Baton Rouge stations was transferred from Louis S. Prejean, et al., to the WDSU Broadcasting Co. (WDSU-AM-FM-TV New Orleans), for $148,600. WDSU Broadcast- ing held 26.7% of WABF-AM-FM-TV stock prior to the approval and now holds 57.8%.

WESO was sold by WESO Inc. to WESO Broadcasting Corp. for $99,370. Among the principals are President Joseph L. Rosenmiller Jr. (59%), H-R Television Representatives salesman, Vice President-Treasurer Peter A. Bordes (17%), marketing and business consultant, and Joseph C. Amaturo (20%), NBC sales representative.

Also approved were ownership changes involving: WIAW Miami, Fla.; KRHS Hot Springs, Ark; KLVC Leadville, Col.; WBOB Tampa, Fla.; KROS-AM-FM Clinton, Iowa; KTCP Malden, Mo.; WDLC Portland, N. Y., and KVVN Vernon, Tex.

No Hi-Fi for UHF

SUGGESTION that uhf television stations be allowed to multiplex sound portion of a broadcast in order to transmit high fidelity sound—proposed by California attorney Joseph L. Rabaut two years ago—was turned down by the FCC last week. The Commission said there was not sufficient technical information to warrant rule-making.

Rabaut Opposes Pay TV

STATEMENT against subscription tv attributed in B&T's March 12 issue to Rep. Victor L. Anfuso (D-N., Y.) actually was made by Rep. Louis C. Rabaut (D-Mich.). Rep. Rabaut, in a statement entered in the Congressional Record, said the pay-tv idea should be regarded as "the camel's nose under the tent" and "stopped before it gets started."
STATIONS

WOR-AM-TV NAMES SEPARATE MANAGERS

Gordon Gray turns responsibilities of am management over to Robert Leder, retains duties as chief of tv outlet.

CREATION of separate managements for WOR and WOR-TV New York, with Gordon Gray concentrating on WOR-TV as executive vice president and general manager and Robert J. Leder moving over from WINS New York to become general manager of WOR, was announced last week.

Thomas F. O'Neil, chairman and president of RKO Teleradio Pictures, owner of the stations, disclosed the changes and explained that "the mushrooming success of WOR-TV and the continuing achievement of WOR have practically dictated the necessity of splitting the supervision of these two valuable properties."

Mr. Gray, vice president and general manager of WOR-AM-TV, has headed the stations since December 1953, when he resigned as vice president in charge of the eastern office of WJR Detroit and WGAR Cleveland to join the O'Neil organization. Mr. Leder has been general manager of WINS since March 1954.

Mr. O'Neil said that "during Gordon Gray's period of general management of WOR-TV, the station's position, both financially and rating-wise, has risen most impressively." At the same time, he said, "despite a vastly more competitive situation, station WOR under his management has continued to maintain its position. . . . The resulting responsibilities require the full time of an executive for each station. Bob Leder's dynamic reputation is well known throughout the broadcasting industry."

Mr. Gray, before his tenure with WJR and WGAR, was vice president and a member of the board of WIP Philadelphia and, before that, manager of stations in Minneapolis, Omaha and Lincoln, Neb. Among other responsibilities, he is a member of the board of Television Bureau of Advertising, and vice president and a director of New York State Broadcasters Assn.

Before moving to WINS, Mr. Leder served NBC in several capacities, including eastern and national sales manager for NBC Spot Sales and sales director of WNBC (now WRC) New York. He formerly was with National Television Assoc., WVNJ Newark, Booth Vickery & Schwinn and George Elliott Adv.

April 15 Start Planned By WDMJ-TV Marquette

WDMJ-TV Marquette, Mich., plans to put a test pattern on the air tomorrow (Tuesday), with regular programming scheduled to begin April 15, according to Charles B. Zwemer. The ch. 6 CBS affiliate is represented nationally by Weed and plans to operate with 100 kw video and 60 kw audio.

Other executives include Frank J. Russell, owner-president; Wilber H. Treloar, general manager; Wallace C. Johnson, comptroller; Robert J. Luke, regional sales director; James Luke, local sales, and Paul Anick, chief engineer.

Formal Dedication Held For KHPL-TV Hayes Center

FORMAL DEDICATION of KHPL-TV Hayes Center, Neb., satellite of KHOL-TV Kearney, Neb., was held yesterday (Sunday) in KHOL-TV's studios.

Scheduled to be present at the ceremonies were Nebraska Gov. Victor Anderson, Sen. Carl Curtis, Sen. Roman Hruska, and Rep. A. L. Miller. Film interviews with other dignitaries from Nebraska, Colorado and Kansas also were to be shown.

KYSO-TV Ardmore, Okla., Aims for June Starting Date

CONSTRUCTION has begun on KYSO-TV Ardmore, Okla., and the station should be on the air by June 1, according to General Manager John Elsley Riesen.

Transmitting from a 1400-ft. peak in the Arbuckle Mountains north of Ardmore, the station will operate on 27.3 kw with a tower 647 ft. above average terrain. Studios will be located in downtown Ardmore.

The new station will be completely equipped to transmit color, said Mr. Riesen.

Freh Appointed Manager Of KFRE-TV Fresno, Calif.

THE APPOINTMENT of Ed Frech as manager of KFRE-TV Fresno, Calif., was to be announced today (Monday) by Paul B. Bartlett, president, California Inland Broadcasting Co. (KFRE-AM-TV). KFRE-TV received a final grant for ch. 12 in January (B&T, Jan. 16) and plans to go on the air this summer as a CBS-TV affiliate.

Mr. Frech is a vice president of the parent company and has been manager of KFRE for the past two years. Keith Measley, chief engineer, and Helen Johnson, treasurer, both KFRE, will add the same duties for KFRE-TV.

Uhf Boosts Prime Time

WWLP (TV) Springfield, Mass. (ch. 22), has announced that effective March 1, it has instituted a new Class AA time, from 8-10 p.m., at $500 per hour, splitting the former A time (7 p.m. to signoff) into two periods: 7-8 p.m. and 10-11 p.m. The move was made, according to William L. Putnam, general manager, to adjust to increases in audience and market saturation. Otherwise, all time periods (A through D), and time charges remain the same; Class A time, for example, still being $400 per hour for the uhf outlet.

Mr. Leder
Mr. Gray

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IT IS OBVIOUS to all by now that in order to survive, radio must offer something which television cannot do, or cannot do as well. One of those things is news. In news, so far TV hasn't been able to pour water out of a boot with the directions printed on the heel.

For 20 years or more, radio men have discussed over cocktails radio's vast advantages over newspapers as a news medium. First, radio has an intrinsic time advantage which newspapers cannot duplicate. Radio has an additional advantage in the warmth and emphasis which can be given to news stories by the human voice. Third, radio news has the advantage of economy. Radio needs no linotypers, no headline writers, no endless supply of newspaper. Your radio newsmen don't have to write out every story they deliver nor do they need to go into the multitudinous details which some newspapers use so often just because they have space they have to fill. So radio needs far fewer men than newspapers. Radio's electronic news plant is economically far more efficient than the bulky, unwieldy, uneconomic newspaper plant. Besides all this, the average metropolitan newspaper reaches only about two-thirds of the homes in the city. Over 95% of these same homes own a radio. Just how much of an advantage can radio have?

Yet, even with all these advantages, until the advent of television radio had never seriously challenged newspapers in the news-reporting field. Perhaps it was because until a few years ago there had always been other and easier sources of lucrative programming. But whatever the reason, it was true that in over 30 years commercial radio had done little to increase its stature or take advantage of its innate superiority as a news-reporting medium. When people thought of news, they thought of newspapers, simply because radio had never made any really serious effort to compete in the news field.

We at KLIF discussed the possibility of a "newspaper of the air" and proceeded to do something about it. We adopted a slogan of "Tomorrow's Newspaper Now" and proceeded to remove ourselves from competition with television by the very simple alternative of going into competition with newspapers, by becoming a "newspaper of the air." KLIF, and all of our other radio stations, now cover both local and national news events with a thoroughness and verve far beyond anything ever attempted by a station in a market of our size before.

We have not exactly put the newspapers out of business yet, and of course never will, but I'm certain that we have reduced their readership. Whenever we find in either of the local newspapers a story of any real local interest which has not appeared on KLIF hours or a full day before, our managing editor's job is in jeopardy. And we do not hesitate to call this coverage to the attention of the public. Several times in each newscast we will say, "Tokyo—here's a story that you won't read in the newspapers until tomorrow," or "Lisbon—another example of how far radio news is ahead of the newspapers."

Our news staff at KLIF consists of six men, none of whom have any particular hours, and all of them under the direction of Edd Routt, our managing editor. To function as a "newspaper of the air" we are on the air 24 hours a day and we have three mobile news units, one of them a reserve unit, but two of them roving the city at all hours to report news events direct from the scene. Whenever there's a fire, a murder, an important City Council vote, the announcement of a new building development, whenever the jury is coming in—KLIF's mobile news units are on the spot to report that news direct and we break into whatever program is in progress. Mobile units are not new, but I believe that we were the first station ever to put three of them to such extensive use. It is not at all unusual for us to have a program interrupted three or four times an hour for either mobile news unit reports or better telephone interviews.

Naturally, this is fast, exciting radio, and the result of it is that you are almost afraid to turn away from the station. When hubby gets home at five-thirty and picks up that newspaper, he's got nothing to tell wifey about because she's heard it all on KLIF during the day and, as a matter of fact, can generally tell him some new developments about most of the stories. Or maybe, and this is happening more every day, hubby has been listening at his office and doesn't bother to read the newspaper when he gets home.

We know that these six men—that's our managing editor, two desk men, and three outside leg men—aren't sufficient to do the job we want eventually to do. Eventually, we plan to have three men on our news staff—our managing editor and three other desk men, a crime and violence editor, a sports editor, a business and political news editor, a society editor, an editorial writer, an entertainment editor and a local and civic events editor. With that staff, I believe that in Dallas we can offer even more effective competition to either one of the competing dailies.

One of our objectives, and I assure you we are achieving it, is to force radio listening by a segment of the population which has got out of the habit of listening. For a long time it discouraged me to go out with a group of my friends and discover that none of them had listened to the radio that day. Or maybe one of them would say, "I only listen to the radio when I'm in my car." That used to drive me crazy. But it doesn't happen much any
We're creating a new tune-in. We've compiled a list of 250 top Dallas citizens in all walks of Dallas business and social life and we're expanding this list rapidly. We've subdivided this list into top oil leaders, top banking and industrial leaders, top society women, top business men, top educators, etc. Now, we use this list to get their names and voices on the air just as often as possible. There's hardly a story that clatters over our United Press or INS wires that can't be made a local story. For instance, when President Eisenhower vetoed the gas bill, we quickly got beeper telephone comments from three prominent Dallas and Fort Worth oil men—H. L. Hunt, Jake Hamon and Al Hill.

When we get a story involving Harry Truman, we are apt to call two or three local party officials for comment. When a youth murders his parents in New Jersey, we get statements from local officials familiar with the juvenile delinquency problem. We're getting those local names, hundreds of them each week, on the air. My friends listen to the radio now—they're afraid not to. They're afraid the next story is going to be about them. So, in addition to our really superb local coverage, we localize all the national and regional stories. This to me is what radio should have been doing all these years.

We've got several other gimmicks that we use to add space to our news programs. One of them is Jimmie Fidler, who supplies us with six 15-minute programs per week at a very modest cost. We take these programs and strip them into 30-second excerpts which we use on our newscasts every other hour. Jimmie gets the Hollywood news, states it succinctly, and he is always in good taste. We have found these Fidler excerpts are very effective for us.

We hire a helicopter on an hourly basis to report traffic conditions and also to carry us to the scene of events beyond the range of our mobile units.

We make use of the long distance telephone to get many stories. For instance, when Georgi Malenkov resigned, we promptly put through a call to Moscow and had no trouble at all getting an interview with American Ambassador Chip Bohlen. About all he would say was hello, he wouldn't even tell us the weather, but we had the interview, anyway. In May, on the day of its anniversary, we plan to devote some 10 broadcasts in one day to a news re-creation of the Battle of Chancellorsville, the high tide of the Southern Confederacy.

A FOUR-DAY BEAT

We turn up with some pretty amazing scoops. KLIF broke and then many times gave details on the biggest business news story in the history of North Texas four days before any Dallas newspaper published a line about it. We got a tip that Bill Zeckendorf, Angus Wynne and several other prominent Dallasites were getting ready to build a $300 million development between Dallas and Fort Worth which would close the gap between those two cities. The newspapers probably went crazy trying to figure out where our information was coming from. We specialize in quotations of stocks of local interest—Republic Bank stock, Texas Instruments, and so forth. We have a minute, morning and afternoon, devoted to late oil news.

All of which brings me to the subject of editorials. We have editorialized off and on for some time but never to the extent that Dan Kops carries it at WAVZ [New Haven, Conn.]. Dan's article in B&T [Sept. 19, 1955] on why radio should editorialize was one of the finest and most logical pieces I've ever read. We agree with it completely, although we feel that perhaps Dan doesn't go far enough. For one thing, I believe that he runs his editorials twice a day. We run our editorials eight times a day—after the 7, 8 and 9 a.m., 12 noon, 5 p.m., 6 p.m., 10 p.m. and 11 p.m. newscasts. Thus, you can see that we saturate the air pretty well. We don't run the same editorial every time; as a rule, we'll have two or three differently-worded versions to keep from boring the listener.

We don't run editorials unless we have something to editorial-ize about. That's the trouble with most newspaper editorials. They've got to fill up the editorial page every day and as a result it is generally pretty sloppy going on that page.

Our editorials are for the most part limited to a minute. That's about how long it takes you to read a newspaper editorial.

KLIF editorials are potentially the most powerful single weapon in our city for molding public opinion. The editorial page in any newspaper is bound to be about the least read in the whole paper. The average guy just doesn't bother with it. But on KLIF that same average guy has to hear the editorials. He knows that they are just going to last for a minute between records, and he won't turn off the station for just that short annoyance. So on KLIF, John Q. Public, the average guy—the guy that the paper never reaches with its editorials—is caught right in the firing line. And the first thing you know, John, who is a pretty bright guy, although maybe a little lethargic, gets real interested in this issue that he has heard on KLIF.

ADVANTAGE OF EQUAL TIME

It is my considered belief that radio stations can be far more powerful editorially than newspapers. True, we have to give free and equal time for rebuttal but, while I think this should be permitted rather than compulsory, this rule works to some extent to the advantage of radio. When you don't give equal time for rebuttal, you subject yourself to the criticism that has long weakened newspapers—the charge of prejudice. And besides that, when somebody answers you, there's a legitimate public service dispute going and your listening audience skyrockets.

We will editorialize each and every time we have some issue worth bringing to the public's attention. The main thing you should remember in editorializing is: be sure you are right. When you take an editorial position that is in any way selfish, the public somehow knows it, and your situation is as dangerous as a Neiman-Marcus charge account.

By now, I hope that I have given you the impression that reporting the news is a pleasure for us. We are responsible reporters, but we have fun; we make mistakes, in good faith, but so do the newspapers. Far more important than our personal pleasure, though, is the fact that the news functions for us as a sort of promotion. Some stations choose sports as the vehicle by which they lend immediacy and sparkle to their operation. In our case, news accomplishes that purpose for us. And the news is free. We are not troubled by demands for excessive rights fees, special promotional announcements, ticket-selling campaigns, and the many other exorbitant demands of the professional sports promoter.

This exciting, vivid news coverage is salable. So salable, as a matter of fact, that on Friday past when our mobile units were breaking in constantly to report the progress of an approaching tornado, one of the Dallas advertising agencies called up and wanted to know if we would sell him the tornado. We did not sensationalize news of the tornado but did it as a public service. We had so many mobile reports that on one occasion one of our mobile units actually interrupted another. And there are no rights fees to a tornado.

I believe I said earlier that even the smallest station here today can follow our aggressive news policy. That statement presumes that everyone can afford, either by adding to or cutting expenses, one experienced, fulltime news man. Experience has taught us that you just can't depend on disc jockeys to carry out any sort of effective news program—it just isn't their cup of tea. In a small town, you'll be surprised how one man can cover much of the available news. I know, because years ago we did it in Palestine, Tex., with one man, the same Edd Routt who is our managing editor today. If that one man does the job right, and works enough hours at it, I can guarantee you that before long you'll be able to afford two men, and then more. But at first you may have to spend a little money to make a lot of money. And you'll be licked right at the start if your man or men are clock-watchers.
KSON DROPS LOCAL AGENCY COMMISSION

San Diego station substitutes new local procedure of 15% 'discount' payment for time purchases and account services to weed out illegitimate advertising firms while protecting bona fide ones.

IN AN EFFORT to weed out illegitimate local advertising agencies and protect the bona fide agencies with which it does business, KSON-AM-FM San Diego has adopted a new procedure of 15% "discount" payments for time purchases and account services, Fred Rabell, president of Rabell Enterprises, KSON licensee, announces last week.

It replaces the usual 15% "commission" policy dealing with national agencies and advertisers, he said, and does not apply to national agencies. The change was made to cure a local problem only, he emphasized.

Mr. Rabell said he instituted the discount plan to legitimate the low KSON to determine what local agencies it would recognize since station attorneys advised him that the recent anti-trust consent decree against six advertising organizations required KSON to recognize all who claim to be agencies under the present 15% commission procedure. He said KSON just "got tired of being taken" by so-called "agencies" which neither created copy nor serviced an account and turned out to be resellers of the advertising available.

The KSON executive said the new policy "has been well received by all legitimate San Diego area agencies."

KSON informed the local advertising field that "it is the intent and will be the policy of KSON to encourage the use of advertising agencies by San Diego advertisers, it being KSON's belief that the advertiser is well served by an agent who is qualified to create creative advertising copy for placement on the facilities of KSON."

The station noted "the assumption of responsibility for payment of advertiser's air time charges" by the agency is a "worthwhile service to the agencies on transactions. It is rather a change of method and procedure brought about by changed conditions in the local market and certain court decisions."

Capper President Blake Dies in Topeka, Kan.

HENRY S. BLAKE, 68, president of Capper Publications (WIBW-AM-TV, Topeka, Kan., KCKN Kansas City, Kan., and newspaper interests) died March 10 following a heart seizure while burning underbrush on his property in Topeka.

Mr. Blake succeeded the late Sen. Arthur Capper as president of the Capper firm in 1951. He had been general manager since 1937 and before that worked for various newspapers throughout the country.

He is survived by his wife and three children, Henry's, Blake Jr., and Mrs. Homer L. Hiebert, both Topeka, and David R. Blake, Detroit.

A CHAMPAGNE TOAST is drunk to KNTV-TV Seattle-Tacoma at a luncheon in honor of the station's third birthday, while June Swedin, KNTV-TV's national ad model pins a carnation on Trevor Evans, of Pacific National Agency, Seattle's "Advertising Man of the Year."


WNBQ (TV) Shows Setup Prior to All-Color Debut

LOOKING TOWARD its debut as the world's first all-color station April 15, WNBQ (TV) Chicago is demonstrating to clients and agency representatives how their products will look on tinted tv.

Present clients have been invited to use the station's color facilities for camera and lighting tests to see how their products and packaging designs can be staged in live color commercials. Among WNBQ advertisers participating in the tests are Peter Hand Brewing Co. (Meister Brau beer), Santa Fe Railway, Jewel Food Stores, Armour & Co., Sears, Roebuck & Co., Coca-Cola, Kresse variety stores and other local accounts.

Trademarks and other visual aids will be spotlighted in the lighting-camera tests as sponsors go through their paces in anticipation of color, and also with an eye on black-and-white tv, according to Floyde Beaston, WNBQ sales manager.

On April 15, coincident with the opening of the NARTB convention, WNBQ plans to be transmitting all local live programs in color as the culmination of a gradual piecemeal conversion process.

The "color orientation" sessions, which got underway last Monday and which will continue at intervals during the next four weeks, bring into play WNBQ's engineering, program and production staffs.

Hildebrandt to Manage KMYR

KEN HILDEBRANDT, sales manager at KMYR Denver since Dolph-Pettey Broadcasting Co. acquired the station in January, has been named general manager, it was announced last week by Herbert L. Pet- tey, president of the broadcasting company. He succeeds Barry Long.

Mr. Hildebrandt, onetime professional baseball player, entered radio at KVKB San Francisco as a sportscaster and later became general sales manager.

Freeman Made KVVG-TV GM

PROMOTION of Ron Freeman from commercial manager to general manager of KVVG-TV Tulare, Calif., was announced last week by UHF Television Corp., station owner. He replaces Ed Beatie, who has resigned to open his own advertising agency in Fresno, Calif.

KVVG-TV also announced the promotion of Bob Lieben from sales service director to operations manager.

WTVJ (TV) Live Colorcast Set

WTVJ (TV) Miami last week announced it would give Florida its first look at local live color television during the station's seventh anniversary celebration Wednesday. Approximately 500 clients, businessmen and other guests will visit the station for the anniversary celebration and will witness the first scheduled local colorcast, featuring Mitchell Wolfsom, WTVJ (TV) president; Lee Rutchin, executive vice president and general manager; Jack Shay, vice president in charge of operations, and John S. Allen, vice president and general sales manager.
KNBC Separates Am, Fm; Will Study Reaction to Fm

KNBC-FM San Francisco last Wednesday began programming independently of KNBC with hi-fi and classical music offerings. A study of listener and advertiser reaction to the separate fm service will be made.

KNBC-AM-FM General Manager William K. McDaniel said that the fm station is starting with 20 hours a week of separate programming with the intention of gradually expanding to as many as 18 hours a day as the response of the public and advertisers makes the added programming feasible.

Initial fm rates are $50 for one-hour of sponsorship and $5 for a single one-minute announcement. Five time sales had been completed as of last Thursday.

Teenage 'Growing Pains' Featured on WBC Stations

A SERIES of 40 half-hour tape-recorded programs, in which teenagers discuss various problems of concern to youngsters, is being launched by Westinghouse Broadcasting Co. radio stations this week. Titled Growing Pains, the series features Helen Parkhurst, internationally noted educator, in discussions with groups of high school students in all cities where WBC has stations.

In the discussions, the teenagers give their views on subjects as diverse as minority group problems, gambling, sex, slum life and rock-and-roll music. The series has been in preparation for six months. William Kaland, WBC assistant national program manager, who supervised production, explained that the purpose is not to "shock" listeners, but to present the teenager's outlook on life and the problems that confront him.

The series also is being made available to non-commercial radio stations as a public service. WNYC New York is one of those that already has scheduled it.

KTLA (TV) Names Warner

HARRY P. WARNER last week was appointed head of the KTLA (TV) Los Angeles legal department, Klaus Landsberg, KTLA general manager and vice president of the parent Paramount Television Productions, announced [CLOSED Curr., March 12]. Mr. Warner is a member of the American Bar Assn. and the bar of the Supreme Court of the U. S. Until recently he has been in private practice in Washington.

WTTM Local Sales Up 40%

WTTM Trenton, N. J., has had a 40.6% increase in local billings in January as compared to the same month last year, it has been reported by Fred E. Walker, WTTM general manager, and Harry W. Barnam, general sales manager of the station.

WMUR-TV Rate Increase

WMUR-TV Manchester, N. H., placed rate card No. 5 in effect March 1, boosting Class AA hourly rates from $330 to $600. The ch. 9 outlet is an ABC-TV affiliate.

Art Dealer’s Sponsorship Of ‘Window’ Gets Results

A BLEND of culture and commercialism produced immediate results for the Hammer Galleries (New York art dealers), sponsors of Window last Tuesday through Friday over WRCA-TV New York, a station spokesman said. Two paintings were sold to viewers of the program. "The first color tv international fashion show" was to be carried by the station today in cooperation with Gimbel’s department store in New York, in the time periods usually allotted to the Richard Willis Show and Jinx’s Diary (2-3 p.m. EST). The program was to feature outstanding coutourier creations from top designers in England, France, Italy and Spain.

KLIK Expands Sales

ED DAHL, general manager of KLIK Jefferson City, Mo., has announced an expansion of the station’s sales staff with the addition of three executives. Added to the staff were William Ogden, formerly with CBS sales; James Jae, promotion and advertising director of KTVI (TV) St. Louis, and Richard Erbe. Mr. Dahl has just completed his first month as KLIX manager.

KTRK-TV Signs Steel Co.

KTRK-TV Houston has announced that Star Steel Supply Co., that city, for Westinghouse products, has signed for four programs totaling 21/2 hours per week. The year-long contract for Star Steel Hour, Star Steel Sports, Star Steel Final and News of the Day was placed through Kamin Adv., Houston.
Mr. Timebuyer: Here’s a station geared to produce low-cost sales results because it’s programmed to reach the adult audience—the people who buy most of the goods advertised on radio.

For the best buy in radio in Jacksonville, Florida, there’s nothing like the incomparable Ted Chapeau...

Top man for 16 years. And he’s on WJHP radio with rates and ratings worthy of comparison.

**WJHP radio Jacksonville Florida**

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**STATIONS FIGHT BAN ON COURT COVERAGE**

Boston’s WBZ outlets file opposition to proposed Massachusetts legislation preventing either tv or radio from broadcasting proceedings in which witnesses give testimony.

THE FIGHT to gain coverage rights for radio and tv in courtrooms was carried on last week by WBZ and WBZ-TV Boston, Westinghouse stations, as they filed opposition to proposed legislation preventing either medium from broadcasting proceedings in which witnesses testify.

The stations opposed the portion of Public Document 144 (Judicial Council of Mass., 1955) that proposes the radio-tv ban for all public agencies and tribunals. The ban would be much broader than Canon 35 of the American Bar Assn., recently held invalid and outmoded by the Colorado Supreme Court (BT, March 5).

Contending the blanket ban, and the assumption on which it is based, are not properly founded in fact and law, W. C. Swartley, vice president, Westinghouse group, argued such a prohibition by law is clearly contrary to the public interest.

Mr. Swartley reviewed the history of religious broadcasting by WBC stations and the 10-year history of religious telecasting in Philadelphia. He cited the Colorado decision to show that courtroom decorum is preserved by modern electronic reporting techniques and explained the accuracy of these methods. Right of privacy and control of proceedings do not suffer, he added.

In Philadelphia, a committee of the Philadelphia Bar Assn. is advocating a ban against picture-taking in all Philadelphia courts, including magistrates' courts. The association's Committee on Criminal Justice & Law Enforcement said the taking of photos is degrading. As a rule, Philadelphia photographs have been allowed to take photos in magistrates' courts.

A demonstration of tv newsreel camera coverage of court trials was staged March 10 in Philadelphia by WRCV-AM-TV during a teenage radio panel program, Junior Town Meeting of the Air. Judge Vincent A. Carroll, prominent Philadelphia jurist, moderated the panel. Ernie Leiss, newsman, and Ralph Lopatin, producer, WRCV-TV, showed how tv techniques do not interfere with courtroom decorum.

**Milwaukee Sentencing Filmed by WTMJ-TV**

WTMJ-TV Milwaukee last week became the first television station to carry a sound film of a sentencing in a criminal court of that city. The film was telecast exclusively over WTMJ-TV last Tuesday (March 13), and the sound track was carried over WTMJ the same day.

Judge Clarence E. Rinehard allowed cameramen from the station to record the sound and shoot the film of the sentencing of Robert O'Connor and John C. Johns to life imprisonment. The two men had been convicted of killing a Milwaukee tavernkeeper during a holdup last year.

Jack Kreuger, news director of WTMJ-AM-TV, conferred with the judge before the last session of the trial to make arrangements. At that time, Judge Rinehard gave the opinion that when he had heard and dismissed all defense pleas and all motions for a new trial, the legal rights of the two defendants would no longer be in jeopardy. Therefore, just before he pronounced sentence, he allowed cameramen to set up a sound mike and cameras.

Prior to pronouncing sentence, Judge Rinehard made the following statement defining his stand on the right of the public to hear and record on radio and tv this part of the trial:

"A proceeding such as this in court is essentially a public proceeding and people cannot complain if matters taken up are displayed to the public because people are entitled to know what takes place in their courts—especially in the final determination of cases so important as this one is. Accordingly, I have permitted the taking of pictures at the final disposition of this matter."

**WDOV, WDOX-FM Personnel Named by Dover Bctsg. Co.**

CLIFF GOODMAN will continue as manager of WDOV and WDOX-FM Dover, Del., according to Henry Rau, president of Dover Broadcasting Co., new corporation which recently bought the stations from Delaware State Capital Broadcasting Co.

Mr. Rau also announced that Maxwell Marvin has been named new vice president and general manager of WDOV, but also will continue as manager of WOL, Washington, D.C. The new chief engineer of WDOV is Lloyd Smith, also chief engineer for WOL.

Charles Dillon, vice president of WOL, becomes secretary-treasurer of WDOV and will handle national sales.

National sales representative for WDOV in New York will be Grant Webb.

**Dennis to KLJR-TV**

WALTER L. DENNIS has been appointed sales manager of KLJR-TV Las Vegas, Nev., Robert Gardner, general manager, announced last week. Mr. Dennis moves to Las Vegas from Pueblo, Calif., where he was sales director of Teledar Inc., management firm, and also the Silver Solar Network of Colorado.

He previously was with the old National Assn. of Broadcasters (now NARTB) as news bureau chief, formerly was radio-tv director for Allied stores (department store chain) and held various positions with several radio stations, including general manager of WJNO-TV Palm Beach, Fla.

**WBT Local Sales Increase**

LOCAL SALES of WBT Charlotte, N. C., were up 70.2% in January over the same period last year, according to Managing Director J. Robert Covington. WBT is owned by the Jefferson Standard Broadcasting Co., which also owns WBTY (TV) there and WBTW (TV) Florence, S. C.

**KCOP (TV) Signs Tom Duggan**

TOM DUGGAN, who resigned last month from WBKB (TV) Chicago [BT, Feb. 20], has been signed to an exclusive contract by KCOP (TV) Los Angeles as "an observer on the local scene." Jack Heintz, KCOP vice president and general manager, has announced.
A NEW television station, to be located at Ensign, Kan., is discussed by (1 to r), Leigh Warner, president of Southwest Television Co.; Howard O. Peterson, general manager of KTVH (TV) Hutchinson, Kan., and Mr. Warner's wife. The new tv outlet, as yet without call letters, will operate on ch. 6 as a satellite of KTVH. It will serve an estimated 30,000 homes in an area as yet without television.

New Office Building Planned
By WHLI Hempstead, L. I.

WHLI Hempstead, L. I., New York, last week announced that construction of a new $250,000 two-story office building will begin April 1, with completion scheduled by September.

The new building, designed by the architectural firm of Shulman & Soloway, will be constructed of stone, stainless steel, marble and glass. It will contain WHLI's executive offices, three studios and a master control room, plus quarters to house what Paul Godofsky, president and general manager, calls "our communications room." This specially-designed, studio-control room will be shared by the station's news and public affairs departments and will contain up-to-date tape recorders, "beeper" telephones, hi-fi short-wave radio receivers and "various automation tools."

WLWA (TV) Announces
Triple-A Sales Plan

WLWA (TV) Atlanta has put its new "Triple-A Plan" into use for advertisers who market products distributed through super markets and drug stores. The plan comprises "The Kid Package," "The Women's Package" and "The Mass Package" for different-type advertisers.

The "Triple-A Plan" calls for one-minute participating spots and 20-second breaks, with three participations per unit of three shows where availabilities allow.

WTTM Relays Fire Coverage

WTTM Trenton, N. J., last Wednesday relayed its coverage of two separate general alarm fires in that city to WKDN Camden, N. J. and WIP Philadelphia. The outbreak of the fires which destroyed the Cathedral of St. Mary's and its parochial school (at 4:30 a.m.) and the largest elementary school in the city, Jefferson (at 9:05 a.m.), provided radio with a clean beat of the local morning and evening newspapers which had just gone to press, according to WTTM. Station's pickups were handled by News Director Joe Agares and news editor Ray McPhee.
College Students Operate WDOT Burlington on Sundays

WDOT Burlington, Vt., has given its entire broadcast day on Sundays to two area colleges, U of Vermont and St. Michaels. The station is operated entirely by students with one member of the WDOT staff serving as supervisor.

The two colleges alternate operation of the station. Don Bartlett, WDOT program director, said the students would be able to receive commercial station experience and also acquaint the community with campus activities.

Opens Atlanta Office

HARRINGTON, RIGHTER & PARSONS, station representative firm, last week announced the March 1 opening of an office at 1450 W. Peachtree Street, N.W., Atlanta, Ga. Frank P. Rice, of the firm’s Chicago sales staff, has been appointed southeast manager with headquarters in Atlanta. Also announced was the appointment of William L. Snyder to the Chicago staff.

REPRESENTATIVE APPOINTMENTS

KWJII Portland, Ore., names Headley-Reed Co. representative for West Coast. Burn-Smith Co. continues to represent station in Midwest and East.

KJAY Topeka, Kans., appoints The Walker Representation Co., N.Y., for national sales.

John D. Hynes, former manager, WLAN Lancaster, Pa., and Jack Stable, KFRC San Francisco, to sales staff, KGO-AM-TV San Francisco.

Irby N. Hollans, formerly reporter, Roanoke (Va.) World-News, to WRVA Richmond, Va., as promotion manager, succeeding Jack Stone, assigned to promotion manager, WRVA-TV.

Bill Thompson, formerly publicity manager, WRVA, to news film director, WRVA-TV.

Burt Reine, music director, WRVA, appointed manager of WRVA Theatre Div. Jack B. Clements, director of news and special events, WWNC Asheville, N.C., to WRVA as news editor, succeeding George Passage, transferred to news editor, WRVA-TV.


Earl Leyden, Colorado regional sales and display supervisor, Kellogg Co., to KBTV (TV) Denver as merchandising manager.

Pat McCallion, KTAR Phoenix, Ariz., to KOOL Phoenix as account executive.

Merl Van Lydegraf, sales representative, KZTV (TV) Reno, Nev., to sales staff, KNTV (TV) San Jose, Calif.

Charlie Slack, student, Marshall College, Huntington, W. Va., to sales staff, WHTN-TV Huntington. Others to WHTN-TV: Arthur Taylor of Pittsburgh, Pa., as projectionist; Eugene Testler, N.Y., studio engineer, and Patricia Fortner, Huntington, station artist.

Mel Hallock, program director, KMON Great Falls, Mont., to station sales staff. Jack Skees Kral, station traffic director, and Bill Sterling, northwest area radio salesman, also to KMON sales staff. Jim Pease, continuity director, appointed to head new operations desk.

Edward M. Gilman, motion picture production cameraman, Dephoure Studios, Boston, to WNAC-TV as technical supervisor of special film projects.

Happy Promoter

Those who claim television is hurting sports attendance will get a ready argument from Vince McMahon, Washington wrestling promoter, whose weekly shows are telecast over WTTG (TV) Washington.

The promoter’s card the night of March 8 was sold out in advance and he says tv "unquestionably" is responsible. "After the March 1 matches, three phones were kept busy for over two hours getting reservations for the March 8 show from fans who had seen the fights on their tv sets at home."

Mr. McMahon began promoting wrestling again (after a two-year layoff because of poor attendance, which he blamed on tv) 11 weeks ago and crowds at the 3,000 seat arena have climbed steadily since. The matches were not being telecast when discontinued in 1954. He has received phone calls seeking tickets from people in Pennsylvania, Maryland and Virginia. "I have never seen its equal in 20 years in the promotion business," he said.

Gunther Brewing Co., Baltimore, sponsors the Thursday night telecasts.
B. Eden Payne, U. of Texas drama professor, beginning series of talks on WFAA Dallas, Tex.

Don Usher, KVJJ Portland, Ore., and Russ Norman, KING Seattle, to Five Men of Music team of KAYO Seattle.

Gordon Baker Lloyd, 25-year garden broadcaster, conducting new weekday garden show on KHJ Los Angeles.

Descoo Smith, Western disc jockey, KVSM San Mateo, Calif., to KEEN San Jose, Calif. Black Jack Wayne and his Western Jamboree, Linda Roth and Willis Dahl, singers, to KEEN talent staff.

Dick Norris, actor, to KNXT (TV) Hollywood as film show host.

John Galley of Chicago to announcing and news staff, KBWU Corpus Christi, Tex.

Paul Bair, former sports director, WEOA Evansville, Ind., and Don Beecher, former news director, WLW Indianapolis, to WIL St. Louis announcing staff. Don I. Brady, Minnesota Mining & Mfg. Co., Chicago, to WIL sales staff.

Francis Irvin, vocalist, to cast of Bandstand Revue, KTVA (TV) Hollywood.

William (Tubby) Rives, entertainer, to WBZ-TV Boston for daily film show.

Myron Walden, news department, WTMJ-AM-TV Milwaukee, transferred to announcing staff.

Pete Langston, disc jockey, to WDVA Danville, Va.

Stanley Edles, former assistant program director, WINS New York, to KDKA Pittsburgh, Pa., as production manager.

Charles L. Stephen, production manager, WMDB Peoria, Ill., to WHAS Louisville, Ky., radio production department. Phyllis Knight, home director, WHAS, to daily show on WHAS-TV.

Herbert Grayson, former member of promotion-publicity staff at Portland Cement Co., Chicago, appointed press information director WBBM that city, succeeding Budd Blume, resigned to join J. Walter Thompson Co., Chicago, as tv commercial writer.

Ray McPhiee, newscaster, WTTM Trenton, N. J., named news editor.

Leonard Troy, art director, KFMB-TV San Diego, Calif., to art production supervisor and tv sales development department.

Lee Allan Smith, graduate, Oklahoma U., Norman, to sales staff, WKY Oklahoma City.

Douglas E. Nicol, formerly of Detroit Free Press and Detroit Reporter, to WXZY-AM-TV Detroit as publicity director.

Virgil Cobia, musician and time salesman, KRCG (TV) Jefferson City, Mo., to KLKL Jefferson City in production and sales departments.

Lew Riefstahl, newsmen-announcer, WBA Augusta, Ga., to WQSN Charleston, S. C., for daily Night Watch show.

Cleve Hermann, California sportscaster, to KFWB Hollywood for nightly program.

Jess Cain, formerly announcer on DuMont Television Network, to announcing staff of WNDU-TV South Bend, Ind.

Alan Dary, Boston disc jockey, to WXZ-WBZA Boston-Springfield, Mass. Don Kent, Weymouth, Mass., weathercaster, formerly heard on WBZ, resuming program on WBZ-AM-TV.

Tom Donahoe, sales and sales promotion specialist, McElroy & Prewitt, Sioux City food broker firm, to KBTX (TV) Denver as merchandising manager.

Kenneth C. Bruce, engineer, KDKA-TV Pittsburgh, Pa., appointed technical facilities engineering supervisor.

Robert J. Finan, formerly news editor, WIZZ Streator, Ill., to WLBK DeKalb, Ill., as news director and announcer. Joe Barry, new to radio industry, to WLBK as announcer.

Bill Stinson, news director, KWTX (TV) Waco, Tex., to WFAA-TV Dallas, Tex., in same capacity.

Jim Turner, WJAN Spartanburg, S. C., to WAYS Charlotte, N. C., as sports director.

Phil Long, disc jockey, WMAL Washington, to WPGC Morningside, Md.

Mina Meadows, formerly traffic manager and program director, WIZZ Streator, Ill., to KFI Los Angeles as local sales traffic manager.

Art Lane, formerly disc jockey, WHAT Philadelphia, to WLBR Lebanon, Pa.

Bonnie, vocalist-pianist and former Miss Grand Rapids to WOOD Grand Rapids, Mich., as station’s first woman disc jockey.

Barry Medlin to WWIT Canton-Ashville, N. C., as disc jockey.

Steve Murphy, WOW Omaha, Neb., appointed assistant news editor, WOW-AM-TV. John Carlman, KBON and KOL, both Omaha, to WOW-AM-TV as continuity writer.

Eugene van de Water, WCHS-TV Portland, Me., to program department staff, WJAR-TV Providence, R. I.

Thomas J. Stanton, former manufacturer’s representative, to promotion department of KWK St. Louis.

Gosin Freeney, news department, WMAZ Macon, Ga., transferred to announcing staff. J. Howard Absalom, WAKR-TV Akron, Ohio, to news department WMAZ-AM-FM-TV.

Tom Carliles named director of news, KBTX (TV) Denver. George Byram, Cheyenne,
ON THE DOTTED LINE...

WILLIAM E. WATERS, chairman of the San Francisco Bay area Dodge dealers advertising committee, signs for live boxing telecasts from Winterland Arena on KOVR-TV San Francisco. Also taking part were (l to r), Terry H. Lee, general manager; Frank King, sales manager; Sam Elkins, account executive, all KOVR-TV, and Jack Edwards, Grant Adv. account executive. The Dodge dealers are sponsoring one hour of the two hour program and Gallo wine is sponsoring another half hour.

DON BRYAN, Screen Gems sales representative, shows J. W. T. Armacost, secretary-treasurer, Coca-Cola Bottling Works, Washington, where to sign the contract calling for Coca-Cola to sponsor Jungle Jim on WMAL-TV Washington. Other Coca-Cola bottlers use the show in Atlanta and Albany, Ga., and Eugene, Ore.

RAY J. OOSDYKE (l), vice president in charge of sales, Mid-West Refineries Inc. (White Rose gasoline), and Bill Schroeder, WOOD-TV Grand Rapids, Mich., general manager, shake hands on the just-signed contract calling for Mid-West to sponsor The Big Idea (Tues., 7-7:30 p.m.). Looking over an article on Idea, produced on film by RKO-Pathé, in the Saturday Evening Post are Grand Rapids Chamber of Commerce President Donald J. Porter (l) and James Van Stee, of Van Stee, Schmidt and Sefton, advertising agency handling the account.

NEW SPONSOR of The World Tonight on KDKA-TV Pittsburgh is Duquesne Brewing Co. of that city. Signing for the weekday show, featuring KDKA-TV News Director Bill Burns and Ray Scott, are (l to r) Vic Maitland, president of Vic Maitland & Assoc. agency; Mr. Burns; Harold C. Lund, Westinghouse vice president in charge of the station, and Lloyd Chapman, station sales manager.

DISCUSSING PLANS for Falstaff beer's new series of musical programs on KLZ Denver are (l to r) Harold Storm, KLZ promotion chief; Robert McDonald, Falstaff divisional advertising manager, and E. Lee Fondren, KLZ sales.
**PROGRAM SERVICES**

RCA Victor Signs Agreement With Decca Ltd. of London

RCA Victor, New York, and Decca Records Co., Ltd., London, have announced an agreement whereby Decca—not corporately or otherwise connected with Decca Records Inc., New York—will receive RCA Victor master discs for manufacture and distribution abroad under the Victor label. The agreement becomes effective in May 1957.

Meanwhile, RCA and the Gramophone Co. Ltd. of England will terminate their present agreement under which Gramophone presses and releases RCA records in England, and RCA presses and releases Gramophone records in the U.S. under the "His Master's Voice" (HMV) imprint. Although the British Decca firm will continue its arrangements with London Records Inc., New York, for domestic distribution here of the British Decca records under the London label, it also will give RCA classical and popular recordings. Beginning this May, RCA will effect a similar agreement with Teldec Records of West Germany and Musikvertrieb of Switzerland.

**Tel**

**Executive Names Wilke**

APPOINTMENT of Hubert Wilke as a sales executive of the Tel**Executive Div.,** TelePromp**Ter Corp., was announced last week by Herbert W. Hobler, TelePromp**Ter vice president in charge of sales. Mr. Wilke formerly was general sales manager of Atlas Television Corp., New York, tv film producer, and previously had been with the production staff of Wc, the People and with Roy S. Durstine, New York, as producer-director-writer.

**PROGRAM SERVICE PEOPLE**

George W. Shaffer, government relations depart**ment, Western Union Telegraph Co., Wash**ington, appointed assistant vice president.

Robert Boedl, assistant comptroller, Fletcher D. Richards, N. Y., advertising agency, to Olim**sted Sound Studios, N. Y., as chief comptroller.

James W. Cook, vice president in charge of rates and revenues, American Telephone & Tele**graph Co., appointed vice president in charge of merchandising, succeeding Barl**ett T. Miller, retired. E. Hornsby Watson, AT&T operations vice president, replaces Mr. Cook.

George Fox, president of George Fox Organiza**tion, and Betty Turbiville, production director, K**CORP (TV) Hollywood, are packaging stock** company live dramatic series for tv. Mr. Fox will produce and Miss Turbiville direct dramas planned for 60-minute segments, and series will use stock company of permanent players augmented by guest stars. Thirty-nine stories are being adapted.

Pat Hunter, consultant for daytime program**ing, Young & Rubicam Inc., N. Y., named vice president in charge of operations, Associ**ated Writers & Producers Inc., N. Y., production firm. Robert B. Schall, former staff member, Television Bureau of Advertising, ap**pointed production manager of AWP.

James R. Allen, accounting department, Cap**itol Records, Hollywood, named staff assistant in administrative unit of executive vice presi**dent's office.

Yasha Frank, former audio-visual consultant with William H. Weinstaub & Co. (now Nor**man, Craig & Kimmel), D'Arcy Adv., and CBS Inc., all N. Y., to Gotham Recording Corp.,

**K-DUB-TV**

LUBBOCK, TEXAS

K P A R - T V

ABILENE-SWEETWATER, TEXAS

K D U B - A M

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: THE SHERMAN COMPANY

President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr., E. A. "Bugs" Hassett

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PROGRAM SERVICES

N. Y., as resident consultant on audio-visual problems in sales promotion and allied fields. Carol Graham, casting director and assistant radio engineer for Donahue & Co. Adv., N. Y., to Gotham as account executive of sales & service department.


Virginia Gravely, staff member, Hackensack (N. J.) News Bureau and Popular Publications, N. Y., to United Press Radio staff, N. Y.

Cleo F. Craig, president, Virginia Gravely, Jack Talan, service corp., N. Y., to service department.


RCA Thesaurus, N. Y., radio transcription library, has added to its service list: WROY Carmi, Ill.; KSBK Creston, Ia.; KLTF Little Falls, Minn.; WYZE Atlanta; WRLN Richmond, Va.; and KBRK, English-language station in Naha, Okinawa.

Capitol Records disc recording facilities have been moved from studios at 5515 Melrose Ave., Hollywood, to company's new studios in Capitol Tower.

Song Ad Film-Radio Productions, L. A., announces contracts with three San Josquin Valley radio stations and station breaks. Clients are KLOK San Jose, KJOY (formerly KXOB) Stockton and KWIP Merced, all Calif.

Capitol Records Inc., Hollywood, reports record sales for 1955, with net sales increase of 31% and net income of 33% over 1954. Year's sales for 1956, representing high in firm's 13-year history, were $21,308,633. Common stock earnings, after charges and preferred dividends, equaled $9.21 a share, increase of 33% over 1954.

Theodore Granik, Washington producer, announces production of tv series titled The Living Dead. Charles Francis Coe, writer-producer of Palm Beach, Fla. Historical series will be live and filmed. Mr. Coe is lawyer and publisher of Palm Beach Post, Times and Post Times.

United Press radio wire service to be used exclusively by WFTAO Cambridge, Mass., effective April 1, subject to WTAO.

Donald Blake and William Kirkpatrick have assumed ownership of Western Recorders, 6,000 Sunset Blvd., Hollywood.

William Tell Productions, N. Y., tv packager, signs Blackstone the Magician, to be featured in live audience-panel show, The Magic Question. Firm says sponsorship of program under consideration.

AFM's Civil War Continues Unabated

HOLLYWOOD Local 47 of the American Federation of Musicians still holds "official" presidents last week, one refusing to relinquish his presidential suite in the local's $1.5 million clubhouse and the other seeking by "due process" and possibly court action to take over the office, including execution of the local's business and financial affairs.

The confusion was compounded as both factions in the open revolt against AFM President James Caesar Petrillo promised "new fireworks by Saturday," by Mr. Groen and Mr. Pettullo, in an attempt to reveal what strategy they plan to clarify control of the local whose members perform on all of Hollywood's huge radio-tv and movie output.

On Thursday Mr. Read's office told B&T that he had answered the appeal of Mr. Read filed with AFM Secretary Leo Cluesmann and that no word about a trial by AFM had been received. Mr. Cluesmann's notice to Mr. Read of Mr. Read's appeal specified Friday for reply and notified Mr. Read to be prepared to state trial that day if necessary. The reply was not made public.

Mr. Read has invited Mr. Pettullo to Hollywood to personally discuss the differences in dispute, but no answer has been received. The dispute centers around the AFM's $14 million music performance trust fund. Hollywood musicians claim they are responsible for the largest contributions to the fund but the musicians.

AFM contends the musicians were paid for their original services when the films were made and that the musician contracts did not provide for extra payment for tv use. AFM says the tv release payments to the trust fund are covered in a separate AFM agreement with the film producers. AFM holds that the trust fund money is spread throughout the country to help musicians throw out of work by the "rich" companies.

Meanwhile, it was reported last week that another impeachment meeting is planned for March 26. This time charges are expected to be brought against Local 47's recording secretary, Mauy Paul, who is accused Mr. Groen and Mr. Pettullo. Financial Secretary G. R. Hennon, also pro-Petullo, is expected to be third on the impeachment list at another time, according to Local 47 observers.

No Solution Reached

In SAG-AFTRA Dispute

A JURISDICTIONAL dispute between the Screen Actors Guild and the American Federation of Television & Radio Artists, to which will have representation when electronic tape is used for most television "film" programs, appeared no closer to solution last week as SAG pressed its claims with CBS, the only network currently producing programs.

The other networks, and CBS in part, use outside film producers at present.

Representatives of CBS and SAG met in a three-hour session Thursday in Hollywood to discuss the guild's charge that an agreement recently entered into between CBS and AFTRA is a "flagrant violation" of jurisdictional lines covering actors in television motion pictures [Broadcasting 12]. SAG has all film jurisdiction while AFTRA has live shows and kinescopes.

Representing the network at the meeting were William C. Pitts Jr. of New York, CBS vice president in charge of labor relations, and Eugene Purver, west coast public relations representative. Presenting the guild case were Walter Pidgeon, president; Dana Andrews, vice president; John L. Dales, national executive vice president, and Kenneth Thomson and Chestor L. Migden, guild executives.

No agreement was reached at the meeting and no further meetings are scheduled, but the guild warned the CBS representatives that if the network tries to produce television motion pictures on tape or with any other device, except under the SAG contract, the guild will take all steps necessary to protect its rights.

Jack Talmage, guild president, and LA guild officials that in the recent so-called "clarification" of AFTRA's contract with the network, the limitation on AFTRA's jurisdiction over pre-recorded programs to those "done in the same manner a live broadcast was removed. SAG claimed that this was an obvious attempt to give AFTRA jurisdiction over television motion pictures made by the network on tape and with other electronic devices.

The guild stressed to CBS that in its contract with the network, the jurisdictional lines of AFTRA and SAG are clearly defined and that no unilateral action by the network or AFTRA can alter this contract without agreement by the guild.

Ruling on WTOP-TV Upheld

A RULING by the National Labor Relations Board that assistant directors and floor directors at WTOP-TV Washington are supervisors and not employees was upheld last week by the court, denying a new appeal by WTOP-TV. Comr. Ivar Peterson dissented, commenting that floor directors sweep the floor and move props. In another ruling, the board directed that an election be held for KARK-TV, the station in Little Rock, Ark., against 15,000 members of the International Brotherhood of Electrical Workers, which now represents KARK radio technicians.

Broadcasting Telecasting
Tv Networks Report Time Gross Increase

GROSS time charges of the three current TV networks were $38,876,756 last January, or 16% above the $33,445,991 grossed by the four networks operating in January 1955, Publishers Information Bureau reported last week.

Leading network in gross billings was CBS-TV, chalking up $14,674,255 that month for a gain of 13% over its January 1955 mark. NBC-TV, with $13,580,455, was up 11%, and ABC-TV, with $6,382,046, increased its January billing 13%.

The breakdown follows:

<table>
<thead>
<tr>
<th>Network Television</th>
<th>January 1956</th>
<th>January 1955</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$6,382,046</td>
<td>$4,718,195</td>
<td>+52</td>
</tr>
<tr>
<td>CBS</td>
<td>$17,820,455</td>
<td>$15,831,141</td>
<td>+13</td>
</tr>
<tr>
<td>DuMont</td>
<td>$14,674,255</td>
<td>$13,172,695</td>
<td>+11</td>
</tr>
<tr>
<td>NBC</td>
<td>$13,580,455</td>
<td>$11,933,905</td>
<td>+13</td>
</tr>
</tbody>
</table>

Total $38,876,756 $33,445,991 +16

Effective Sept. 15, 1955, DuMont Television Network changed from a national network to a local operation.

NBC-TV's 'Medic' Cancels Caesarean Operation Show

NBC officials explained at a news conference in New York Tuesday that a 'Medic' telecast showing a Caesarean operation had been cancelled last Monday because the operation sequence was deemed "too rugged for pregnant women and children." An algol of an earlier 'Medic' film was substituted, but NBC executives said an edited version of the cancelled film would be shown at a later date.

In reply to a question, Stockton Helfrich, NBC director of continuity acceptance, said NBC had decided to cancel the film even before receiving a letter from the Rev. Timothy J. Flynn, radio-tv director of the Archdiocese of New York, in which the position of the Catholic church against sex education on television or in other mass media was outlined. Father Flynn later told BWT the letter did not ask NBC to cancel the program, but said the church believes that sex education is the function of parents, and a tv program assuming this duty might offend the Catholic segment of the viewing audience.

Rumania Asks NBC to Cancel Show About Legation Seizure

NBC-TV Thursday was "studying" an unusual protest received from the Rumanian government requesting the network to cancel a tv drama, "Five Who Shocked the Mighty," by Bernard Wolfa, which is scheduled for tomorrow (Tuesday) on the Armstrong Circle Theatre (9:30-10:30 p.m. EST).

An official of the Rumanian legation delivered the protest to NBC in Washington late Wednesday afternoon. The teleplay dramatizes the seizure of the Rumanian legation in Bern, Switzerland, on Jan. 15, 1955, by five Rumanian anti-communists who sought to force Rumania to release five leaders of the resistance movement. The anti-communists eventually were captured and now await trial in Switzerland. Rumania is attempting to extradite the quintet who have been in vain.


MORRIS PLAN Banks of California will sponsor Masters of Melody over a seven-station network of CBS Radio stations beginning April 1. The program, featuring Albert White and his orchestra, will be heard on KNX-AM-FM Los Angeles, KCBS-AM-FM San Francisco, KERN-AM-FM Bakersfield, KROY Sacramento, KFRE Fresno, KMBY Monterey, and KCMU Palm Springs. At the contract signing are (1 to r): seated, Jules Dundes, general manager of KCBS-AM-TV; Ralph N. Lorson, president of the Morris Plan Co. of California; standing, Dick Schutte, CBS Radio Spot Sales account executive, and Houston Levers, Harrington-Richards (agency) account executive.

Rumania's attempts to stop the "anti-communist" film was deemed "too rugged for pregnant women and children." An algol of an earlier 'Medic' film was substituted, but NBC executives said an edited version of the cancelled film would be shown at a later date.

In reply to a question, Stockton Helfrich, NBC director of continuity acceptance, said NBC had decided to cancel the film even before receiving a letter from the Rev. Timothy J. Flynn, radio-tv director of the Archdiocese of New York, in which the position of the Catholic church against sex education on television or in other mass media was outlined. Father Flynn later told BWT the letter did not ask NBC to cancel the program, but said the church believes that sex education is the function of parents, and a tv program assuming this duty might offend the Catholic segment of the viewing audience.

Rumania Asks NBC to Cancel Show About Legation Seizure

NBC-TV Thursday was "studying" an unusual protest received from the Rumanian government requesting the network to cancel a tv drama, "Five Who Shocked the Mighty," by Bernard Wolfa, which is scheduled for tomorrow (Tuesday) on the Armstrong Circle Theatre (9:30-10:30 p.m. EST).

An official of the Rumanian legation delivered the protest to NBC in Washington late Wednesday afternoon. The teleplay dramatizes the seizure of the Rumanian legation in Bern, Switzerland, on Jan. 15, 1955, by five Rumanian anti-communists who sought to force Rumania to release five leaders of the resistance movement. The anti-communists eventually were captured and now await trial in Switzerland. Rumania is attempting to extradite the quintet who have been in vain.


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he was "shocked" at the Rumanian Legation's "direct interference in the internal affairs of the American people" and said he hoped NBC will "in no way yield" to such efforts to "intimidate and regulate one of our basic free enterprise activities." He read his letter on the House floor.

CBS, NBC Put Up Money for Broadway Musicals

NBC-TV negotiations involving Broadway musical type shows were reported last week as "progressing" with no "firm commitments." Among them was a plan by the network to finance a musical production of "Casey Jones" on Broadway next season for eventual use as a color tv spectacular. If decided, the backing will be similar to that of "The Great Sajuants," financed by NBC-TV in return for tv rights. Another musical, "My Fair Lady," opened on Broadway last week, financed by a reported $333,000 by CBS-TV.

Under consideration is NBC-TV financing of swimming star Esther Williams' proposed European-U. S. tour of her Aquaplace which opens in London this summer. Although not firm, it was understood that a contract with Miss Williams would include rights for her appearance in one or more color spectaculars next season.

When your program is a 15-minute pickup by NBC-TV's Wide Wide World program on April 15 of a rehearsal on Broadway of a musical, "Shangri-La," a version of the novel, "Lost Horizon." The telecast from the rehearsal hall would be on the air before the show's opening, scheduled in New Haven on April 21, and on Broadway June 6.

LISTENERS Who Don't Watch Swell Mickey Mouse Audience

ABC-TV reported Thursday on findings of a study on the "audio audience" of its Mickey Mouse Club program (Mon-Fri, 5-6 p.m. EST). The study of adult listeners who reported listening to the show, but do not watch the program was conducted for the network by Trendex Inc. on Feb. 27-28 in the 15 markets the firm covers. Trendex used telephone coincidental and recall survey techniques in the study.

Trendex found that during an average minute of Mickey Mouse Club, the number of adult women in the audience nearly doubled when "listeners" were added to "viewers"; that the total male and female audience increased by 81% with this additive, and that nearly 7 million adults are exposed to each of the program's sales messages, with 67% of these adult women. For the hour, the female audience increased by more than half and over 10 million adults were exposed to the program, 73% of them women. Trendex also claimed that the "audio" rating alone was higher than the rating of any radio show and equal to 76% of the total radio activity between 5-6 p.m.

'Mickey Mouse Club' Pushes Novelty Hat to Record Sales

The greatest volume of children's novelty hats to be sold in the past 16 years—three million in four and a half months—was provided by the "Mouseketeer hat" for Mickey Mouse Club, on ABC-TV, according to Ben Molin, president, and Joseph Rosebaum, executive vice president, of Benay Albee Novelty Co., makers and licensees of the "Mouseketeer Hat." The orders are still piling up. The firm started manufacturing the hats in October and put them in the stores as recently as Nov. 1. The hats themselves are worn by the children participating in the show on ABC-TV (Mon-Fri, 6-7 p.m. EST).

Another indication of the appeal the program has to children was indicated in a report that 400,000 subscription applications have been racked up for the Mickey Mouse Club Magazine two weeks following its issuance. The publication, which will be issued quarterly, sells for a dollar a year and contains no advertising.

ABC-TV Details Clearance Costs on New Film Series

AS PART of a presentation sent to potential advertisers and their agencies, ABC-TV last week outlined details for its new half-hour film series, R.P.D.—U.S.A. The series is to begin next fall in the Sunday, 4-4:30 p.m. EST period, but no starting date has been set.

ABC-TV expects to clear 131 stations for the series, which centers around people and places in rural America. For weekly sponsorship, it lists minimum cleared gross time costs at $22, 500, and 52 week time expenses at $948, 176. Weekly program costs are pegged at $25,000 for each of 33 originals and $9,000 each for 19 repeats, and with total costs, commissionable, for 52 weeks, of $996,000. For time and talent, total cost commissionable for 52 weeks is estimated at $1,858,876, including projection room charges of $15,600.

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Richard's Fans

NBC last week estimated that between 40-50 million persons viewed NBC-TV's three-hour presentation of Richard III March 11 [See In Review, page 14], and claimed the audience was "the largest ever to witness a daytime television entertainment program." Thomas A. McAvity, vice president in charge of NBC-TV, predicted the audience for this program "would equal those of the top ten night-time shows in the next national rating service."

The estimate of 40-50 million viewers for Richard III was calculated by the NBC Research Dept., which found the number of viewers per tv receiver "higher than in usual circumstances." It accounted for this development by pointing out that the Sunday afternoon time made it possible for large family groups to watch because of an absence of customary weekend day demands on family time and also because many schools and colleges across the country made viewing of Richard III a homework assignment."

'Cross' Appeals

NBC-TV claimed its "The Twisted Cross" film documentary (9:10 P.M. EST) was seen by an estimated 34 million viewers, marking what the network said was the largest tv audience for a one-shot documentary. The program also signaled the first use of network tv programs by the sponsor, North American Philips Co., (Norelco electric shavers), New York, through C. J. LaRoche Co., New York.

ABC-'PT Elects McConnell

H. HUGH McCONNELL, vice president, Metropolitan Life Insurance Co., last week was elected a director of American Broadcasting-Paramount Theatres Inc., filling the vacancy caused by the death last month of Walter W. Gross [At Deadline, Feb. 20]. AB-PT also announced the election of Herbert B. Lazarus, general counsel, as vice president, and declared a 25 cent per share dividend on both outstanding preferred and common stock, payable April 20 to stockholders on record March 27.

Caesar Loses Nanette Fabray

THE COMEDY "team" of Sid Caesar and Nanette Fabray, stars of NBC-TV's Caesar's Hour, will part company after June because of contract differences. Miss Fabray said her income from the show was $3,750 a week and that the breakup was caused by her and Mr. Caesar, who also produces the show, being "apart on many phases" of a proposed new long-term contract. The announcements by Mr. Caesar and Miss Fabray in New York were accompanied by expressions of mutual admiration for each other's abilities and performances.

Checking the contract calling for Lanolin Plus (toilet articles) co-sponsorship of Name That Tune (CBS-TV, Tuesday, 7:30-8 P.M.) are Dr. Joseph Schultz, Lanolin president, and Milton H. Blow, president, The Blow Co., Lanolin's agency. Co-sponsorship begins tomorrow (Tuesday).
$3.5 BILLION SEEN FOR SETS IN 1966

RETMA president predicts electronics business will more than double in 10 years. Transistors to replace electricity.

U. S. INVESTORS were urged Thursday to pay "particular interest" to a "bubbling broadcast set industry."

The speaker was H. Leslie Hoffman, president of Hoffman Electronics Television Mfrs. Assn., at a New York Society of Security Analysts meeting which followed RETMA's three-day spring meeting in New York last week (see story, page 64).

Mr. Hoffman, who is president of Hoffman Electronics Corp., Los Angeles, said the broadcast set industry, which "is growing stronger by the day . . . will be worth over $3.5 billion 10 years from now." He also blamed the lagging color tv market on "lack of publicity" rather than to high cost factors. Noting that a "radical change is in the offing," Mr. Hoffman predicted that by 1960, color tv set units will reach 4 million, and by 1966, 7.5 million. Black-and-white set sales, he said, will fall as color tv sales go up, with the set figure dropping from the current 7.5 million to 4.5 million by 1966. Mr. Hoffman said the car radio set figure will keep pace with the growth of the auto industry.

Other predictions made by Mr. Hoffman:

- An obsolescence of AC-current fed radios and tv receivers. "With the growth of the transistor era and the 10-cent replaceable battery, electricity will seem to be a luxury no one will afford."
- A steady increase in two and three tv set homes "in the same manner as was experienced with portable radios following the war," and bolstered by "the emphasis on smaller and more compact tv set packaging."

Mr. Hoffman's optimism was echoed by that of James D. McLean, vice president and general manager of Philco Corp.'s Government & Industrial Div.

Mr. McLean characterized as "a whole, tremendous, untapped reservoir" the small, fringe reception areas which, at the present time, cannot economically afford to build, maintain and sustain their own expensive tv stations. He predicted a sudden growth of "the satellite tv market" with further development of community tv antenna systems. "The magic word," he said, "is microwave relay."

Dr. W. R. G. Baker, vice president in charge of engineering, General Electric Co., pinpointed international broadcasting as a "fabulous market." Dr. Baker, describing the current study of color tv by foreign engineers (see story, below), said that "as soon as we are able to sell people abroad on U. S. electronics standards generated by industry, approved by the government, instead of being both generated and approved by the government as in their case, the bigger the international market in broadcasting equipment will become."

Transistors came under further discussion. Ray C. Carlson of Tun-Sol Electric Co., New-ark, N. J., said that although the development of the transistor "poses what appears to be a serious threat to receiving tube manufacturers such as we, the tube business will last to the very day the transistors take over the tube's functions altogether. At that point, we tube people will be in the transistor business to stay." Mr. Hoffman also said a measure of the electronics industry's growth can be seen "by the fact that today, over 75% of our employment in this industry is devoted to products unknown ten years ago." He said electronics today is a $9.75 billion industry; in 1960, it will have grown to $15 billion and by 1966, to $21 billion.

VISITING ENGINEERS ASK ABOUT CHROMACORDER

GE is still working on CBS' device, they are told during quiz session of top U. S. scientists and engineers. Questions cover wide range of matters concerning color tv.

GENERAL ELECTRIC is proceeding with "intensive" work on the CBS-developed Chromacorder, a camera device which translates information from field sequential color to compatible color, a spokesman for the manufacturing firm revealed last week. CBS, some time ago, turned over all of its research and development on the Chromacorder to GE in an agreement effected between the two. The question about the device--i.e., what has happened to it--was asked last week by the French delegation of the International Radio Consultative Committee (CCIR), which has been in the U. S. to study color tv (B&T, March 12).

The foreign group, made up of some 100 engineers representing more than 20 countries in Europe and elsewhere, asked questions of a "panel" of top U. S. electronics scientists and engineers at the United Nations Bldg., in New York. The session was part of a two-week tour and inspection of facilities in addition to discussions and demonstrations on various facets of color tv development. Last week, the delegates were invited to visit the antenna site atop the Empire State Bldg., RCA's color tv tube plant at Lancaster, Pa., Allen B. DuMont Labs in New Jersey, and the Bell Telephone Labs, also in New Jersey.

Questions were asked by delegates representing Japan, Germany, Australia, Canada, Switzerland, France, Belgium and the United Kingdom. Other countries, whose questions were not taken up during the conference, were asked to submit their questions to the panel later that afternoon in private discussions [see separate box].

French interest also centered on the cost of studio origination--in equipment and personnel--required for a color pickup of a show compared to black-and-white. According to
The Curious Russians

If Russia invented color tv, the inquisitiveness of its top tv experts in the U.S. compatible system certainly doesn't reflect smugness. A record 44 questions were submitted to the chair by the nine-man Russian delegation attending an international session on color tv standards at the United Nations Bldg., New York, last week, as contrasted to some half-dozen questions of the United Kingdom which actually were answered during the hour and a half that time ran out, the chairman called a halt to U.S. tv panel answers and said further questions, including the 44 USSR queries, would be handled through private conversations. A BTW request for a copy of the questions turned down by conference leaders, including the Russian delegation, because the queries were "not unusual" and "generally ran the gamut in the technical phase of color tv."

the panel, the cost generally in "studio time and employment" runs about a 2 to 1 ratio, except for the "complicated" show which requires as much as six hours to condition the studio for lighting.

Queries ranged from the number of additional tubes needed in a color set above that used in a monochrome receiver (six minimum and 15 maximum) to resolution, brightness, electrode gases and cathode connection on color transmission luminance, chrominance signal and effects of icing and other weather conditions on the standing wave ratio. Much attention of the delegates centered on the bandwidth used in the tv system subject of keen interest to the Europeans, who must decide what use their color systems will make of the spectrum.

Francis Colt DeWolfe, State Dept. telecom- munications chief and chairman of the U.S. delegation, spoke to the group, expressing the hope that the discussions and demonstrations would move the countries forward and closer to a common standard for the interchange of color programs.

Capt. C. F. Booth, assistant engineer in chief for radio, British Post Office, who headed the UK's delegation, spoke on behalf of the CCIR and his particular group, noting that the engineers soon would be in London for color tv demonstrations there. The French delegate also welcomed delegates to a forthcoming color demonstration in Paris.

A top Russian delegate, Sergei V. Nova-kovsky, engineer of the Ministry of Communications, Moscow, asked for the floor. In his brief comment, made in English, Mr. Novakovsky said he hoped the work of the CCIR would lead to "wide-scale" color tv service, filling cultural requirements of peoples of the world over. He said color tv had "great possibilities" but in order to derive its greatest benefits, those engaged in its development "must work hard." Television in the USSR, he said, has "wide use," noting that there is "great interest" in the medium in that country.

RCA Ships Equipment

RCA reported shipment of a 12 kw amplifier to WTVQ (TV) Rockford, Ill., on Wednesday and a 25 kw transmitter to WSPA-TV, Spartanburg, S. C., on March 9.

Standard Offers New Tv Amplifier

STANDARD ELECTRONICS Corp., Newark, N. J., has announced the availability of its new 25 kw tv amplifier for channels 2 through 6. The new equipment, produced by Standard, a subsidiary of Dynamics Corp. of America, is priced at $30,000, and will be on display at the NARTB (Chicago convention April 15-19 [BT, March 12].

Among the advantages cited by Standard for its new amplifier are a lower investment cost than any available competitive make; lower floor space requirements — cabinets occupy 23.5 sq. ft.; reduced weight—4,000 pounds or approximately 170 pounds per sq. ft.; low power consumption—63 kw at 90 kw power factor at black level; full-length glass doors permitting visual inspection of all tubes even while the amplifier is operating, and lower operating cost.

Tv Production Lags, Radio Up in January

PRODUCTION of radio receivers in four-week January increased over the same month last year, while tv sets showed a decline, according to figures released by RETMA.

There were 1,078,624 radio sets produced, compared to 1,786,330 during five-week period in January 1955. The 65,582 sets manufactured in January 1956 were down from 98,347 from 604,626 in December and 654,582 in January 1955.

Motorola Sees New Models Boosting Color Set Sales

COLOR TV is "gaining acceptance gradually" and Motorola Inc. expects sales volume to mount after the introduction of new models this summer, Paul Galvin, president of the Chicago-based set manufacturing firm, asserted last week.

Mr. Galvin's comments were contained in the company's 1955 financial report, which showed a 16% gain in sales last year at $226,653,053, up 10% from 1954, and net earnings of $8,490,539, up 12% from 1954, for the second best year in history.

Mr. Galvin was cautious in his color predictions, but noted that Motorola has been producing color sets since mid-1954. It is known that Motorola plans to bring out a 21-inch color model (with RCA tube) during the mid-1956 Home Furnishing Market in Chicago and support it with a heavy merchandising-promotion drive, with results probably reflecting around September [CLOSED CIRCUIT, Feb. 13].

Lower-Priced Color Tv Set Halted by Folsom in Address

A RENEWED hint that RCA later this year will come out with a lower-priced color tv set was given last week in a talk by Frank M. Folsom, RCA president.

In an address before the Boston Security Analysts Society, Mr. Folsom said: "We [RCA] now have on the market the first complete line of 21-inch color receivers that range in price from $695 to $995. As demand increases production will increase and prices will decrease."

An earlier indication that RCA was aiming for a lower price tag for its color receiver product was issued more than a month ago at Bloomington, Ind., when RCA publicly revealed its color tv mass production line [BT, Feb. 6].

Mr. Folsom predicted that RCA alone plans to produce more than 200,000 color sets in 1956 and, in a more general prediction, pegged "as a conservative estimate," the business volume of the electronics industry in 1964 at some 66% over that of today, or $18 billion.

In a review of color tv's status, Mr. Folsom said: "While the public is becoming more color conscious, advertisers and merchandisers are also attracted by the power of color which gives added sales impact to all products from automobiles to candy bars. . . ."

Sub-Miniature Transistor Developed by Philco Corp.

PHILCO CORP.'s electronic tube and transistor division Philadelphia, last week reported a newly-developed sub-miniature junction transistor which it claims to be the smallest of its kind ever developed for use in portable radios, amplifying and military equipment. It is reported so small that 20 of these transistors can be placed on an ordinary 10 cent piece.

Coincident with the announcement, Philco's Government and Industrial Div. said it had manufactured a miniaturized amplifier of the size of an ordinary pencil eraser, using the new transistors. The M1—as the new transistor is called—can withstand an acceleration rate of 20,000 "Gs" (20,000 times the force of gravity) without change in characteristics and operates on as little as one ten-thousandths of a watt, Philco said.

Wooten Invents 'Co-Phaser' To Eliminate Interference

A "CO-PHASER," designed to reduce reception interference of tv stations operating on the same channel in different communities, has been invented by S. D. Wooten, Memphis, Tenn., pioneer broadcaster and inventor.

Mr. Wooten says his device consists of a secondary antenna installed below the primary antenna and pointed in the opposite direction. Usually interference is caused when the main antenna picks up the signal of the unwanted station. With the "co-phasers," the unwanted signal's beam, which comes in from the rear, is picked up by the secondary antenna.

A control connected to the tv set is adjusted so the secondary signal is flattened and eliminated. Mr. Wooten has reported that field tests have proven his system satisfactory.

He estimates installation of the second antenna would range from $15 to $20 and the control purchase price would be less than $30.

Inman Joins Rust Co.

DONALD INMAN has been appointed broadcasting sales manager of the Rust Industrial Co. (electronics manufacturer), Manhattan, N. J., according to the firm's president, William F. Rust. Mr. Inman will direct sales efforts of the company's remote control systems and will work in research engineering.

A veteran of 25 years in electrical engineering, he is the coinventor of the Navy Inman radar training device used by the Navy in navigation training.
Gallagher to Sales Post

IN LINE with expansion moves at Visual Electronics Corp., New York, [B&T, March 12], James B. Tharpe, president, is announcing today (Monday) the appointment of John Patrick (Pat) Gallagher as regional sales manager. Mr. Gallagher, formerly market development manager and industrial television consultant for Allen B. DuMont Labs, will undertake an initial assignment of establishing Visual Electronic's Chicago office at 5306 W. Lawrence St. Subsequently, he will manage the sales of microwave relay equipment throughout the eastern region of the country.

Western Electric Buys Gear
For GOP Convention Coverage

WESTERN ELECTRIC Co. has purchased 10 microwave relay systems from Raytheon Mfg. Co. for use during the Republican National Convention in August. Purchased for the Pacific Telephone & Telegraph Co., the equipment is said to be the first for commercial television to operate in the 12-13,000 mc band.

GE Ships to Two

GENERAL ELECTRIC Co. reported last week it had shipped equipment for a complete satellite television operation to WROW-TV Albany, for use at Hagaman, N. Y. The satellite will operate on ch. 29 and was reported scheduled to go on the air about April 1. Equipment shipped by GE included a 12 kw transmitter and a five-bay helical antenna.

GE also reported it had shipped complete station equipment, consisting of a 10 kw transmitter and studio equipment, to KDWT (TV) Tucson, Ariz. (ch. 9).

MANUFACTURING SHORTS

Foto-Video Laboratories Inc., Little Falls, N. J., reports shipment of color and monochrome equipment to KTOS-TV Tacoma, Wash.; WABC-TV New York; WSYR-TV Syracuse, N. Y., and KVOS-TV Bellingham, Wash. Firm also has shipped new F-101A TV Light Box to more than 30 stations. M. K. Widdecki Co., Seattle, has been appointed Foto-Video representative in Northwest.

RCA Tube Div., Harrison, N. J., has revised 28-page standard booklet, RCA Receiving Tubes for AM, FM and Television Broadcast. Over 600 receiving tubes and 75 picture tubes are described in brochure. Division also has made available new 24-page catalogue, RCA Photo-sensitive Devices and Cathode-ray Tubes, containing technical data on more than 100 tubes.

Zenith Radio Corp., Chicago, announces creation of research lab in Redwood, Calif., to be devoted to "certain electronic developments" outside home radio-tv field, with Dr. Winfield W. Salisbury as research director.

Admiral Corp., Chicago, has declared 25-cent dividend payable March 31 to common stock shareholders of record March 15.

MANUFACTURING PEOPLE


Edward J. Hart, RCA microwave field sales representative for eastern region, appointed manager of microwave equipment sales. B. R. Dean, formerly overseas technical representative on microwave equipment for RCA Service Co., appointed field sales representative in southwestern region.

Stanley E. Rendell promoted from chief industrial engineer to factory engineering manager, tv-radio operations division of Raytheon Mfg. Co., Chicago.

Dr. W. R. Sittner appointed associate director of research and development for semi-conductor division of Motorola Inc., Chicago. Dr. William E. Taylor named chief engineer of division materials research department. Harold A. Jones, assistant to national sales manager, Motorola communications GE electronics division, Chicago, promoted to national sales manager.


Wayne J. Berry, associated with Graybar Electric Co. since 1937, most recently as manager of Memphis branch, appointed district manager of Southeast, with headquarters in Richmond. C. S. Powell, Graybar Mississippi Valley district manager, named to replace Mr. Berry as manager in Memphis.

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact—they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that will, as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

The American Story

"The American Story" is another important BMI Program Series which joins such features as the Concert Music series, the Book Parade, Milestones and the other continuities used by hundreds of broadcasters regularly.

The staff of BMI can think of no more satisfying work, in the midst of a troubled world, than to play a part in the re-statement, in words and music, of the fascinating story of our country's origin and growth.

Your Station Program Department should be receiving this script package regularly. if not, please write to BMI's Station Service Department for "THE AMERICAN STORY."
CHANGE IN POLICY URGED ON CANADA'S TV OUTLETS

Broadcasters are expected to ask government to go away with one video outlet to a city in resolution "to secure private television licenses for qualified applicants in all Canadian markets."

CANADIAN BROADCASTERS are expected to urge the Canadian government to change its present policy of one television station to one city. A resolution "to secure private television licenses for qualified applicants in all Canadian markets" will be discussed at the annual meeting of the Canadian Assn. of Radio and Television Broadcasters to be held March 28 at Toronto.

Regional association meetings this past year have recommended that the CARTB urge this change in government policy, so that second and third tv stations can be opened up in any Canadian city.

The CARTB meeting will also discuss a recommendation to the government at the urging of regional meetings "for placement of the administration of all legislation affecting television broadcasting under one authority separate from any body operating community television stations and that provision be made for a court of appeal for the review of decisions of any such authority on questions of fact and law."

Currently, no change in such legislation is mainly in the hands of the Canadian Broadcasting Corp., which also operates stations and competes with privately-owned stations in advertising business.

Other resolutions to be discussed at the CARTB annual meeting affect copyright, rate cards and recognition of broadcasting as the electronic form of communication.

Demand for a change in government policy to allow more than one television station in one city is coming from a growing number of sources. In the Manitoba provincial legislature, Feb. 21, Liberal member Jack St. John (Winnipeg Centre) urged the Manitoba legislature to go on record as favoring competition in television in the Greater Winnipeg area and that the Canadian government encourage establishment of other outlets in other parts of the province of Manitoba. There are now two stations in the province, CBWT (TV) Winnipeg, and CKX-TV Brandon.

Mr. St. John accused in his resolution that there has been a demand for the establishment of more than one tv station in the Winnipeg area by viewers, that a great number of people in Manitoba province only have a choice of one tv station, that Manitoba citizens should be in the same position as those of other provinces where there is a choice of stations, both Canadian and United States, and that just as there is a monopoly in radio stations, there should be a choice for tv station and programs.

He pointed out that he will appear in person before the Royal Commission on Broadcasting, which starts meetings on April 30, and will tell the commission that there should be competitive television at the earliest possible moment, and that there be a separate board of regulation.

Canadian Political Telecasts Scheduled to Begin in April

MAJOR political parties in Canada will begin telecasting their views in a free 10-minute period each Friday evening beginning in April, using the facilities of the Canadian Broadcasting Corp., as well as those of private stations.

The broadcast to be divided among the parties on the basis of their strength in the House of Commons: the Liberal party will have four periods, the Progressive Conservatives three, the Co-operative Commonwealth Federation two, and the Social Credit party one.

Swedish Studying Plan To Expand Tv Facilities

TEN SWEDISH commercial and industrial organizations have given the Minister of Communications a proposal designed to make television accessible to four million Swedes—about half the population—within two years.

Tv in Sweden has been stalemated since November 1954, when authorities issued a report in which a plan for the building of a nationwide network was set forth. Parliament has failed to act on the 1954 report. The country's only tv is an experimental station operated by the State Radio in Stockholm.

Under the new plan the cost of setting up television would be shared equally by the state and private industry, each contributing 2.5 million crowns ($300,000). Revenue would come from two chief sources: license fees and advertising. Commercials would be limited to one-tenth of total time and would have to be given at the beginning or end, with no "sandwiching" or mid-program spots.

The first step would be to make TV available within one week to the three largest cities—Stockholm, Gothenburg and Malmo—with 2.1 million potential viewers. Proponents of the plan say the number of Swedish sets would be boosted from today's 8,000 to 220,000 within five years.

JAPANESE GOVERNMENT SEEKS RADIO-TV CONTROL

AN ATTEMPT by the Japanese government to gain increased control over the Broadcasting Corp. of Japan (NHK), against a background of political implications, was reported last week in a United Press dispatch from Tokyo. The report said the administration seeks revision of the radio broadcasting law in Japan under which the national radio and tv networks have been organized.

Direct effect of the scheme, according to the UP report, would be to give the administration direct power to appoint the policy-making committee and board chairman of NHK as well as close a tight grip on the financial operation. NHK had a complete monopoly on radio in Japan until 1951 when the first commercial radio outlets were authorized. Now a semi-government organization, NHK claims to be financed from listening fees and government loans. It has 38 radio stations, 33 relay stations and three tv outlets. The number of commercial radio stations financed by advertising "is far less," the UP reported.

The dispatch said the administration planned to remove the current NHK board chairman, Tetsuro Furugaki, whose term expires in March, permanently from office. It was noted that the board chairman's popularity has been on the wane with the conservatives ever since he resisted the government's desire to dismiss Toriro Miki, who had irked the administration party with a weekly musical program satirizing political, social and other themes. This program, the dispatch said, became one of the most popular in Japan and when Miki eventually was dismissed, the act caused a storm of protest. This opposition, it was stated by critics of the proposed radio broadcast revision, stopped attempts at overthrowing the law and increasing government control over NHK.

EDUCATION

Louisiana Commission Testing Teletranscription Field Unit

FIELD TESTING of a new mobile television production teletranscription unit, reportedly the first of its kind in the country, has been announced by the Louisiana Educational Television Commission.

Constructed and outfitted by the Dave Television Div. of Thompson Products Inc., projecting recommendations of the commission, the mobile unit is being made available to the LETC first in the nation for a seven-week joint project beginning today (March 19), according to E. W. Bundy, the commission's executive secretary.

The unit will travel throughout the state teletranscribing educational tv programs produced "live" at various colleges and agencies, and it will "make possible statewide distribution of a series of kinescoped educational programs... via commercial and non-commercial stations."

The traveling studio will be completed with dual vidicon camera chain, film chain, audio, lighting, complete kinescoping equipment. A Dave engineer will accompany the unit for this field project.

Radio-Tv 'Miracle Healers' Blasted by Rabbi Rosenblum

CHARGING that "such individuals as 'miracle healer' Oral Roberts" are no more than "spiritual pitchmen . . . pampering inferior goods on the gullible masses who remain glued to their radios and tv screens," Rabbi William F. Rosenblum of New York's Temple Israel, in a sermon a week ago Saturday, supported the protest of the National Council of Churches of Christ against the purchase of broadcast time by religious groups [8*T; March 12].

Alluding to current state drives to rid the airwaves of so-called "bait advertisers." Dr. EDUCATIONAL TV received a boost from commercial radio when WCFL Chicago donated $5,000 to WTTV (TV), that city's non-commercial outlet. Edward L. Ryerson (I), president of Chicago Educational Television Assn. (WTTV licensees), accepts the check from William A. Lee (c), president of WCFL and the Chicago Federation of Labor, which owns and operates the station, while Renslow P. Sherer, volunteer executive vice president of WTTW, looks on. WTTW conducted an all-day drive March 11 to raise money to cover operation costs through spring [8*t, March 12].

Page 96 • March 19, 1956

BROADCASTING • TELECASTING
Thus, from station, went on the WOSU-TV cations U., to munications the periodical, Richard Foundation.ment but better TELEVISION To Television and to God men who seal. Good Housekeeping or Better and doctors religious leaders insist formity over whom these 'miracle men' prayed. Thus, the Rabbi went on, the public should insist that these "tv healers" submit their proofs "to a competent commission of outstanding religious leaders as well as recognized surgeons and doctors of all faiths" in the manner of a Good Housekeeping or Better Business Bureau seal. "I doubt very much," Rabbi Rosenblum concluded, "whether we can trust ourselves to man who ... through screaming petitions to God ... historic antics ... exercise ills and evils under the guidance of a tv director and in accordance with the requirements of camera technicians."

Television Seen as Answer To Current Teacher Shortage

TELEVISION can eliminate the current teacher shortage, providing not only enough teachers but better ones, according to Dr. Alvis C. Eutich, director of the Fund for the Advance-ment of Education, established by the Ford Foundation.

In the current issue of the Farm Journal magazine, Dr. Eutich says that by bringing television into classrooms, better use can be made of superior teachers: "Children everywhere can have the top teachers, the best minds in the nation."

In a companion article in the same issue of the periodical, Richard C. Davids, associate editor, reports the successful results of a teaching-by-televisi-on experiment conducted in the Pittsburgh, Pa., area.

WGBH-TV Gives Graduate Aid

WGBH-TV, Boston educational station, has established 10 graduate-level scholarships, valued at $1,000 each, to be used in studying communications at Boston U. The awards are open to anyone holding a bachelor's degree from any accredited college. Applications may be obtained from Prof. Leo Martin, chairman of the Div. of Communication Arts, School of Public Relations & Communications, Boston U., 84 Exeter St., Boston. Deadline for appli-cations is May 1.

WOSU-TV Goes on Air

WOSU-TV Columbus, Ohio State U.'s ch. 14 station, went on the air Feb. 20. The station currently is on the air from 3 to 5 p.m. and from 7 to 9 p.m. Monday through Saturday.

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SMITH, WTIC, WICC WIN DUPONT AWARDS

CBS European newsmen and two Connecticut stations hon-o-red at presentation Friday.

HOWARD K. SMITH, chief CBS European correspondent, and two Connecticut radio stations, WTIC Hartford and WICC Bridgeport, were honored in Washington last Fri-day as winners of the 13th annual Alfred I. du Pont Awards in Radio & Television.

Dr. Francis P. Gaines, president of Washington & Lee U. and chairman of the five-member awards committee which selected this year's winners, made the presentations at the annual awards dinner in the Mayflower Hotel. Each of the winners was presented an special plaque and $1,000 to be used in establishing scholarships or fellowships in the communications field at institutions of the winner's choice.

Mr. Smith's award hailed his "exceptional insight" into European events as it was dem-onstrated in commentary over CBS radio and television last year and "his ability to communicate that meaning with clarity, liveliness and warmth."

The am outlets won the station awards for "meritorious service to the American people" during 1955. WTIC is a 50,000 watt NBC affiliate. Paul Morency is its president-general manager. WICC, a Mutual affiliate, operates with 1,000 watts daytime and 500 watts at night. Phil Merriman is president-general manager.

The awards have been administered by Washington & Lee U. since 1951, with O. W. Riegel as curator. Committee members, besides Dr. Gaines, include Mrs. Jessie Ball du Pont, who established the awards in 1942 in honor of her husband; Turner Catledge, managing editor of the New York Times; Mrs. Theodore S. Chapman, president of the General Federa-tion of Women's Clubs, and Byron S. Price, former assistant secretary general of the United Nations.

Rettig Wins Mars Award For Second Straight Year

MARS Inc. (candy manufacturer), Chicago, through Leo Burnett Co., has announced its Fourth Annual Milky Way Gold Star Awards honoring the country's 12 outstanding juvenile performers for 1955. Presentations will be...
made on CBS-TV's Bob Crosby Show Friday (March 23), on the basis of Mars' annual national poll of over 15,000 entertainment and press representatives.

Winner for the second straight year was Tommy Retlig, 13-year-old star of CBS-TV's Lassie. Runnersup were Ricky Nelson, ABC-TV's Ozzie & Harriet, who has won four times consecutively, and Rusty Hamer, ABC-TV's Make Room for Daddy, winner for the second straight year.

Other winners of 14-karat engraved gold star awards are Cathy Crosby, Bob Crosby Show (CBS-TV); Lee Aaker, Adventures of Rin Tin Tin (ABC-TV), two-time winner; Tim Hovey, "Private War of Major Benson," (Universal-International movie); Sherry Jackson, Make Room for Daddy (ABC-TV), two-time winner; Patty McCormack, "The Bad Seed" (theatrical version), two-time winner; Lauren Chaplin and Billy Gray (two times), Father Knows Best (NBC-TV); Barry Gordon, Perry Como Show (NBC-TV), and Robin Morgan, Mama (CBS-TV), two-time winner.

**NBC's 'Assignment: India' Wins Polk Memorial Award**

NBC-TV's twice-broadcast film documentary, Assignment: India, was named as the winner in the television reporting category of Long Island U.'s 1955 George Polk Memorial Award, it was announced last week by Dr. Theodore E. Kruglak, head of LIU's journalism faculty.

The Polk awards—made last Thursday—were established following the 1948 murder of CBS news correspondent George Polk before the Greek-Communist civil war. Other Polk awards went to newspapers and magazines under various categories.

**WBC Station Executives Win Two-Week Paris Vacations**

IN RECOGNITION of their outstanding contributions to radio during 1955, four Westinghouse Broadcasting Co. station executives have been awarded two-week vacations in Paris for two as winners of the company's yearlong "R.S.V.P." contest. They are: Franklin B. Tookle, general manager of WBZ-TV Boston; Robert H. Teter, assistant to the president of WBC; Gordon Davis, general manager of KYW Cleveland, and David N. Lewis, advertising and sales promotion manager, KDKA-TV Pittsburgh.

Awards were made on the basis of achievements in 1955, when three of the winners were executives of KYW, then in Philadelphia, which was adjudged WBC's outstanding overall radio operation of the year. Mr. Tookle was general manager, Mr. Teter was sales manager and Mr. Davis was program manager. Mr. Lewis in 1955 was advertising and sales promotion manager of KDKA Pittsburgh, radio partner of KDKA-TV. Mr. Tookle has been presented with the President's Trophy, symbolic of the award to KYW.

The four individual winners have received the WBC "Award of Merit," which also was given to four runners-up: Paul E. Mills, general manager, WBZ Boston; William William- son, manager of WBZ; C. Lud Richards, formerly promotion manager but now national sales representative of WBZ, and Guy Harris, program manager of WOWO Fort Wayne, Ind. The runners-up were given gold wrist watches as consolation prizes.

**HEADLINERS AWARDS SCHEDULED APRIL 7**

Club to present medallions to Eric Sevareid; WBWZ New Haven, Conn.; WBT Charlotte, N. C.; NBC-TV; WTVJ (TV) Miami, and WHAS-TV Louisville, Ky., for news efforts.

OUTSTANDING news achievements by radio and tv stations, network and individuals during the calendar year 1955 will be recognized April 7 when the National Headliners Club presents silver medallions to them and to winners in the field of news coverage at an awards luncheon in the Hotel Shelbourne, Atlantic City, N. J.

Radio awards will go to Eric Sevareid, CBS commentator, for consistently outstanding national network broadcasting as exemplified by his The World Tonight broadcasts; WBWZ New Haven, Conn., for outstanding public service by a radio station, with special mention of its broadcast editorials and to WBT Charlotte for consistently outstanding news network coverage by a radio station as demonstrated by its Profile series, produced by J. B. Clark, Carolinas news editor, under WBT news editor Jack Knell.

TV award winners are NBC-TV for outstanding tv network coverage of a news event, "Chicago Cop Killer," tv films made by William Birch and Bruce Powell, of the pursuit and capture of a murder suspect and telecast on News Caravan and Today; WTVJ (TV) Miami, Fla., for outstanding local tv coverage of a news event by its telecasting of police graft in "Bootie Payoff"; WHAS-TV Louisville, Ky., for outstanding public service by a tv station for its Crusade for Children.

A special award was voted Charles E. Shutt, manager of the Washington bureau of Tele-News, for his exclusive interviews with Russia's past and present premiers, Malenkov and Bulganin, Communist Party Secretary Krushchov and Foreign Minister Molotov.

**White Award Committee Set**

A SIX-MAN committee to determine the basis for making the Radio-Television News Directors Assn.'s annual Paul White Award has been named by RTNDA President Harold Baker.

Jack Shelley, WHO Des Moines, Iowa news director and a past RTNDA president, is chairman of the committee, which also includes Edward R. Murrow and Robert Trout, CBS broadcasters; Frank McCall, NBC producer; John Daly, ABC news director, and Howard Chernoff, former manager of KFMB-AM-TV San Diego, as past and present members and close friends of the late Mr. White, pioneer in CBS network news chief and, until his death last year, executive news director at KFMB.

**Galvin to Be Honored**

PAUL GALVIN of Motorola, a member of the Radio-Electronics-TV Mfrs. Assn. board of directors for 22 years, president for several, and active in all areas of the association's affairs, last week was named by the RETMA board to receive its 1956 medal of honor. The award, given annually to an industry member deemed to have made the most notable contributions to the electronics industry, will be presented to Mr. Galvin on June 14 during the RETMA convention in Chicago June 12-14. The board meanwhile designated Leslie F. Muter of the Muter Co., Chicago, as chairman of the convention committee, and Max Balcom of Sylvan as chairman of the nominating committee.
PROGRAMS & PROMOTIONS

TO CAST SPELL IN COLOR

WNBQ (TV) Chicago, which becomes the world's first all-color station April 15, plans to colorcast this spring's local finals of the Chi
cago Daily News spelling bee April 21 and 28. The event will mark the third consecutive year WNBQ has carried the finals. Top speller will receive a trip to Washington, D. C., to com-

RAB TELLS CONTADINA SUCCESS

A FOUR-PAGE RAB folder sent to members last week described the role of spot radio in boosting sales for Contadina tomato paste, a product of Hershel California Fruit Products Co., San Jose, Calif. The brochure shows how Brissacher, Wheeler & Staff, San Francisco, got the large cumulative audiences and on-the-spot merchandising for Contadina they wanted through spot radio.

By using adjacencies to top-rated radio pro-
grams and participation on shows of leading personali-
ties Contadina attained "real value, both in circulation and in the use of the pop-
ularity of local personalities," the folder says.

RATING SUITABLE FOR FRAMING

PULSE survey figures looked so good to WTOP Washington one rating period recently that the promotion department graphed the WTOP showing against other stations named and printed it in two colors. The graph, titled "Quarter Hour Wins" was framed and sent to the WTOP mailing list with a covering note, "We think these facts produce a very pretty picture!"

THE WISE BUY THAT EARN'S RETURNS

CREDIT TO RADIO

MILNER PRODUCTS Co. (Pine-Sol and other household cleaners), Jackson, Miss., has built up its firm in seven years to rank alongside the nation's large bleach producers. Past the year the company spent $250,000, or 60% of its advertising in radio. According to Howard S. Co-
hoon, the firm's president, Milner "owes it all to radio."

This story [B&t, Oct. 17, 1955] and details of Pine-Sol's initial local spot radio campaigns that last year were extend-
ed to regional networks on a 52-week basis are contained in a brochure issued by Radio Advertising Bureau. Mr. Co-
hoon mentions that radio advertising worked so well for his firm that it planned to use the same formula to promote Perma-Starch, another product.

GIMMICK GETS 'EM

"DO YOU HAVE a 1919 penny? If you do it is worth $100 at Federal Dept. Store on a new Crosley refrigerator."

Described as a "well-worn gimmick," by KHUM Eureka, Calif., Commercial Manager John Carr, this spot announce-
ment—which he used "as a final desperate move" to sell a Eureka department store on radio—nevertheless paid off hand-
somely.

"After the first spot was aired, the client's phones started to ring and kept on ringing with over 150 calls," said Mr. Carr. "The foot traffic also increased at the store. Finally after a three-day period, Federal Dept. Store sold in excess of $2,000 in refrigerators—and all this from 10 spots at a package rate of $45."

A BLOOMIN' SUCCESS

A WEEKLY PROGRAM over WSIX Nashville has been a contributing factor in the growth of Emma's Flower Shop in the Tennessee city from a small down-
town florist to one of the largest in the South.

The Sunday afternoon 15-minute show, According to You, which Emma's has sponsored on the radio station for 135 years, salutes some individual citizen or organization for outstanding accomplish-
ment and sends them an orchid.

In addition to this program, the flower

ULTRA-FIDELITY COMBINATION

Send for these free catalogs

Send us your name and address for literature shown below.

The perfect companion piece for the Ampex 600 tape recorder is the matching Ampex 620 Amplifier-Speaker. The two were designed to complement each other's performance (but are available separately). Both are portable—weigh 28 and 25 pounds respectively, in Samsonite cases about the size of overnight luggage. The applications for this "walking hi-fi system" are unlimited. Both units have fidelity that equals studio console performance.

Full details and a demonstration can be gotten through your nearby Graybar-Broadcast Equipment Representatives. A phone call is the fastest way to prompt attention.

Send for these free catalogs

These booklets will answer most of the questions you have concerning the Ampex 600-620 combination. They illustrate and describe features and applications—important performance characteristics and specifications. Contact Graybar today.

Graybar Electric Company, 420 Lexington Avenue
New York 17, N. Y.

OFFICES AND WAREHOUSES IN OVER 150 PRINCIPAL CITIES.

Broadcasting • Telecasting

March 19, 1956 • Page 99
Studio Church

WHEN WOOD-TV Grand Rapids, Mich., moved into new and larger studios in January 1955, one of the first things Program Director Frank Sisson did was to begin telecasting weekly church services from the studio.

Since that time, worshippers have been coming to the station every Sunday morning at 9 o'clock to go to church on television via WOODland Chapel. A different Protestant minister delivers the services each Sunday, together with his own choir and organist. Altar furniture was donated for the program by American Seating Co., a local firm.

Mr. Sisson said viewers' praise of WOODland Chapel has made it one of the "most integral parts of WOOD-TV's overall programming concept."

PUTS PUBLIC SPIRIT FIRST

INDEPENDENT KTVV (TV) Seattle put public spirit ahead of its own program interests the evening of President Eisenhower's TV announcement about his availability for a second term and invited viewers to tune to network-affiliated stations to see the telecast. On a station break, KTWW said: "At this time Channel 13 would like to remind you that President Dwight D. Eisenhower will be speaking to the nation via television and radio at 7 o'clock. We invite you to tune to Channel 4, 5 or 11 to hear his talk. Meantime, Channel 13 continues its regularly scheduled programs."

NBC- TV SETS THIRD OPERA

THIRD presentation in the NBC-TV Opera Theatre's current season will be the world-premiere of Norman dello Joio's "Trial at Rouen," based on the Joan of Arc story, NBC reports. The colorcast is scheduled for April 8 (4:50-6:30 p.m.) and will star Elain Malbin, Hugh Thompson, Chester Watson, Paul Ukens and the Symphony of the Air (formerly NBC Symphony) under Peter Herman Adler. Other NBC operas presented this season were "Madame Butterfly" and "The Magic Flute."

OFFICIAL BOOST FOR COLOR

IT WAS OFFICIAL in Fort Worth. Tex. Color Television Week was proclaimed there by the mayor himself. WBAF-TV Fort Worth, which takes credit for Texas' first colorcasts, promoted the week with "Miss Color TV" chosen to preside, a luncheon for officials and color set dealers, and a contest in cooperation with the NBC Maritime Theatre promotion. The mayor's prize was a set on WBAF's daily color show, Texas Living.

WLOL BUILDS 'BIG 5' SUSPENSE

WLOL Minneapolis-St. Paul has been mildly brainwashing listeners to the tune of "What's B-5?" Now, after threats to blow up the station, "B 5 and all!" and waves of calls which twice blew a switchboard fuse, WLOL has revealed that B-5 is the station's "Big Five" team of disc jockeys. The teaser campaign included mailouts with capsules promising to fill the B-5 prescription in two weeks, air spots, station breaks and ad lib promotion, all followed up two weeks later with the answer to the big question. Big Five jingles, written and recorded for WLOL by the Modernaires, are now in use by the station.

BANCHART TESTS LISTENERSHIP

SLIGHTLY miffed by low ratings on his show, as reported by various research services, Ken Banghart, WCBS New York newscaster, decided to conduct his own survey on his nightly news program (11-11:15 p.m. EST). Several weeks ago, he asked listeners to give their comments about the program, and offered to send the first 1,000 letterwriters a leather-bound pocket almanac. With that single announcement, the station reports last week, Mr. Banghart has received more than 10,000 letters.

WITH SERVES BIRTHDAY CAKE

A BIG BATCH of cakes were sent by WITH Baltimore March 1 to remind friends of the station's fifteenth birthday. Recipients were key people among local agencies and advertisers and national agency executives and time-buyers.

GE TO PLUG SET SERVICE

AS A MEANS of creating consumer demand for radio and television tubes and services, the General Electric Co. this spring is launching a five-point sales and promotional campaign, heralded as "the greatest show of worth" and tied to a circus motif. GE will utilize radio-tv spots and newspaper advertisements to convince consumers of the need for regular tune-ups; impress upon them that dealers shops are skilled service centers; make the GE picture tube line readily identifiable to the public; promote sale of replacement tubes and the availability of the GE finance plan. The circus theme will be exploited at the point-of-sale with a wide variety of banners, posters, bow-ties, badges, color books for children and envelope stuffers. Maxon Inc., N. Y., is GE's agency for the tube account.

WBKB (TV) FEEDS ANNUAL EVENT

WBKB (TV) Chicago and eight other Illinois TV stations carried final games of the Illinois High School Basketball "Sweet 16" tournament in Champaign March 17, with Illinois Bell Telephone Co. as sponsor for the fifth straight year. The contract was placed through N. W. Ayer & Son Inc. Afternoon and evening telecasts were fed by WBKB to a network comprising WCIA (TV) Champaign, WDAN-TV Danville, WTVP (TV) Decatur, WGEM-TV (TV) Bloomington, WQRF-TV Rock Island, WEEK-TV Peoria, and WICS (TV) Springfield. Jack Drees handled play-by-play.

KJAY CLAIMS SCOOP ON DEATH

KJAY Topeka, Kan., claims an all-media scoop on what it says was the biggest Topeka news story of the year, when Henry S. Blake, president of Capper Publications, (WIBW-AM-Topeka), was found dead March 10. (see page 82). A 10-year-old girl living across the street from Bob Robs, owner of KJAY, found the body and gave a telephone eye witness account over KJAY. Mr. Blake died, presumably of a heart attack, while burning brush on property he owned.

TED KLUSZEWSKI, Cincinnati Reds' first baseman and homerun king, has been signed by the Bavarian Brewing Co., Covington, Ky., to act as host on the Promise Playhouse show, telecast five times a week over WKRC-TV Cincinnati, Ohio. Discussing details of the show before the baseball star left for training camp are (l to r) Warren Thomas, commercial announcer, Mr. Kluszewski, and Daryl Parks, who will substitute for the sports star during the baseball season.
We bet $15 a year
on him...
...and only about 15¢
on him

We Americans spend about 106 times as much backing horses as we do in backing cancer control through our gifts. This in a country which loses a quarter-million people to cancer every year!

Last year the American Cancer Society had available only two-thirds of the funds that it needed for vital research grants.

You—of the Radio, Television and Entertainment industries—have aided us most generously in the past. This year we ask that you do everything in your power to reach as many Americans as possible with this message: "Fight Cancer with a Checkup and a Check." Medical checkups can help save up to 80,000 more lives a year now. Personal checks will support the great fight against cancer.

Here's a partial list of the radio and TV materials that will be made available to you........

**Radio**
Transcribed materials including twenty-second and one-minute spots, a variety of quarter-hour shows, and two big half-hour shows—"The All-Star Revue," starring Jimmy Durante, and a moving documentary, "This We Know." Script material also available.

**Television**
Twenty-second and one-minute film trailers, flipboards, slides, telops, posters and other visual aids. Copy for live announcements also available.

**Plus**
a new quarter-hour TV film show produced for the American Cancer Society by UPA—"Sappy Homiens—the Story of an Animated Cartoon."

For further information, consult the American Cancer Society Unit in your community or write to:

American Cancer Society

RADIO AND TELEVISION SECTION
521 West 57th Street, New York 19, N. Y.
**FOR THE RECORD**

Station Authorizations, Applications
(As Compiled by B•T)

March 8 through March 14

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & changes and routes and rondout.

Abbreviations:
- CP—construction permit
- DA—directional antenna
- EPRE—effective radiated power
- VHF—very high frequency
- UHF—ultra high frequency
- AM—amateur service authorization
- RSAS—renewal service authorization
- STV—special temporary authorization

**Am-Fm Summary Through Mar. 14**

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| Licenses deleted in Feb. | 1 | 0 | 1 *
| Cps deleted in Feb. | 0 |

* Based on official FCC monthly reports. These figures are not official FCC announcements. The FCC must await formal notifications of stations going on the air, creating new supernumerary licenses or grants, etc. These figures do not include noncommercial, educational or tv stations.

For current status of am and fm stations see Am and Fm Summary, *above*, and for tv stations see TV Summary, *next page*.

**FCC ANNOUNCEMENTS**

New TV Stations...

**ACTIONS BY FCC**

Owensboro, Ky.—Aircast Inc., granted ufr ch. 14 (470-476 mc); ERP 20.0 kw vis., 11.2 kw aud; ant. height above average terrain 280 ft., above ground 303 ft. Estimated construction cost $71,000, first year operating cost $132,000. Post office address Owensboro, Ky.; studio and trans. location Owensboro, Ky. Geographic coordinates 37° 47' 27" N. Lat., 87° 06' 08" W. Long. Trans. and ant. RCA.

Consulting engineer Fred O. Grippen, & Co., St. Louis. Principals include Fred R. Mahlon, (25%), 25% owner of OWVFM, and 25% owner of WINL-FM. Owner: Fred O. Grippen (25%), 18.7% owner of WIZZ, and 25% owner of WINL-FM and 25% owner of WIZZ-FM. Owner: Fred O. Grippen (25%), 18.7% owner of WIZZ, 12.5% owner of WIZZ-FM, 5% owner of WINL-FM and 15.9% owner of WINL-FM. Owner: Fred O. Grippen (25%).

**APPLICATIONS**

Agana, Guam.—By report and order, Commissions amended its tv table of assignments to include Territory of Guam by assigning ch. 8 and kHz 540 and 1559. License immediate. Owners: R. Guadalupe, licensee of Radio Guam, licensee of RUMA Agana, had petitioned for assignment of ch. 5 to that city. Announced March 6.

Applications for March 14...

**NEW AMENDMENTS**

Applications filed since April 19, 1952:


Commercial 972 337 764 554 1,190
Noncom. Educ. 41 34 27 10 91
Total 1,013 371 798 572 1,370

1,160 cps (32 vhf, 134 uhf) have been deleted.

*One applicant did not specify channel.

Includes 62 already granted.

**EXISTING TV STATIONS**

**ACTIONS BY FCC**

KSHO-TV Las Vegas, Nev.—Granted mod. of cp to change ERP to 430 kw vis., 215 kw aud, and make equip. changes. Ant. height above average terrain 373 ft. above ground 502 ft. Post office address 3525 Av. 39, Las Vegas, Nev. Ant. height above average terrain 281 ft., above ground 396 ft. Estimated construction cost $200,000. First year operating cost $100,000. Post office address 100 W. Cherry St., Las Vegas, Nev. Ant. height above average terrain 395 ft., above ground 396 ft. Estimated construction cost $200,000. First year operating cost $100,000. Post office address 100 W. Cherry St., Las Vegas, Nev.

**AMENDMENTS**

KSHO-TV Las Vegas, Nev.—Files amendment.

Broadcasting • Telecasting

** existing TV stations**

**APPLICATIONS**

WESH-TV Edgewater Beach, Fla.—Seeks mod. of cp to change ERP to 25 kw aud. and make equip. changes. Ant. height above average terrain 371 ft., above ground 372 ft. Filed March 8.


**NEGOTIATOR FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS**

1201 K St., N.W. Washington, D. C., N. 3-2323
Lincoln Building New York 17, N. Y., M. 74242
111 West Monroe St. Chicago 3, Illinois 6-3888

Page 102 • March 19, 1956
New Am Stations...

Applications for license to change ownership, to waive zoning and other requirements, and to make changes in the station's operating areas have been filed.

APPLICATIONS

Mr. D. owner... New Am Stations

To change ERP to 430 w... Amended March 12.

Existing Am Stations...

Applications for assignment of license to Anhe Telecasters Inc., return to applicant. Filed on wrong form. Application March 12.

Ownership Changes...

Applications for assignment of license to Anhe Telecasters Inc., return to applicant. Filed on wrong form. Application March 12.

Applications for assignment of license to Weitee Bcstg. Co., 270 w, for change in control. Filed March 12.

WESH-TV Daytona Beach, Fla.—Seeks transfer of control to ABC. Filed March 12.

KWW-P-A-M-FM Pasadena, Calif.—Seeks assign. to Southwestern Bcstg. Co., corporate change only; no change in control. Filed March 12.

Applications for assignment of license to ABC News, 330 w, to WNBX-TV Atlanta, Ga., for change in control. Filed March 12.

Applications for assignment of license to KABC Bcstg. Co., for change in control. Filed March 12.

Applications for assignment of license to WLAC-TV Nashville, Tenn., for change in control. Filed March 12.

Applications for assignment of license to WLBT-TV Jackson, Miss., for change in control. Filed March 12.

Applications for assignment of license to WSB-TV Atlanta, Ga., for change in control. Filed March 12.

Applications for assignment of license to WOR Bcstg. Co., 1,000 w, for change in control. Filed March 12.

Applications for assignment of license to WOR Bcstg. Co., 1,000 w, for change in control. Filed March 12.

Applications for assignment of license to WOR Bcstg. Co., 1,000 w, for change in control. Filed March 12.

Applications for assignment of license to WOR Bcstg. Co., 1,000 w, for change in control. Filed March 12.
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 authoritative appraisals in minimum time.

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY

WASHINGTON, D. C.
James W. Blackburn
Clifton B. Marshall
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2735-6

SAN FRANCISCO
William T. Shubbefield
W. E. Twining
111 Sober St.
Ruby 2-5671-2

March 9 Decisions

ACTIONS ON MOTIONS

By Comr. Rosil H. Hyde
Broadcast Bureau granted license for extension of time to March 9 to file response to application for Class B license for operation of Indianapolis Broadcasting, Inc., Indianapolis, Ind.

By Hearing Examiner Jeanette W. Gorecki
Application of Indiana Broadcasters, Inc., Newburgh, Ind., for renewal of license.

By Hearing Examiner H. W. Goff

By Hearing Examiner Kelley L. Halsey

By Hearing Examiner Cecelia W. Shull
Application of WTVT, Omaha, Neb., for renewal of license.

By Hearing Examiner Peter A. Henn
Applications of WTVT, Omaha, Neb., and WTVT, Des Moines, Iowa, for renewal of license.

By Hearing Examiner J. B. A. McLeod
Application of WTVT, Des Moines, Iowa, for renewal of license.

By Hearing Examiner Charles D. Turner
Applications of WTVT, Des Moines, Iowa, and WTVT, Des Moines, Iowa, for renewal of license.

By Hearing Examiner Richard C. Hays
Application of WTVT, Des Moines, Iowa, for renewal of license.

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March 12 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

WTVN (TV) Columbus, Ohio—Grant license covering mounting tv ant on top of northwest tower (Increase height).

WOC-TV Davenport, Iowa—Grant license for changes in facilities, antenna location (not a move); ERP: Vis. 100 kw, Vis. 90 kw.

KGO-TV Mason City, Iowa—Grant license for tv station; ERP: Vis. 100 kw, Vis. 90 kw.

KTV (TV) Tyler, Tex.—Grant license for tv station.

WOI-Ames, Iowa—Grant license covering changes in facilities.

By selecting City Bcstg. Co., Grand Prairie Bcstg. Co., Grand Prairie, Tex., by memorandum opinion and order of hearing, the hearing examiner ordered proceedings toward grant of license.

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**CLASSIFIED ADVERTISEMENTS**

Payable in advance. Checks and money orders only.

**Deadline:** Un-displayed—Monday preceding publication date. Display—Tuesday preceding publication date.

**Situations Wanted 20¢ per word—$2.00 minimum * Help Wanted 25¢ per word—$2.00 minimum**

All other classifications 30¢ per word—$4.00 minimum * Display ads 15¢ per inch

**No charge for blind box number. Send box replies to**

**BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.**

**APPLICANTS:** All replies are original, all box numbers blind. All replies must be acknowledged by return mail, no exceptions. All transcriptions, photos, etc., sent to box numbers are sent at owner’s risk. Issuance of the box number expressly repudiates any liability or responsibility for their custody or return.

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**RADIO**

**Help Wanted—(Cont’d)**

**Managerial**

Manager—salesman, independent daytime to be on air within sixty days at Milwaukee, Wisconsin. Contact David W. Ratzl, Stamford, Texas.

**Salesmen**

Qualified salesman, small market, daytimer, right man can become manager. Box 703F, B-T.

**Experienced air salesman—news director, Virginia kilowatt independent. Box 709F, B-T.**

**Immediate opening experienced radio salesman, five kilowatt, San Joaquin Valley Independent. $400.00 draw against commission, experience, references, and in radio letter. Circle P.O. Box 202, Delano, California.**

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**VHF and AM STATION FOR SALE**

Located in an ideal town in one of the West Coast States.

**VHF**

One of the two top networks. The best and finest equipment. Well staffed. Now in black and will continue to be.

**AM**

Outlet of one of the big four. Time sold out. Modern and excellent equipment. One of the oldest stations in the area. Real property on both stations valuable. Asking $400,000. Low down payment to qualifying and responsible buyer.

Wire, call or write

Jack L. Stoll & Associates

4958 Melrose Ave. Los Angeles 29 Cal.

**Hollywood 4-7279**

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**RADIO**

**Help Wanted**

**Managerial**

**Experienced salesman**

**Salesmen**


Are you an executive type salesman with an eye to a manager’s job? We have five stations and are currently seeking new men. We need capable and ambitious salesmen who want to join a growing organization. Currently we have openings in Houston, Baton Rouge, and Fort Worth in the Gulf Coast. Progressive, growing stations are all programmed to reach the Negro market and we’re looking for men that want to work hard for the right man. You will be supported by a good selling organization and real estate rates. We’ll give you an excellent basic draw, commission, and an end-of-year bonus. Write giving full details, past earnings and photo. The OK Group, 505 Baronne Street, New Orleans, Louisiana.

**Announcers**

Florida—Need top-notch pop DJ. Better than salary with chance to sell and increase your earnings. Send short tape (non-returnable) of DJ work, and resume. Box 200F, B-T.

FullTime North Carolina regional needs combination 1st class engineer-announcer. Write Box 503F, B-T, giving existence and stations where employed.

Announcer with selling experience, or who wants to break into sales. Salary negotiated. Southeast central location. Box 701F, B-T.

Announcer-engineer, salary $400.00 a month. Virginia kilowatt independent. Box 735F, B-T.

Announcer-operator board, some experience in play-by-play for permanent position ($500 week) if you have $1000 watt, clear channel station in Midwest. Extra benefits available. State salary, availability in application. Reply Box 741F, B-T.

Midwest daytimer needs announcer with first phone. $100.00. Permanent. Send tape and detailed letter. Above average announcer-DJ. Operate board. Send tape, photo, references, etc. Box 717F, B-T.

Experienced announcer to take over morning show, in radio. Also one good television announcer. Both positions open April 1 in this combined vhf-radio operation. Send tape, photo, resume, references. All tapes returned. Box 705F, B-T.

Opportunity for a rock ‘n roll stylist, combination sales. First class ticket preferred. Dynamic, indi, beautiful physical plant. Congenially the keyhole here. In progressive Florida station. Established audience. Must have top references for top situation. Brief resume first to Box 812F.

Aggressive, stable salesman for southeast coast to sell and increase your earnings. $2500.00 commission. Send resumes, tape, letter to Box 813F, B-T.

Mutual station, Washington State, needs combo man who can call J. C. and high school sports. Send resume, tape, letter to Box 815F, B-T.

$900 watt network station in largest city in the mid-South. We have a professional announcer capable of handling news and a needle. Short tape. We want a man with a good voice but, more important, he must be capable of using his voice in a friendly, intelligent fashion. Will pay up to $100 base, after that it is up to the man so far as talent is concerned. Send photo, complete background and tape. Box 835F, B-T.

**RADIO**

**Help Wanted**

**Announcers**

Needed experienced announcer, forty-two hour week, Hospital radio. New plant. Station established 1938. Five kw network. Write WFMZ, President, North Dayton, Ohio, experience, salary required. Interview arranged later.

Announcer—ist phone combo man. Permanent position. WIV, Savannah, Georgia.


WLCR, Leesburg and Eustis, Florida, needs good announcer, first phone, 30,000 watt, minimum 2 months in growing market, 40.buf hours per week.

Progressive, independent operation needs top personality DJ. Send tape and all details and requirements to Larry Monroe, Program Director, WNOE, New Orleans, La.

Two top voice announcers to key regional network programming morning and afternoon from 9000 watt non-directional established rural-urban important part in development of good music station. Must be in position of maintaining established pace and original programming concepts. WTVG, Coldwater, Michigan.

**Technical**

Engineer needed immediately. Experience desired, but not essential. Salary open. Box 672F, B-T.

Chief engineer in Iowa city. 1938. Radio and television license. Send resumes and references. Excellent opportunity . . . write Box 754F, B-T.

Wanted immediately, engineer-announcer for 500 watt station. WJAM, Albion, Michigan.

Engineer-announcer. Must be capable of all-around operation. Excellent pay and working conditions. Send tape and data. WBAW, Barnwell, S. C.

Exceptional individual with first phone who will exchange immediate security for chance to be in progressive Florida station. Established audience. Excellent pay and working conditions. Competent experience the last five years required. Interview arranged later. Write Box 200F, B-T.

Engineer-announcer for 5000 watt independent. Send tape and resume. WJAM, Marion, Alabama.

Wanted: Radio engineer: first class radio telephone license; strong of maintenance; operating tricks. Apply Chief Engineer, Radio Station WRAY, 29 East Main Street, Riverhead, Long Island, N. Y.

Help wanted—Combination announcer-engineer. First phone, Handle hillbilly. WTRB, Stillwater.

Need radio and tv engineers during vacation. April through October. Camera men, audio, video and transmitter operators. Also men experienced in radio studio work. Men with first class license. Excellent opportunity to gain first experience in network operation. Apply NBC, Washington, D. C.

**Programming-Production, Others**

Copywriters and fieldmen must have experience. Write, sell copy. Box 712F, B-T.

Announcer: Good voice. Know music, do news, no rock and roll. Send your complete background to Box 783F, B-T.

Girl experienced, to handle traffic and copy in progressive radio operation. Box Georgia market. Send resume, photo, samples, references. Box 805F, B-T.


Immediate opening for experienced traffic director. Please mail all details and photo to Sales Manager, KCOL, Eustis, Denver, Colorado.

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**BROADCASTING • TELECASTING**

Page 106 • March 19, 1956
Situations Wanted

Managerial

Thirty years old, ten years experience programming and sales. Seek job as manager in deep south, preferably Florida. Excellent references. Box 708F, B-T.

Broadcaster wishes general management small market station or 12 major market. Ideal man. Nine years experience sales, production, announcing. Available now. Box 706F, B-T.

Manager now available. Twenty-one years experience, sales directional ability. Box 774F, B-T.

Twenty years radio and television management, general operations, sales. Prefer general management, but consider attractive sales or program proposal. Box 629F, B-T.

Manager or commercial manager for small station. Announce if necessary. First phone. Experience considered. Box 711F, B-T.

Young executive, 22, desires managerial post midwest. Married, children, 8 years radio. May I hear from you. Box 688F, B-T.

Salesmen


Program director with sales appeal 10 years programming; 5 years radio sales. Married, 33, top references. Box 635F, B-T.

Announcer

Here's the right negro girl for radio and tv! Excellent. Sing. Will travel. Box 658F, B-T.

Announcer, 3 years experience, DJ, versatile,ambitious, married, available. Box 687F, B-T.

Seeking summer replacement job, good announcement experience. Box 712F, B-T.

Announcer, thoroughly experienced radio-tv, degree permanency eastern metropolitan market. Box 709F, B-T.

Six years experience—announcer-salesman. All market air work. Married, 29 years old. Presently employed. Prefer East. Box 710F, B-T.

Announcer, play-by-play, staff, married, presently working southeast. Desires good baseball town anywhere. Strong news, commercials, DJ tape, resume. Box 712F, B-T.


Top day, evening man—employed, family, seeks to relocate in any major markets need apply. Box 709F, B-T.

Experienced announcer wants permanent job in large southern city with tv opportunity. Box 704F, B-T.

Employed announcer, desires position in progressive market, eventually working into programming or top half years experience. Veteran. Box 704F, B-T.

Experienced combo announcer, single, draft exempt, presents excellent recommendations. Prefer Midwest. Box 765F, B-T.

Sportscaster. Nine years radio play-by-play, major sports, Big Ten. Three years tv sports. Excellent references. Desires southwest, far west. Will accept others. Box 718F, B-T.

Experienced announcers (3) desire permanent positions in radio, tv, in Florida. Will send tape and picture upon request. Box 719F, B-T.

Radio

Help Wanted—(Cont'd)

Production-Programming, Others

Combination farm director sports director play-by-play. The Seven Deadly Mobbald network. Have stable background, college degree, maturity, experience in governmental, federal agency work. $5,000-$6,000 annual salary. Send air-check, picture, references. Box 758F, B-T.

Programmer-Announcer, progressive station in small fast-growing market. Good salary plus talents. Car necessary. Send tape, photo, resume and references. KGBF, Liberal, Kansas.

Situations Wanted

Managerial

Program director — announcer, progressive station in small fast-growing market. Good salary plus talents. Car necessary. Send tape, photo, resume and references. KGBF, Liberal, Kansas.

Situations Wanted

Managerial

Fourteen years sales, production, announcing. Available now. Box 706F, B-T.

Announcing. Available now. Box 706F, B-T.

Available now. Box 706F, B-T.

LinkedIn

Situations Wanted

Managerial

Program director with sales appeal 10 years programming; 5 years radio sales. Married, 33, top references. Box 635F, B-T.

Situations Wanted

Managerial

Program director — announcer, progressive station in small fast-growing market. Good salary plus talents. Car necessary. Send tape, photo, resume and references. KGBF, Liberal, Kansas.
**TELEVISION**

**Situations Wanted—(Cont'd)**

**Programming-Production, Others**

Production manager-director—experienced in all phases of local production and programming—superior references including present employer—seeking a permanent position in healthy or promising market. Full particulars on request. Box 707F, B-T.

Mr. manager! Are you interested in a good, experienced copywriter? Nice voice and board experience. Presently employed with leading Virginia station. Box 768F, B-T.

Program director or announcer. 8 years experience. Specialties: Morning show, interviews, community events. College. Box 768F, B-T.

Canadian newcomer, 7, 7 years radio experience. Send photo and type writer. Box 834F, B-T.

**Technical**

Iowa radio and television station will have opening soon for an announcer. 3 years experience and some experience. Write Box 711F, B-T.

Urgently needed—studio engineer, experienced in maintenance—first class license. Also transmitter engineer. You’ll enjoy living in colorful Colorado and working with a fine group at a station that’s building for the future. Contact Les Dunn, KTVR Denver.

**Programming-Production, Others**

Prominent tv film production firm looking for top tv program ideas. Will develop and promote. Write Box 811F, B-T.

Promotion-advertising manager. Michigan vhf. Major market and network affiliations. Good salary to right man. Some art work ability helpful. Send complete resume with some samples of work. Must send photo or snapshot. Reply to Box 681F, B-T.

Additional continuity writer for large network affiliate in eastern market. Experiences, creative, commercial. Box 833F, B-T.

**Situations Wanted**

Salesman

**Managerial**

Salesman

Prominent tv film production firm looking for top tv program ideas. Will develop and promote. Write Box 811F, B-T.

Promotion-advertising manager. Michigan vhf. Major market and network affiliations. Good salary to right man. Some art work ability helpful. Send complete resume with some samples of work. Must send photo or snapshot. Reply to Box 681F, B-T.

**Salesmen**

Vhf maximum power low channel NBC station needs ambitious sales man with good record. Midwest city 100,000 population, market 200,000. Write, send picture, complete information. Box 822F, B-T.

Top-notch tv maintenance or transmitter engineer for Chicago area. Send full particulars first letter. Salary commensurate with ability and experience. Box 763F, B-T.

Technical

Iowa radio and television station will have opening soon for a man with a 1st phone and some experience. Write Box 711F, B-T.

Urgently needed—studio engineer, experienced in maintenance—first class license. Also transmitter engineer. You’ll enjoy living in colorful Colorado and working with a fine group at a station that’s building for the future. Contact Les Dunn, KTVR Denver.

**Help Wanted**

**Managerial**

Manager wanted for top rated CBF affiliate in rapidly expanding Louisiana market. Preferably a manager-investor. Background and experience in both management and sales a must. Send complete resume, references, recent photograph, experiences held strictly confidential. Box 782F, B-T.

**Salesmen**

Michigan low channel vhf with major network affiliation in one of state’s largest markets requires salesman experienced in television. Excellent insurance benefits, earnings and pleasant surroundings. Send information plus picture to Box 863F, B-T.

**Help Wanted**

**Managerial**

Sales manager—thoroughly experienced in all phases of television sales. Currently employed by top N. Y. station representative at tv account executive. Experience also includes five years media supervision with major New York advertising agencies. Excellent references. Under 30. Married. Box 810F, B-T.

Announcers


**Technical**

Please. High quality man available at low cost. Want opportunity in tv. Chief engineer. 8 years experience am. First phone, radar, ham. Any offer gratefully considered. Box 801F, B-T.


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**THESE TV PRODUCTION-EXPERIENCED PEOPLE EAGERLY ADAPTABLE TO YOUR OPERATION**

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.

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**NORTHWEST RADIO & TELEVISION SCHOOL**

HOME OFFICE 1121 N. W. 23rd Avenue Portland, Oregon • CA 3-7242

HOLLYWOOD, CALIFORNIA
1440 North Highland
HO 4-7822

CHICAGO, ILLINOIS
540 N. Michigan Avenue
DE 7-3836

WASHINGTON, D. C.
1627 Street N. W.
RE 7-0343

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**TELEVISION**

**Situations Wanted—(Cont'd)**

**Programming-Production, Others**

Experienced producer-director-technical director, medium market, offers right combination to meet your program department click. Write Box 609F, B'T.

Off-Broadway actor-director seeks tv opportunity. Age 34, university graduate, veteran. Family man. Available immediately. Prefer Northern or South Carolina. Tape, resume and photo on request. Box 1930F, B'T.

Floor or unit manager television network or agency N. Y. C. Complete music, art, dramatic background. Experience in advertising, directing, production in radio. Box 730F, B'T.

Seek position as photographer, still or 16mm or color film. Five years experience in photography. Will furnish very good references. Box 1825F, B'T.

Want's my line? Alert executive secretary: top-notch sales, tv, agency, diversity experience; interested in being indispensible to overburdened executive. Box 800F, B'T.

Producer, director, announcer—experience, good idea man. Complete radio background. Own studio or agency. Box 1214F, B'T.

Acting opportunity wanted. Several years experience, radio and television. Single, male, 38, college graduate. Immediate. No agents. Box 1708F, B'T.

Experienced versatile broadcaster, former radio-television news director and announcer-MC, presently management manager media sales industry, desires return to broadcast field. Single, 30, degree and best references. Actively personaly showings with excellent execueive experience and salary that suits. Your inquiry is appreciated. Box 657F, B'T.

**FOR SALE**

**Stations**

$16,000 cash, balance to suit, buys fine little commercial station. Stockholders will build back quickly; fine opportunity for ownership-manager. Charles T. Jackson, KXNL, Pauls Valley, Oklahoma.

Metropolitan market with oil, chemical, industrial backbone. Station has substantial record of success, and is well known for its programming. Cash in six figures required. Paul H. Chapman, Chapman Co., Peaches, Atlanta.

Florida gold coast priced with $60,000 total. Terms. Paul H. Chapman Co., 84 Peaches, Atlanta.

Special listing. A superior single-station market. Opportunities for all types. All modern equipment included. Located beautiful Rocky Mountain climate; city of your finances and affluence. Ralph Erwin, Brooker, 1443, South Trenton, Tulsa.

New offering. Single-station market. Western location. $75,000 with down payment $18,750. Desirable to qualified buyers only. Ralph Erwin, Brooker, 1443, South Trenton, Tulsa.

Have medium market independent am station within 174 miles of New York City. Price $75,000. No terms. Grow over $2,000 to $3,500 per week. For details call or wire John Hanly, 1785 Connecticut Avenue, N.W., Washington, D.C. (5/o 101-606.).

We offer good radio and tv buys throughout the United States. Write for free bulletin "Pilot & Associates," 6560 Melrose Ave., Los Angeles 17, Calif.

Eastern buyers should contact me for good sound buys in radio and tv stations. John Hanly, 1785 Connecticut, N. W., Washington, D. C.

Equipment

Western Electric 5000 watt transmitter. Good condition. Box 687F, B'T.

Model 25-C Gates studio console in excellent condition. Works perfectly. Write to requesting Model 15-1 Gates Dynamote remote amplifier with three low impedance channels, 24w output, two RCA 2k4 phones. Also record collection of 2000 selections including current pops, hillbilly and old favorites, completely cataloged and in storage rack. Make offer of any or all. Box 1309F, B'T.

Johnson Viking transmitter and deck. Sell, trade for broadcast gear, stock. Box 1169F, B'T.

Transmission line, communication products, 3 1/2 inch, 0.08 ohm un balanced, nitrogen pressurized and in service, available approximately April 1, 1965. 50-20 foot sections and assorted elbows and fittings and shorter lengths. Box 1175, B.T. Lincoln, Nebraska.

For sale: 1 RCA 3000 megacycle color corrected relay system, $25,000.00 each. Box 1092F, B'T.

Opportunity for your to modernize your present turntable. RCA new style turntable, 7 1/2 inch arms, slightly used. Model 106-SP. Ready for whatever cartridge (standard or microgroove) you wish to use. Will sell any or all. Contact R. A. Puglisi, KFOR, Lincoln, Nebraska.

For sale: One amplimprop Magnetpe portable tape recorder, battery powered, spring driven. Complete with output and input microphones, new and in good working order. Sold to the highest offer. Write Bud Pentz, General Manager, KWUE, Beatrice, Nebraska.

For sale: GE BT-IB-1 250 watt fm transmitter. GE modulation-frequency monitor. GE BY-4-A, 100 tubes. New style. Tripod mounted. 460 ft. 15 x sq cox cable. All in good condition and now in operation on 106.3. Sell to high bidder at a package. L. M. Neale, WALD, Walterboro, S. C.

L-200' Wincharger guys tower, heavy duty for television camera chain—new or used —complete 250 ft. Telcon 31/2" coax cable and accessories. WDOD Broadcasting Corporation, Chattanooga, Tennessee.

900 feet Andrew type 422 steatite line, 3/4 inch, $81.50 ohm with dual spring hangers. Make us an offer. WHEN-TV, Syracuse, N. Y.

Studio control room equipment. Racks, consoles, turntables, cassettes, tape transporters, recorders, etc. Contact McCafferty, WFMV, New York City.

Commercial crystals and new or replacement broadcast crystals. Includes Bliks, Western Electric, RCA, holders, Crystal modulation-frequency monitor. Crystal regeneration, etc. Fastest service. Also stock am monitor service. Send for catalog. Edison Electronic Co., Temple, Texas.

Frequency extension kit, consisting of six high performance audion condensers, priced $2000 each. Current rating approximately 40 am and 2 mc. Used in original package. Box 495F, B.T.

Western Electric, dual channel console model 260-C. Only two of these consoles ever built, had very little actual use. Can be seen and inspected by the right owner. Box 495F, B.T., Denver, Colorado. For sale $500.00 F.O.D. Denver, Cost $6000.00. Other phones Denver Tabor 5-5347, Mr. Swanson. First come best serve.

**WANTED TO BUY**

**Stations**

Wanted to buy: Radio station In eft of 20,000 or over! Write Box 790F, B'T.

All, part or lease good radio property. Owner-manager, successful operator. Box 1975F, B'T.

Wanted: Radio stations in Iowa, Minnesota, Missouri. warehouses in good condition, not over built, had very little actual use. Can be seen and inspected by the right owner. Box 495F, B.T., Denver, Colorado. For sale $500.00 F.O.D. Denver, Cost $6000.00. Other phones Denver Tabor 5-5347, Mr. Swanson. First come best serve.

**WANTED TO BUY**

**Equipment**

Transmission libraries purchased, any balance to suit, buys RCA. Box 549F, B'T.

Model 25-A Bfay channel 8 television antenna. Box 95F, B'T.

RS. kw, 1kw or 2kw fm transmitting equipment. Please send all details to Adams, Box 729, Glen-dale, California.

**WANTED TO BUY**

**Equipment**

Wanted: Fm transmitter 100-350 watts for operation on 84.4 megacycles to act as standby for main transmitter. Local power supply 60 c/s, 25 c/s power supply transmitter would be suitable but we would consider 60 c/s equipment for operation through rotary converter. Jamaica Broadcasting Co., 1300 Brighthurst Road, Cross Roads P. O., Jamaica, B. W. I.

Wanted to buy 250 transistor and studio equipment. Cash. Send information to 827 Colusa Avenue, Chico, California.

Used RCA 7ID and WE 653A microphones. Frank Bartel, 1357 York Avenue, New York City 21.

All types studio and transmitting equipment (am! or fm). Barry Trading Company, Lebanon, Tennessee.

**INSTRUCTION**

FCC license quickly—correspondence or resident. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-B, 621 19th Street, N.W., Washington, D.C.


**FCC first class phone license preparation; beginners, radio technicians, announcers, evenings. Monty Koffer, 143 Hendrix Street, Brooklyn 7, N. Y. CL-1386.**

**HELP WANTED**

Salemens

Broadcast equipment manufacturer has opening for non-travelling sales engineer in Midwest home office. Sales experience not absolutely necessary but would be helpful. Technical radio background and familiarity with AM broadcasting an asset. Preferably as chief engineer of AM radio station. Please send complete resume with photo to Box 802F, B'T.

**SALES ENGINEER**

Well rated concern national in scope. Advertising or intangible experience necessary. No investment or inventory. A business of your own with protected territory. Men must be of high caliber, educated, nice appearance. Sales ability. Quantity territory. We are now setting up in a new territory in the Midwest. Our plan is to give you the same excellent service we give our customers. We are a thriving, successful concern. We are now setting up an area that is a fertile territory. Our plan of pay is much better than a draw. If you can meet the requirements above and will conscientiously work for two years, your renewal will be enough to retire on. We offer pay immediately although we bill customers monthly. Write RANDALL, Suite 100, BUSINESS DIGEST & FORECAST, 1724 20th St., N. W., Washington 9, D. C.
WANTED TO BUY

TV STATION

Management group would like to buy all or part interest in operating TV station or CP. Will deal direct or through recognized broker. All replies confidential.

Box 838F, B&T.

FOR SALE

TV DUAL DUMONT

Two image Orthicon camera chains and associated equipment. Unit has been in use for a short period of time, well maintained. For details write

Box 826F, B&T.
March 13 Applications
Accepted for Filing
Modification of Op
WCDL, Caro.,-Seeks mod. of cp (which authorized changed frequency, increased powers and operation and moved equipment changes) for extension of completion date.
WINA, Charlottesville, Va.-Seeks mod. of cp (which authorized changed frequency, for extension of completion date, in existing tv station) to extend completion date to Sept. 8.
KIUL, Garden City, Kan.; KXWH Altus, Okla.; KWCO, Chickasha, Okla.
March 14 Decisions
Actions on Motions
By Hearing Examiner James D. Cunningham
Supreme Court, Co., Cagusa, P. R.-Dissolved as vacated in Decision for Withdraw Application (ch. 11); application was dismissed with prejudice, action March 12.
WPC, Caruthersville, Mo.-Contd. operation of tv station for 30 days, pending hearing examiner's report.
WSD-S-TV, Columbus, Ohio-(groups)-Withdraw its petition for removal of its application from hearing docket and grant (ch. 11), Action March 15.

By Hearing Examiner R. Griffen Irion
Hazard, Ky.-Ordered that hearing re amendment of petition will be held by hearing examiner, due to date being modified in subparagraphs b, d, and of paragraph 3 of the petition.

By Hearing Examiner Herbert Sharrow
WJET (TV), Flint, Mich.-Ordered that confusion is scheduled for March 16, to consider proposed change of channel, as result of Commission's March 9 action mod. issue (f), remedying proceeding examiner and record for limited purpose of permitting introduction of a new channel, pending application for station, action March 15.

By Hearing Examiner Herbert Sharrow
WJET (TV), Flint, Mich.-Preferred that hearing re amendment of application will be held by hearing examiner, due to date being modified in subparagraphs b, d, and of paragraph 3 of the petition.

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Popular Political Sport

IN AN ELECTION year politicians and bureaucrats spend much of their time searching for issues upon which they may comment in the hope of being quoted—if not to edify the public, at least to get their names and parties noticed by people who may remember them in a voting booth next fall.

An ideal issue for such purposes is one which enables the politician or bureaucrat to pose as a defender of the electorate. Whether the electorate actually needs defending is unimportant. The point is to make it feel it does.

Such an issue has been found—or, to use a better word, invented—in the commercial practices of radio and television. One of the most popular sports in Congress and some regulatory agencies at the moment is criticism of excessive or fraudulent advertising on the air.

As reported in a detailed story elsewhere in this issue, the criticism—like any sudden fad—is spreading. Some newspapers are going to exceptional lengths to circulate the anti-broadcasting comments, an endeavor that is certain to please the newspapers' Bureau of Advertising, which is conducting a vigorous anti-television campaign. Some magazines also are capitalizing on the popularity of the topic.

Unfortunately, the volume of anti-broadcasting criticism will probably swell before it wanes. In such circumstances, broadcasters cannot dismiss it. The criticism will not go away by itself.

As we can determine, there has been no recent rise in commercial abuses to justify the outbursts in the Congress, the FCC or FTC. Indeed abuses which were relatively prevalent several years ago have been significantly reduced. It is that kind of positive and fully supportable information that must be brought to light.

The record of radio and television as a whole can be pointed to with pride. If a few broadcasters are still taking questionable advertising, they must reform at once or risk not only their own futures but those of all their fellows.

THE SPEECH of FTC Comr. Lowell B. Mason, complaining about bait and switch advertising, confirms our belief that today's critics are looking into old files for their material.

We happen to be in a position to make that statement because Mr. Mason cited several sources that we can readily check.

"The trouble today," he said at one point, "is, as Broadcasting magazine puts it: 'The pitchman is off the streets and in the parlor.'"

His use of "today" was unfortunate. He was quoting from a B&T article of Jan. 19, 1953, about the Charles Antell pitch which has long since been discontinued.

Further on, he quoted the titles of several editorials we carried on the subject of bait and switch advertising. He neglected to mention that the editorials appeared in the period between April and November, 1953. The situation of which we spoke then no longer exists on anything like its former scale.

Changing Agency Patterns

A WHOLESALE, healthy attitude toward the advertising agency is being taken by the nation's leading advertisers. This was evident last week at the spring meeting of the Assn. of National Advertisers at Hot Springs, Va., where consideration necessarily was given to the changed order growing out of the government's consent decree exacted from the American Assn. of Advertising Agencies.

The advertiser recognizes the indispensability of the agency in our expanding economy. There is no apparent disposition to quibble about dollars. The accent is on the quality of the services provided by agencies going beyond the mere preparation and placement of time and space.

While the consent decree had no direct bearing upon the business of broadcasting, any changes in the method of agency-advertiser relationship inevitably will affect the buying of radio and television time and services. The ANA executives, expressing their individual opinions, recognize that henceforth the compensation paid to their agencies becomes a matter of individual negotiation. By the same token, the advertising media must be presumed to be free agents in evaluating their own pricing and agency discount structures in a free advertising economy.

There is no present indication that the traditional 15% agency commission in the broadcast field will change. It has worked out satisfactorily. Yet it was only a few years ago that some agencies complained the 15% commission in television was inadequate, because of the manpower and service required. That complaint, however, evaporated with the burgeoning of tv station population and circulation and the concomitant increase in rates and, hence, in commissionable dollars.

Eventually, new agency compensation patterns can be expected to evolve. Paul West, ANA president, predicts no drastic changes in the foreseeable future. ANA Chairman Edwin W. Ebel, vice president of General Foods, advises: "Don't tear it down until you have something better to take its place."

The nation's broadcasters should begin to think in terms of more equitable ways of doing business in our expanding economy because both radio and television will play an increasingly dominant role in the advertising and marketing of the products of America.

Commerce and Culture

THE REPORT of researchers that the three-hour telecast of Sir Laurence Olivier's new film version of Shakespeare's "Richard III" was seen by 40-50 million viewers was good news to NBC-TV, which had put up a whopping $500,000 for the right to show the picture before its debut in U. S. movie houses, and to General Motors, which picked up a major portion of the tab as sponsor of the special program.

More important, however, is the fact that "Richard III" killed once and for all the criticism that commercial television is all commerce and no culture, appealing only to the lowest intellectual level of the public at large. Critics who belittled "Peter Pan" as "sentimental kid stuff" can't laugh off Shakespeare so easily. Nor can they call it a once-in-a-blue-moon event, for just one week later (yesterday) television gave them another of Shakespeare's plays, "The Taming of the Shrew," and the preceding week's tv offerings included a special musical version of Maxwell Anderson's "High Tor" and George Bernard Shaw's "Caesar and Cleopatra."

There is no need to belabor the point. American telecasters are well aware that balanced programming should include Shakespeare as well as Gobel, Shaw as well as Glessen, omnibus as well as Lucy, and they're seeing to it that it does, not once a year, or once a month, but regularly. Sure there are mysteries, and quiz shows, and lots of other programs looked down on by the highbrows, just as—let's face it—there are lots of viewers outside the highbrow class.

American television, under the free competitive system, has tackled the task of proving to the not-so-highbrows that culture can be fun, too, and that the classics are frequently as entertaining as the comics. Those who call for subscription tv as the only way to get "good" television are going to find it pretty hard to prove that toll tv could do better.
KWK-TV continues to have the-

IN OVERALL AUDIENCE IN ST. LOUIS

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KWK-TV St. Louis channel 4

represented nationally by THE KATZ AGENCY, INC.