After many unsuccessful attempts to find a long-burning material to use inside his incandescent lamp, Thomas Edison experimented with a bamboo strip... and, in perhaps less than 60 seconds, the electric bulb was born.

Today, to shed new light on your products' market potential—sun lamps in the North, fog lights in the South—to sell merchandise most anywhere... 60 seconds is all it takes on Spot Radio.

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

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

After many unsuccessful attempts to find a long-burning material to use inside his incandescent lamp, Thomas Edison experimented with a bamboo strip... and, in perhaps less than 60 seconds, the electric bulb was born.

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60 seconds—or less—is all it takes to sell more with the right, bright buy—Spot Radio.
...NOT SEVENTEEN?

YES... WBRE-TV does have a 17 County Coverage

When it comes to trophies, hang up the latest ARB Survey figures for this rapidly growing N. E. Pennsylvania TV market. WBRE-TV has 7 out of the top 10 evening shows, 13 of the top 20 and 26 of the top 50 in a five station market. Of the three major network stations in the Wilkes-Barre-Scranton metropolitan market, WBRE-TV's daytime leadership (7 A.M. to 6 P.M. - Mon. thru Fri.) adds up to 101 quarter hours, station (B) 66 and station (C) 47... in overall nighttime coverage (6 P.M. to Midnight - Sun. thru Sat.) WBRE-TV... 83 periods, station (B) 67 and station (C) 16. Additional facts and figures that make WBRE-TV a best of buys are obtainable from us or your Headley-Reed representative.

AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: LUZERNE LACKAWANNA LYCOMING COLUMBIA
SCHUYLKILL NORTHUMBERLAND MONROE PIKE WAYNE
WYOMING SULLIVAN SUSQUEHANNA BRADFORD UNION
SCHUYLKILL WYOMING SULLIVAN
SUNNY 

The antlers of the American Moose has been known to measure 17 and more hands across, and is one of the largest and most powerful of all hooved mammals.

WBRE TV Channel 28
WILKES-BARRE, PA.
“Phenomenal!”

...Those New KRNT-TV Ratings

Katz Has The Facts On That—Very Highly Audience Rated, Sales Results Premeditated, CBS Affiliated Station In Des Moines!
When it comes to coaxing dimes from purses, the Pepsi-Cola Bottling Company of Huntington is used to success. Yet even its eyebrows arched in amazement recently after totting up some figures.

With television—and only WSAZ-TV—this company raised to a new sales peak during 1955. In fact, by percent, it topped all 79 cities in an entire six-state sales region!

P.S. WE GOT THE RAISE...

That’s what the man who owns the Huntington Pepsi-Cola Bottling Company says. He credits WSAZ-TV with a lion’s share of responsibility for this 1955 raise in sales. “And,” he adds, “I intend to continue TV advertising in the future.”

Happens all the time here in our Industrial Heart of America. Advertisers know that WSAZ-TV, all by itself, can do a phenomenal job of tapping the four-billion-dollar buying potential in our five-state area—a rich realm where WSAZ-TV is a dominant influence.

Hoisting sales curves is a WSAZ-TV specialty. Give yours a lift by calling the nearest Katz office today!
TV SWITCH • FCC now is in "let's do something" mood on tv allocations, and selective deintermixing is being seriously considered. Both Chairman McCracken and Comr. Lee at two meetings held last week (Monday and Friday) evidenced new interest in making certain markets all v or all u, but on case-by-case basis. With Comrs. Hyde and Bartley long committed to consideration of deintermixing without awaiting overall rule-making, FCC could move swiftly in that direction. Comrs. Webster and MacRae presumably would go along to get things done. Comr. Doerfler, so far, hasn't changed his stance.

AMONG plans reportedly kicking around FCC on tv allocations is one originated in FCC engineering to provide immediate transition, within five-10 year period to uhf, with uhfs to operate simultaneously on both channels until transition is completed. But it isn't expected to get off ground. Biggest worry of uhf licensees is that FCC may go for some degree of "drop-in" technique, and that once it starts, it will be hard to stop.

ON WITH SHOW • Efforts of toll tv advocates to have Senate Commerce Committee postpone its April 23 session to hear pros and cons of ova television have been rebuffed. Committee probably will proceed to that phase of its business on April 26, in new session indefinitely postponed. Bill is expected to be filed, with uhf tv stations included. Senate Commerce Committee is expected to hear its cable stations subcommittee on April 26.

SENATE SNOOPING • In preparation by staff of Senate Commerce Committee is confidential questionnaire to all network affiliated tv stations, whether primary or secondary. Tentatively scheduled to be dispatched by this month over signature of Chairman Magnuson (D-Wash.), questionnaire will elicit information on opinion time, must-buys, station coverage patterns, network requirements and presumably also on tv profits, losses, line charges, etc.

WHILE no formal request has yet been filed, there were signs last week that number of tv program syndicators would follow lead of KTTV (TV) Hollywood President Richard A. Moore and request opportunity to testify before Senate Commerce Committee against network opinion time musk-buys and other programming practices purportedly resulting in "black booking" to tv stations representatives, presumably through their trade association, Station Representatives Assn., also expected to appear, though time not yet designated.

30 MINUTES TO GO • CBS-TV late Friday signed new client of Norman, Craig & Kummel, New York, for one hour weekly of "Mealtime "Playhouse 90," beginning in fall. Client reportedly is manufacturer of small appliances. Contract is said to boost N&K's rising tv activities by additional $4.6 million.

WITH change of WXEL (TV) Cleveland call to WWV-TV becoming effective April 15, Herbert Mayer, who sold his Empire Cable Co. (including WXEL and KPYY TV (TV) Portland, Ore.) to Storer Broadcasting Co. for $8.5 million, intends to keep the WXEL call in his family. He's planning to use it for his Boston ch. 38 permit (now WHMB TV (TV)).

INTRODUCTORY COURSE • When Senate Small Business Subcommittee begins hearings (now apparently early in May) on daytime broadcastng [B+T, March 26], sessions will be kicked off by well-known physicist (probably an MIT professor) who will lay groundwork on radio propagation for small appliances to the Subcommittee—Sens. John F. Kennedy (D-Mass.), chairman, Wayne Morse (D-Or.) and Andrew F. Schoeppe1 (R-Kan.).

UNDER study in jointly sponsored "color caviar" merchandising promotion slated for Carson, Pirie & Scott, Chicago department store, during NARTB convention week is plan to invite Carson suppliers to store and display their products on closed circuit color tv. Project is being backed by RCA distributors group, Owens-Corning Fiberglas Corp. and Cartons.

FORMATION of an "Fm Defense Committee" to protect fm channels from outside eavesdropping and also to foster orderly activation of multiplexing on fm channels to provide functional and other music services to business establishments, is being actively considered. Meeting of fm operators set for 6 p.m. Sunday, April 15, at Crowne Hilton Chicago, in conjunction with NARTB convention at call of Edward A. Wheeler, WEAW-AM-FM Evanston, III., present fm committee member; H. Quentin Cox, KQFM Portland, fm director and chairman of NARTB's fm committee, and Ben Stroh, WWDC-AM-FM Washington, former NARTB fm director.

COLORADO Republicans are reported_proomening Rex Howell (KFXJ-AM-TV Grand Junction, Colo.) to run against Rep. Wayne N. Aspinal (D-Colo.), who has served in Congress for three terms since 1948. Mr. Howell is said to be available if his party wants him.

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BUSINESS AND PLEASURE • Dunnan & Jeffrey Inc., New York, advertising agency for Pink Ice, Drops of Gold and Tinge Magic Color shampoo, will meet with station people at NARTB convention in Chicago next week to plan television and radio spot campaign that advertiser is about to place. Agency will have hospitality suite (2239-2240) at Conrad Hilton Hotel. Client has already bought radio saturation campaign, using 210 announcements per week, in New York for its newest product, Tinge shampoo. Martin Himmelf, president of Dunnan & Jeffrey, will be at convention to meet radio and tv station executives.

WAYNE COY, president of KOB-AM-TV Albuquerque and former FCC Chairman (1947-1952), won't be able to make NARTB convention in Chicago on doctor's orders. Mr. Coy reports he has shown improvement from heart seizure suffered several months ago and is now back on the job about half-time.
It's happening fast . . . in Minneapolis-St. Paul!

WDGY leaps to 2nd place in audience after just 5 weeks of Mid-Continent Programming

That's how fast listening habits are changing in Minneapolis-St. Paul as a result of just 5 weeks of Mid-Continent ideas, music and news. Add to this momentum WDGY's big, 50,000 watt coverage—plus an almost perfect-circle daytime signal . . . and you can see why in Minneapolis-St. Paul . . . the exciting buy is WDGY! Talk to Avery-Knodel, or WDGY General Manager Steve Labunski.

WDGY 2nd among principal stations, says Hooper:
Station "A" ............26.0%
WDGY ................16.3%
Station "B" ............15.7%
Station "C" ............13.1%
Station "D" ............ 9.0%
Hooper, March, 1956
7 a.m.-6 p.m., Mon.-Sat.

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.
BIOW AGENCY CLOSING DOORS JUNE 30;
CLIENT LIST SCANNING OTHER AGENCIES

THE 38-year-old Biow Co. will cease operations on June 30, it was announced over weekend by Milton H. Biow, board chairman, who founded company and saw it grow to more than $50 million in billing at one time. He will retire from advertising agency field “to devote my time and my efforts to other ventures in which I have long been interested.

I have devoted an entire business lifetime to the advertising profession,” Mr. Biow stated, “and I have enjoyed every minute of it.

But after 40 years of intensive application, I feel that I can now pursue other interests.”

Announcement was made three months in advance, Mr. Biow stated, “to give both the company’s clients and its personnel all possible time in which to make other plans.”

Procter & Gamble, which had used Biow Co. for Spic and Span, Fluffo and Lilt, will spread products among present five agencies and possibly one other. Spic and Span and possibly Fluffo may go to Benton & Bowles, Leo Burnett, Young & Rubicam or Dancer-Fitzgerald-Sample, with Lilt a possibility for Compton Adv. Kenyon & Eckhardt may be newly-appointed to list of P&G agencies.

Hudson Pulp & Paper Co., New York, also handled by Biow, has been screening other agencies and is expected to name one of following next week: Lennen & Newell, Doyle Dane Bernbach or Norman, Craig & Kummel.

Murrow, Stanton, Paley
Top Men on CBS Payroll

NEWSMAN Edward R. Murrow, President Frank Stanton and Board Chairman William S. Paley, in that order, were highest paid directors or officers of CBS Inc., in 1955, according to company proxy statement issued in preparation for annual stockholders meeting April 18. Remuneration to Mr. Murrow totaled $316,076 (not counting his share of $105,600 royalties paid to Persons to Persons Corp., of which, he his son Casey, and his mother own 32.5%); to Mr. Stanton $281,522, and to Mr. Paley $316,076 (not counting to Frank Stanton $12,335 ($8,788 plus $14,559). These represent 2.92% of outstanding Class A beneficially owned and 694,467 Class B shares owned by the three.

Class A beneficially owned and 694,467 Class B stock. These totals, $8,788

-3.15 million

BROADCASTING or +2.25

-2.75
class of NBC owned stations and NBC Sales and said in 1954 as

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From the world's tallest self-supported tower . . . .
1042 feet above ground – 1130 feet above average terrain –
2049 feet above mean sea level.

KCMO-TV is now telecasting with maximum power for the Kansas City area . . . .
the No. 1 Metropolitan Market in the United States . . . .
based on the dollar-spent-per-capita . . . (Source: Sales Management Magazine).

KCMO-TV is the basic CBS-TV affiliate for Kansas City.

CHANNEL 5
KANSAS CITY, MISSOURI
Ask your Katz man for the big picture.
ReaLemon-Puritan Places $300,000 in Network Radio

NEW $300,000 saturation campaign involving participations on three network radio stations revealed Friday for ReaLemon-Puritan Co. (lemon juice).

Company has bought, through Rutledge & Lilienfeld Inc., Chicago, about 18 spots per week on NBC's "Weekday" service; two five-minute segments weekly on ABC Radio's "Breakfast Club," and one five-minute segment on weekly CBS Radio Robert Q. Lewis Show.

Network timebuy, each reportedly for 13 weeks, is base of firm's spring-summer drive, to be supported with continuing radio-tv spot schedule and printed media (BT, March 12).

NARTB's Chicago Convention Expects Record Attendance

ATTENDANCE at NARTB Chicago convention April 15-19 will far exceed all previous records, judging by advance registration.

Friday check of records, judging by advance registration, Friday for Radio plans coverage April 19, and next day, 4:45-5:05 EST, program on arrival of wedding party and guests at Independence, Mo., church, and at 5:05 p.m., for perhaps 10 minutes or more, wedding party's departure from church. Ted Malone of ABC and Dick Smith, program director, KMBC Kansas City, will handle commentary.

New Sounds for You Disappears From ABC Radio

IN MOVES spelling elimination of New Sounds for You programming concept, ABC Radio reported Friday It will begin broadcasting today (Mon.) two live musical programs series on across-the-board basis. In 8-9:25 p.m. EST period, ABC Radio will carry American Music Hall, featuring 35-piece ABC orchestra, except from 8-9:39 p.m. EST on Monday when Voice of Firestone is carried and on Wednesday from 8:30-8:55 p.m. when High Moment is presented. From 9:30-9:55 p.m. EST, net will carry Best Bands in the Land, featuring top bands in local originations from hotels and ballrooms throughout country.

WMCA Adds to Reward for Columnist's Assailant

WMCA New York added $2,500 Friday to rewards posted for capture of thug who threw sulphuric acid into face of Victor Riesel, crusading labor columnist, short time after he had completed appearance on WMCA's midnight-2 a.m. Barry Gray Show Thursday morning.

In broadcast Mr. Riesel, whose anti-Communism, anti-racketeering column appears in New York Daily Mirror and other newspapers, condemned racketeering in international union of operating engineers. Both eyes were inured in attack and doctors said it might be several days before they know whether they could save his sight. WMCA offered push total rewards for capture of assailant well past $15,000 figure.

SHIRTS AND SETS

PLANS announced Friday for joint advertising and promotion campaign this fall by Cluett, Peabody & Co. (Arrow shirts) and RCA Victor Television Div. centering around theme, "The Look of Compatible Color." Campaign designed to promote sale of CP's dress shirts and casual wear and RCA Victor's color tv receivers through use of NBC-TV's "Producers' Showcase" color show, Radio- tv spot announcements, magazine advertising and point-of-sale displays.

ORANGE BLOSSOMS

FRESH from its April 17-18 coverage of Ranier-Kelly nuptials in Monaco, ABC Radio plans coverage April 19-20 of Margaret Truman-Clifton Danion Jr. wedding. Schedule includes 8-8:15 p.m. EST broadcast from Kansas City reviewing wedding preparations on April 19, and next day, 4:45-5:05 p.m. EST, program on arrival of wedding party and guests at Independence, Mo., church, and at 5:05 p.m., for perhaps 10 minutes or more, wedding party's departure from church. Ted Malone of ABC and Dick Smith, program director, KMBC Kansas City, will handle commentary.

PEOPLE

TITUS HAFFA, president and majority stockholder of Webster-Chicago Corp. (tape recorders, other electronic products), adds duties of board chairman, effective April 30. He succeeds RUDOLPH F. BLASH, who died of heart attack Tuesday (early story page 130).

HOWARD L. LEITIS, operations manager, and GEORGE R. MURRAY, paymaster of record albums department, RCA Victor Record Div., N. Y., elected RCA vice presidents Friday.

GEORGE M. PERKINS, program manager WDHH Boston for past nine years, named manager of WROW Albany, effective May 1.

CURTIS BERRIE, named head group head in copy department, Foote, Cone & Belding, Chicago. Copy director for past five years at WSON Louis & Co., he will work on new Ford Motor Co. account.

JEROME B. KATES, television producer, MacManus, John & Adams, N. Y., expected to join NBCTV shortly as network television producer.

O. GLEN (RED) KENNEDY, with Lehn & Fink Products Corp., N. Y., since 1952 in various sales executive capacities, appointed general manager of company's Lehn & Fink Div., with responsibility of sales, advertising, promotion and merchandising.

GEORGE J. ABRAMS, vice president in charge of advertising, Revlon Products Corp., N. Y., elected to board of directors of Assn. of National Advertisers, filling vacancy caused by resignation of CHARLES W. RICE from American Viscose Corp. to join J. Walter Thompson, N. Y.

BEN GRAUER, NBC commentator, named Chevalier of Legion of Honor by French govern.
$7.7 MILLION IN STATION SALES
Sales of WHAM-AM-FM-TV Rochester, N. Y., for $5 million; WSVA-AM-FM-TV Harrisonburg, Va., for $800,000; KEYD-AM-TV Minneapolis, Minn., for $1.5 million; WGMS-FM Washington for $400,000 are announced, subject to FCC approval. 35

NEW AAAA SPOT CONTRACT FORMS
Copyrighted contract forms for use by agencies in buying spot radio and tv are now available to advertisers and agencies. 37

AUTOMAKERS SPEAK OUT ON TV
Major auto manufacturers testify to sales effectiveness of their tv advertising in response to speech of agency President Ernest Jones questioning value of tv for durable goods. 38

WESTINGHOUSE SETS MEDIA DRIVE
Allocates about $10 million to broadcast media for 1956, including radio spot saturation campaign as well as $5 million political conventions-election package. 40

RATINGS IN ADVANCE
Sindlinger & Co. checks on public knowledge of programs and desire to receive them to arrive at prediction of probable audience size. 43

TV GOOD INTRODUCTOR
Effectiveness of video presentation wins it expanding role in presentation of new products to public. American Safety Razor Vice President De Mesquita tells seminar. 46

N. Y. MUSICIANS FAVOR TRUST FUND
AFM Local 802 members adopt resolution endorsing music performance trust fund, but stay out of dispute between national union and Hollywood Local 47; rebel leaders predict victory. 50

KTTV (TV) NET NEAR $400,000
Los Angeles independent tv station had profits after taxes of $396,886 for 1955, a 76% gain over 1954's net, President Moore reports. 60

WSB'S WHITE COLUMNS
New home of WSB-AM-TV Atlanta utilizes classic architectural design to express traditional southern charm. 64

WBNO PREPARES FOR 'C'-DAY
NBC o&o station in Chicago will start full-scale color operations next Sunday, with all local live studio programs and commercials to be telecast in color from now on. 69

BTV'S CONVENTION PREVIEW
Equipment makers show latest models. 92
Program services will introduce new series. 100
Agenda of management meetings. 108

HOW RADIO FREE EUROPE FUNCTIONS
NARTB's president visits RFE's headquarters in Munich, quizzing organization's officials on way "local" news and program service is provided for people of captive Communist countries. 112

TV--EVERYBODY'S TARGET
Publications join audience organizations and election-year political headline hunters in领导班子 televising, with some honest and thoughtful criticism in the rest. 121

COURT TO HEAR UHF APPEAL
Plea of uhf broadcasters against uhf grants in Corpus Christi, Tex., Evansville, Ind., and Madison, Wis., will be heard April 18 by full nine-judge appellate court. 128

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SUBLISTSCRIPTION INFORMATION
Annual subscription for 25 weeks: $7.00. Annual subscription including BROADCASTING January (52d issue): $9.00, or TELECASTING Telespect (54th issue): $9.00. Annual subscription to BROADCASTING TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 56¢ and 58¢ per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING TELECASTING, 1735 DeSales St., N.W., Washington 6, D.C. New addresses, including postal zone numbers. Post office will not forward.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING. The News Magazine of Radio & Television, Inc. BROADCASTING Advertising was acquired in 1929, Broadcast Reporter in 1932 and Television in 1952.
NARTB CONVENTION

CHICAGO

APRIL 15 to 19th

WELCOME to our many friends

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

380 Madison Ave.
New York 17, N. Y.
Oxford 7-2120

35 E. Wacker Drive
Chicago 1, Ill.
Randolph 6-6421

6203 Hollywood Boulevard
Hollywood 38, Calif.
Hollywood 2-0433

155 Montgomery Street
San Francisco, Calif.
Tikus 2-3761

415 Rio Grande Bldg.
Dallas, Texas
Randolph 5149

101 Marietta Street Building
Atlanta, Georgia
Cypress 7797

530 South Boulevard
Room No. 10
Huntsville, Texas
Jackson 8-1801
a wonderful new tv film series

FOR REGIONAL AND LOCAL ADVERTISERS... THE

ROSEMARY CLOONEY

SHOW... 39 HALF HOURS MADE ESPECIALLY FOR TELEVISION

When Clooney sings, your sales hum! Here — only for syndication — is the greatest film series ever made... starring the unique charmer whose records have sold over 14,000,000, and whose dazzling co-star performance in "White Christmas" has helped that film break all records for a musical! Here at last is Rosemary Clooney in her own wonderful musical-variety show, with top-of-the-top talent like the Hi-Lo's and Nelson Riddle and his orchestra... plus a host of famous guest stars. TV's happiest half hour — call MCA today!

Sold (pre-release) in fifty-seven cities to Foremost Dairies, Inc.

America's No. 1 Distributor of Television Film Programs

MCA TV

FILM SYNDICATION
Behind the Ships that Set the Pace...

a Master's Touch in Oil

Every Atlantic Blue Ribbon Winner since 1910—from the Mauretania to the swift, sleek S. S. United States...

The world's fastest propeller-driven boat, Slo-Mo-Shun IV, skimming water at 178 mph...

Maiden voyage of the world's first atomic-powered submarine...

Two-fifths of the world's freighters...

The race horses and the work horses of the seas—

all have one thing in common—SOCONY MOBIL's master touch in lubrication.

Good reason! When the chips are down—when records are at stake—when schedules must be met—the men who know marine machinery look to SOCONY MOBIL for its protection.

* * *

Wherever there's progress in motion—in your car, your factory, your farm or your home—you, too, can look to the leader for lubrication.

SOCONY MOBIL OIL COMPANY, INC.
LEADER IN LUBRICATION FOR NEARLY A CENTURY

Affiliates: General Petroleum Corporation and Magnolia Petroleum Company
THE BARRETTS OF WIMPOLE STREET

IT was a moving performance that Katharine Cornell gave television last Monday night—and excellent theatre.

There were so few moments when the viewer realized this was tv. That is the best accolade of all.

The 25-year-old play had pace, scenes that glowed with craftsmanship, characterization and staging. On tv, the production moved, albeit that Elizabeth's room was virtually the same scene. The high order of dramatization was never more evident than in some of the climactic scenes, notably when Robert Browning first visited the invalid Elizabeth—the atmosphere was spiced with intellectual electricity, as counterpoint to the prior sickroom mood.

Miss Cornell, making her tv debut (for 25 years she has resisted the blandishments of Hollywood) was truly the first lady of the theatre. Her Elizabeth, moving from the listless invalid to the love-inspired rebel, showed her range of emotional projection. Mr. Quayle's Robert Browning contained just the right amount of saneness in contrast to the morbidity in the Barrett household. Mr. Danieli's "Poppa" was an intriguing Old Testament tyrant whose sternness was almost too sustained to be believable. In fact, the incestuous undercurrent seemed so out of character that it shocked when it was shown. Miss Coleman's Henrietta was spirited and a fine foil for Miss Cornell's languidness. Miss Danieli's Bella was a joy as she turned a nondescript minor part into a heroine by being properly doll-like and scatterbrain—with a pronounced lisp. The others, while of lesser stature, nevertheless condescended themselves on a high plane of dramatics.

It was a special talent that Mr. McClintock and the production staff brought to the screen. The staging was a superior element in the success of the production. The color, mixed with a house-portrait type of lighting, engendered the miasma of morbidity which is so inherent in the tale. Some scenes had a hauntingly beautiful, Victorian washdrawing effect which added immeasurably to the success of the presentation.

Production costs: $200,000.

Sponsored by Ford Motor Co. and RCA Victor through Kenyon & Eckhardt on NBC-TV Mon., April 2, 8-9 p.m. EST.

Cast: Katharine Cornell as Elizabeth Barrett; Anthony Quayle as Robert Browning; Henry Danieli as Edward Barrett; Nancy Coleman as Henrietta Barrett; Lisa Daniels as Bella Hedley.

Directed, staged and adapted by: Guthrie McClintock; director: Vincent J. Donehue; production executive: Andrew McCullough; author: Rudolf Besier.

OMNIBUS

IN a remarkable one-two punch, the Ford Foundation a week ago first praised the U. S. military for its armi mentality, then damned it for its former lack of same.

For its concluding show of the current season, Omnibus first went to Edwards Air Force Base in Munroe, Calif., to show through the eyes of test pilot Maj. Stuart R. Childs "How the F-100 (Super-Sabre) Got Its Tail." The 30-minute film was outstanding not only for its aerial photography but also for its utter freshness—a "sensation," said Maj. Childs. "Test-flying's a disease...a drunkenness."

The program then set out to correct some "mistaken notions" about the trial by court-martial of Col. William Mitchell, Air Service of the U. S. public, courtesy Warner Bros.—was brilliantly dramatized by New York staff-writer E. J. Kahn Jr., who based his material on 32 volumes of heretofore "classified" records, which Omnibus said were not available to Warner Bros. when it shot the film.

Though necessarily incomplete so far as background was concerned, the script more than made up for this shortcoming by recapitulating the acrimonious exchanges between counsel for the defense and prosecution. Furthermore, the dramatic impact was heightened by actual film clips of the bombing of the "unthinkable" German dreadnought Ostfriesland, the wreck of the dirigible Shenandoah and a string of Doolittle-Ri - wing fighter crashes.

Acting of the principals—notably James Daly, Richard Carlson and Jack Lord—was outstanding, as was the production pace in general.

Production costs: Approximately $68,000.

Sponsored by Scott Paper Co., Aluminium Ltd., both through J. Weller Thompson Co., and J. P. Stevens & Co. through Bryan Houston, on CBS-TV, Sun., 5-6:30 p.m.


OUTLOOK

COMBINATION of reporting techniques utilized on the opening telecast of Outlook, NBC TV's new Sunday afternoon news program, made its Easter afternoon debut a spotty affair. Best part of the show was an analysis of the views on segregation of Mississippian Sen. James Eastland, presented entirely by the senator himself in filmed excerpts from a political speech made during the 1954 campaign. Worst was a documentary on the problem of disposing of atomic waste, a basically dramatic topic which was presented with all the fervor of a doctor's thesis. The opening program also included a whimsical treatment of the Stalin story by showing the disruption of cities, statues, stores, etc., as well as history books, that would have occurred if George Washington were to be suddenly turned from hero to villain; a routine four-reporter summary of recent local news and the customary political report from Washington.

Chet Huntley, long-time west coast commentator for NBC who gets his first coast-to-coast Stardust in the new series, was easy to listen to and to watch as he handled his chores with confidence and competence.

Production costs: $15,000.

Sustaining on NBC-TV, Sun., 2-3:30 p.m. EST. Supervised by Joseph O. Meyers, Mr., NBC News; producer: Reiven Frink; director: Jack Shephrue.

Commentator: Chet Huntley.

HIGHLIGHTS OF THE GREATEST SHOW ON EARTH

Mention of a circus calls up sensations of gaity, noise, confusion, thrills and all manner of excitement. Only the thrills came through on CBS-TV's hour-long preview last Tuesday of the Ringling Bros. and Barnum & Bailey 1956 extravaganza.

Hosts for the affair were the Bob Cummings family, who explained from time to time that this was a dress rehearsal, not the real thing. Perhaps that was what it missed. The acts, while good in themselves were no better than they would have been on the routine tv variety show. It was one-thing-at-a-time affair, perhaps necessary, whereas a large part of a circus's
Chemical plants on the Ohio River banks draw pure, high quality rock salt from deep beneath the surface. The salt is ideal for the manufacture of chlorine and caustic soda, important ingredients in a wide variety of chemical products. Columbia Southern, Allied Chemical, National Aniline and Mohay Chemical are but a few of the major chemical companies now operating in the Ohio Valley. In 1954, $41 million was spent in new construction of these plants and it is expected that $63 million more will be spent in the next two years.

In 1953 and 1954 generating facilities in the immediate Wheeling area were increased by 1,100,000 kW, more than was added to any other system in the nation during that period. In the next three years new power generating facilities will be increased another 1,000,000 kW's.

Wheeling, the gateway to the midwest, is the focal point for retail sales, wholesale distribution and manufacturing in the area. Located on the banks of the beautiful Ohio river and on National THE BOOMING OHIO VALLEY AND WWVA
Coal from the hills, salt from the earth and water from the river make the Wheeling industrial area the fastest growing industrial district in the nation. More than One Billion Dollars has been spent in the past five years for new construction and expansion of old. AND A BILLION MORE IS PLANNED FOR THE IMMEDIATE FUTURE!

For 30 years WWVA, the Friendly Voice, has been the dominant radio station, the ONE advertising medium completely serving the entire area.

Steel flows into ingot molds every day in the big steel mills in the Wheeling district. In 1955, the two major Ohio Valley steel industries paid out more than 160 million dollars in wages, an increase of more than 15% over 1954. Expansion will continue with National Steel, of which the Wheeling Steel Corporation is a major division, and more than 200 million dollars will be spent in the next three years. The Wheeling Steel Corporation has 65 million planned for expansion in the next three years.

This dominance and leadership is proved once again by the recent listening survey made by PULSE, Inc. 43 counties surrounding Wheeling were surveyed and in every instance WWVA was the favorite station by a wide margin. WWVA ranked first in every quarter-hour surveyed from 6:00 am to 12 midnight, seven days a week. Every hour, every day, WWVA topped them all.

THE WHEELING AREA...A BOOMING STORER MARKET...served by WWVA.

Road, Route 40, Wheeling is the natural hub of a prosperous three-state market. In the foreground is Wheeling's new multimillion dollar Fort Henry Bridge.

The Ohio River provides manufacturers and basic industry with low cost transportation to 60% of the nation's population. During 1955, more than 60 million tons were shipped on the river and it is estimated that tonnage for 1956 will top 85 million tons. Railroads plan $20,000,000 for improvements to meet the area's booming industry.

Recent influx of primary aluminum plants means hundreds of new companies will spring up to process and fabricate the product. Olin Mathieson has begun construction of a new 275 million dollar basic plant which will create at least 3,000 new jobs. It will be the world's first fully integrated aluminum plant and will be so huge that new coal fields and power plants are being constructed to serve it.
attraction is the hopeless endeavor to watch five rings at once.

Instead of the fast beat you would associate with the circus, the show chose to start off with almost dirge music, giving a slow-motion atmosphere which somehow hung on for the rest of the hour. The Cummings, et al, were obviously trying too hard for enthusiasm, while the viewer had none at all.

On the plus side was the ability of the tv camera with Zoomar lens to bring ordinarily hazy performances into close focus. The suspense of the various trapeze and acrobatic acts was heightened by proximity. Perhaps the most spine-tingling aspect was the amateurishness of many of the performers, who slipped, fell, missed and otherwise threatened to splatter themselves over the screen.

Production costs: $75,000.

Sponsored by General Foods Corp. through Benton & Bowles on CBS-TV, Tues., April 3, 7:30-8:30 p.m. EST.

Host: Bob Cummings, his wife, Mary Elliott, and two of their children, Robert Richard, 10, and Mary Melinda Ruth, 7.

Producer: Ted Fetter; director: Byron Paul; special directors: Richard and Edith Barstow; executive producer: Richard Lewine.

Seen & Heard

When Patrice Munsel lost contact with the TelePrompter during her "Thou Swell" duet with Perry Como on the latter's Easter eve show on NBC-TV, Perry kept the beat going with some ad libbed words until his guest recovered her composure and her place, but not before she herself had ad libbed a vehement declaration "never to watch one of those things again."

Should any of the 1956 "Emmy" judges be passing this corner, we would want to record one solid vote of confidence in Herman Raucher's charming hour-long play, "Finkle's Comet," as done on the "Alcoa Tv Hour" a week ago Sunday. There just don't seem to be enough superlatives around to cover both script and acting, the latter by David Opatoshu and Hans Conried. Messrs. Chayefsky, Rose and Serling, make room for Mr. Raucher. He deserves it.

BOOKS


OBVIOUSLY nothing more than a parody of those "inside tv" novels heretofore published, "Tubie's Monument" deals with such an outrageously implausible situation and like number of characters that it could hardly be considered offensive. A ribald, fast-paced yarn spun by an expert—a former agency executive among whose other contributions to the contemporary American scene is the Muriel cigar jingle—the book is about Adamu noodle soup, and how a good-looking, naive Bronx butcher's apprentice named Joe Lavingo is "conned" into selling barrels of it to the U. S. housewife in the Godfrey manner. The "conman" is one Benson Tubrovin—Tubie, for short—the most nervy and presumptuous copywriter in history since Mark Anthony asked Romans to lend him their ears. Together, Joe and Tubie make up a novel that may not be good, but is very funny.

Mr. Keveson originally was with The Biow Co., then went to Lennen & Mitchell and its successor, Lennen & Newell, as vice president in charge of radio-tv copy. He resigned in 1951 to write this book, currently is writing a second and is doing free lance work.
In the Baltimore market
one station*
delivers the most listeners
at the lowest cost per thousand

*and only one

WFBR BALTIMORE'S BEST BUY
REPRESENTED BY JOHN BLAIR AND COMPANY
RCA INTRODUCES A COMPLETELY
“FAMILY” OF AUDIO

A model to “fit” every station requirement...

ALL HAVE “BUILT-IN” POWER SUPPLIES,
MONITORING AMPLIFIERS AND SPEAKER RELAYS

Here is a “family” of three consoles that give you the widest choice of facilities ever offered. All have printed-wiring amplifiers in modular construction, providing the utmost in circuit uniformity and performance. Each model has its own “built-in” power supply (the BC-6A has two). Each has built-in monitoring amplifiers and speaker relays.

INSTALLATION IS QUICK, EASY...INEXPENSIVE

The “self-contained” feature of all three models makes them easy to install. There is no need for costly external wiring and “hunting” for a place to mount such items as power supplies, monitoring amplifiers and speaker relays. The reduction of external wiring minimizes the chance of stray hum pick-up greatly improving system performance.

CONVENIENT OPERATION

The low height of each console affords maximum studio visibility ... no stretching to observe cues. Relaxed wrist comfort is provided by mixer controls on the right slant ... at the right position above the desk top. RCA-developed finger-grip knobs provide convenient, positive control and are color coded for “function identity.”

EASE OF MAINTENANCE

Routine maintenance time is reduced by the quick accessibility of all components ... easy-to-clean mixer pads, simple-to-adjust leaf-spring contacts on key and push-button switches. This is achieved by a snap-off top cover and a tilt-forward front panel, in addition to strategic placement of components.

RCA MATCHED STYLING PERMITS EXPANDABILITY

Styled with 30-degree sloping panels which match previous equipments such as the BC-2B console, BCM-1A mixer, and compatible among themselves, a wide range of augmented facilities is possible. Paired BC-5As provide dual channel operation and extended facilities. Addition of the BCM-1A mixer to any of these consoles is simple and provides added microphone inputs.

THEY WORK WELL INTO CUSTOM ARRANGEMENTS

Simple functional design and “engineered” compactness makes any number of custom installation arrangements possible. A custom “U” arrangement of two BC-5As flanking a BCM-1A mixer is possible. The 30-degree front panels match the slope of video control equipment making them suitable for use in television studio custom applications as well as in radio.

Ask your RCA Broadcast Sales Representative for detailed information
NEW
CONSOLETTES

BC-5A NINE INPUTS
-facilities for 4 microphones, 2 turntables, 2 remote
lines, 1 network or tape. 4 mixer positions. Built-in
power supply. Easily expanded for dual channel use
by "pairing." Block building lends "custom touch"
when paired with existing BC-2B's. $875*

BC-3B THIRTEEN INPUTS
-facilities for 6 microphones, 2 turntables, 2 remote
lines, 1 network, 2 utility inputs which may be used for addi-
tional turntables, tape, or as required. Eight mixer positions. Built-in power supply.
 Easily expanded for dual channel use by pairing with BC-5A. Convenient script rack. $1095*

BC-6A TWENTY-TWO INPUTS
-facilities for 10 microphones, 2 turntables, 2 tape, 2 film, 5 remote
lines, 1 network. Dual or single channel operation with "split-mixer" faders. Master
 fader controls both channels simultaneously. Ideal for binaural broadcasting. Nine mixer positions. Two
built-in power supplies (one for each channel) for greater reliability. Two monitoring channels, one for pro-
gram monitoring and talkback, one for cueing and feeding background to studios. Convenient script rack. $1750*

*Less Tubes—Prices subject to change without notice.
OPEN MIKE

ANA Meeting

EDITOR:
Let me take this opportunity to thank you for the excellent way you people handled the reporting of the [ANA] meeting [B&T, March 19].

Paul B. West, Pres., Asn. of National Advertisers
New York

Good Friday Gesture

EDITOR:
I think WCOW has a "first!" Good Friday, from 5 a.m. until 6:15 p.m., WCOW donated its entire schedule to the Catholic and Protestant churches of the Twin Cities. The feature of the day's broadcast was a six-hour program entitled "The Life Of Christ" as told by Bishop Fulton J. Sheen.

This morning (Saturday, March 31) I was surprised to find over 400 letters and post cards in our mail commending us for our gesture. From Mrs. Ann M. Hauser of St. Paul: "Most wonderful Good Friday spent with radio. . . ."

Victor J. Tedesco, Operations Dir.
WCOW St. Paul

You Name It

EDITOR:
In looking through your March 26 issue, I noticed in Open Mike a request for the pamphlet entitled "You Name It-Radio Can Sell It." I, too, would appreciate your sending me four copies of the above.

I enjoy your magazine very much and especially the articles on radio. I hope you will continue to publish articles evaluating the radio industry and especially the job it continues to do in selling advertisers' products.

Richard J. Carman, Sales Dept.
WHBY Appleton, Wis.

EDITOR:
Please send me one copy . . .
Helen W. Newman, Radio Dir.
Goethell & Weil Inc., New York

[EDITOR'S NOTE: Copies of the eight-page reprint which contains reports of eight successful radio campaigns conducted by local retailers are available at 25 cents a copy or $15 per hundred.]

Where on the Dial

EDITOR:
There are three radio sets in front of me. The dial of one, a Philco, is numbered as follows: 55, 60, 70, 80, 100, 130, 160. Another set, also a Philco, is numbered: 55, 6, 7, 8, 10, 12, 14, 16. The third radio, a Fada, is numbered: 55, 60, 70, 90, 11, 14, 16.

Question: How are we supposed to tell our listeners where to tune us on their radio dials?

I had assumed that RETMA had long since been confronted with this chaotic condition and was doing nothing about it simply because it was impossible to get the manufacturers to agree on a standard dial numbering. However, as a shot in the dark I wrote Hal Fellows suggesting that NARTB take the matter up with RETMA again.

John Meagher [NARTB vice president for radio] replied with a very nice letter stating that NARTB has been endeavoring to "stimulate something up" in this direction. John said that the appropriate people at RETMA advised him, this was the first complaint of this nature they have had, and that they would discuss the matter further.

As you can see, from the illustration above, it's rather futile for us to tell our listeners they can find WCUE at eleven-fifty on their radio dial. It's equally futile to describe our location as one-one-five-o, one-three-five, half-one, etc., etc. In fact, with the present variation in radio dials there just isn't any meaningful way to express our dial location. Therefore, why promote it?

There's another side to this problem, too. Hooper's operators are instructed to probe respondents who can't identify stations by call letters. Uncertain respondents are asked to check the position of their dials and give Hooper's operators the number to which their set is tuned. Perhaps this crazy situation helps explain the discrepancy between surveys . . .

WCUE Akron, Ohio

Way to Save Money

EDITOR:
We recently discovered a new way to save money in the broadcasting business. Perhaps by passing along the method to other small station operators, lots of money can be saved all over the country . . . This move of ours should be copied by all radio stations now buying records from the various label makers under a "monthly subscription service" plan.

We, who must buy records from the makers for the dubious privilege of playing them for our listeners, are giving away millions of dollars in free radio time by not charging for this service. Without the plugging of recorded music by radio stations, the label-Lords would have much trouble peddling them.

Let's all refuse to buy records and begin banking the difference.

Charley Drew, Mgr.
WWKY Winchester, Ky.

Unique Situation

EDITOR:
With regard to House Resolution 4627 and Senate Bill 923 pertaining to alcoholic beverage advertising and the possibility that such legislation would apply to radio and tv only:

Wouldn't it be a unique situation if alcoholic beverage advertising were carried in newspapers and magazines which are distributed partially at government expense (through mailing privileges) while that same government banned such advertising in radio and tv, operating without government subsidy?

KIND, Independence, Kansas

Time for Religion

EDITOR:
I have read with great interest your article concerning the National Council of Churches and their opposition to "bought" time on radio and tv [B&T, March 12].

Oddly enough, KDII shares that opinion and gives its time on Sunday to the churches of our community, which include the Christian Science, Baptist, Catholic, Mormon and Community. All are given a half-hour each Sunday with the exception of the Christian Science, who asked for and received a quarter-hour.

We are, however, a wee bit unhappy with various religious organizations such as the Catholic Church which does not supply us with the hour of St. Francis. There are many other excellent church programs we would be delighted to carry free because they are well produced and enable us to better serve the religious needs of our community . . .

Blake Tabor, Gen Mgr.
KDII Holbrook, Ariz.
Between today and tonight — two of NBC's finest weekday shows — WKNB-TV gives its audience 100% good entertainment all day, every day ... all week.

WKNB-TV combines the complete lineup of NBC star-studded shows with its own popular local live shows. Whatever time you choose from dawn to midnight every day, you'll find that WKNB-TV is more than an advertising medium — WKNB-TV is a selling medium in the 1 3/4 billion dollar Hartford County Market.

Contact The Bolling Company, Inc., for the full WKNB-TV success story.
STABILITY

QUALITY

INGENUITY
When you come right down to it, today's good radio and television representation — infinitely more complex than yesterday's — is still very largely a matter of principles.

It requires stability — but a stability emphasized by continuing growth and expansion of service, physical plant and responsibility.

It requires quality — a quality best mirrored in the maturity and judgment of its executives, its salesmen, its sales development arms.

Above all, it demands ingenuity — an inventiveness punctuated by aggressive, even unorthodox salesmanship.

These are, of course, the hallmarks of good business — as necessary to good representation as they are to good station management.

For twenty-four years they have stood for Raymer representation — just as Raymer has stood for them.

PAUL H. RAYMER COMPANY, INC.

Exclusive National Representative Since 1932

NEW YORK • CHICAGO • LOS ANGELES

DALLAS • SAN FRANCISCO

DETROIT • ATLANTA
CASE HISTORY—RESTAURANTS

Hey, Fellows!

Which way to Chefs Inn

Halfway between Los Angeles and San Diego is Robert Hill’s Chefs Inn of Corona del Mar... one side facing the blue Pacific, the other the teeming traffic of Highway 101.

For years this restaurant built a substantial business on excellence of product and word of mouth, but without advertising... "trapping." In the words of managing director Hugh Hutson, "only 30 to 40% of our potential." Writes Hutson: "We started looking for the best advertising medium and selected KBIG, because of its policy of a restricted amount of commercials and its excellent coverage of Southern California, which gave us a chance to put Chefs Inn in the minds of millions of people annually visiting Los Angeles and Orange counties."

A one-minute transcribed spot featuring the seductive KBIG trade-character mermaid has run on KBIG before luncheon and dinner-time since summer 1955. To quote Hutson once more: "Our increased business has been most gratifying. Robert Hill’s Chefs Inn is a confirmed K-BIG advertising account." Covering all Southern California at lowest cost-per-thousand listeners, KBIG delivers results... good if you have one front door like Chefs Inn; better, if you have many.

IT'S A rare acumen that enables a broadcaster who has been fighting for deintermixture for more than a year, and against the issuance of a final decision that brings the first vhf outlet to his community, to end up in partnership with the losing applicant for that very same vhf facility.

The incident involves the Bartell-owned ch. 33 WMTV (TV) Madison, Wis. For more than a year it has fought to have Madison deintermixed (made all uhf). For almost a year it has fought to stop the FCC from issuing its final decision in the Madison ch. 3 case. Success has not come; deintermixture is all tied up in the current allocations proceedings, and in December last year, the FCC issued its final decision, granting the ch. 3 facility to WISC-Morgan Murphy interests and denying the WBA (Capital Times-State Journal) application.

Three months later, announcement was made that WMTV and WIBA were merging their interests and that WIBA was paying $600,000 for a two-thirds interest in the uhf television station (B&T, March 12).

That does much to explain the characteristics of Gerald Bartell who has combined a talent for artistry, a perspicacity for business and a decided penchant for perfection into a small empire builder in the past nine years.

As president of the Bartell Group, Mr. Bartell oversees a strategic alignment of radio-tp properties centering in the midwest and stretching eastward to Georgia and westward to Arizona and California.

The Bartell group comprises in addition to WMTV, WOKY Milwaukee, and WAPI Appleton, Wis.; WAKE Atlanta, Ga.; KCIB San Diego, Calif., and KRUX Phoenix (Glendale). WAKE, KCIB and KRUX are recent acquisitions. Mr. Bartell headquarters in Madison as general manager of WMTV, which began operations in July of 1953.

Other station operators in any given market soon ascertain they are in for a hotly-competitive scramble when Mr. Bartell moves into the area, partly because of his simple credo that "nobody can beat us when we have the dominant audience." They also may quarrel, as they did in ratings-minded Milwaukee, with certain promotion, programming and merchandising techniques. Mr. Bartell credits a "scientific approach" and "imaginative merchandising and promotion," however, with the success of his lone tv and five radio outlets.

He also is quick to cite the "teamwork" of the Bartell family for the growth of the Bartell Group, since each holds a responsible position in radio or television.

Promotion and merchandising were Mr. Bartell's strong suit for many years; ever since he served on the faculty of the U. of Wisconsin.

A native of Chicago (born May 20, 1914), Gerald Aron Bartell is one of a family that also includes brothers Lee (executive director of the Bartell Group), David (now general counsel) and Mel (general manager of WOKY) and a sister, Rosa Evans (executive secretary of the group).

Young Jerry Bartell spent his youth in Wisconsin and enrolled at the U. of Wisconsin in 1932. His life at that time meshed into a combination of college and career before he was graduated with a B.A degree in economics in 1937 and, as a graduate student, received his master's in 1939.

In 1934, while still in school, he also worked in Chicago, hub of the radio soap opera era, as a network actor on many programs. Later, while on the U. of Wisconsin faculty, he went to New York and took up sales, merchandising and production work at WABC, where he supplemented his income by means of announcing and actor roles. This experience was made possible through a fellowship involving radio work granted to the U. of Wisconsin by the Rockefeller Foundation.

Mr. Bartell was named to the university faculty in 1939 as a radio instructor and production director of WHA, university-owned outlet. While there, he specialized in children's recordings, conducting a weekly 30-minute program on the station.

In 1942, Mr. Bartell married the former Joyce Jaeger, fellow university graduate and script-writer. They worked at WHA for five years, distinguishing themselves for showmanship techniques. He served for three years in Naval aviation with a patrol bombing squadron.

The Bartell family took over its first station in 1947—a daytimer on 1430 kc which later moved to 920 kc. WOKY was the forerunner for other station acquisitions, with operation keyed to research, and talent promotion activities with an eye alert to prospective salesmen, disc jockeys and other personnel.

At one time, the Bartells held a license for ch. 19 WOKY-TV Milwaukee. These facilities were purchased by CBS for $335,000 and approved by the FCC in January 1955. CBS, which also bought the physical assets of ch. 25 WCAN-TV Milwaukee in the same transaction, changed the WOKY-TV call letters to WIXX (TV). This was CBS' first uhf television buy.

Mr. Bartell believes firmly in educational radio-tv, a throwback to his days at the U. of Wisconsin. He cites the importance of educational radio-tv, noting that it creates benefits that accrue to all of the broadcasting industry.

For hobbies, Mr. Bartell likes to compose jingles, attend plays and otherwise patronize the arts. His family includes Jeffery 13, Denis 9, Laura 2 and Jane Alice, born Feb. 27.
PROFITABLE S-T-R-E-T-C-H

Every year, millions of pairs of high fashioned — full fashioned hosiery are stretched to a perfect fit in hosiery mills throughout the Prosperous Piedmont section of North Carolina and Virginia... home of WFMY-TV. Manufacturers such as Burlington, Mojud, Hanes, McCrary, and Baker-Cammack make this section the largest producer of full fashioned hosiery in the world.

WFMY-TV, basic CBS for this 46-county area, completely dominates the viewing habits of the hundreds of thousands of employees of these tremendous hosiery mills.

Telecasting on Channel 2 since 1949 to some 2 million potential customers for your product, WFMY-TV gives you full 100,000 watt coverage of this expanding area of the South.

To stretch your profits in this $2.3 billion market, call your H-R-P man today.

WFMY-TV...Pied Piper of the Piedmont

WFMY-TV
Channel 2
GREENSBORO, N.C.

Represented by Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco — Atlanta

April 9, 1956 • Page 27
WEEKDAY. NBC Radio's daytime program service which is attracting millions of housewives, now offers the newest selling attraction of all. Now WEEKDAY presents the largest galaxy of famous personalities in daytime radio, every one a well-known authority... starring as salesmen!

These stars—popular co-hosts Virginia Graham and Mike Wallace, Mary Margaret McBride, Helen Hayes, Dr. Frances Horwich and all the others—will work hand-in-hand with you, telling millions of housewives about your product, recommending it personally, selling it across the nation.

Your product can be associated with the biggest stars, the newest, most merchandisable programming service in all of daytime radio and at a low-low cost that will
specials every day!

amaze you. Special tie-ins tailor-made for mass merchandising are also available on WEEKDAY.

Because WEEKDAY plays a personal role in focusing women's minds on food store and drugstore shopping, it's currently selling for many major national advertisers . . . General Foods, Standard Brands, Sterling Drugs, Miles Laboratories, among others. Join these leaders.

Consider WEEKDAY's star personality-salesmen, its low-low cost and total flexibility which permits you to buy a single announcement or an entire campaign. Then talk to your NBC Radio Network Representative.

exciting things are happening on the

NBC radio network
Yes, WEMP keeps Milwaukee company around the clock with the latest news 38 times daily, the best in recorded music and a regular schedule of play-by-play sports. The result is that if you turn on a radio hereabouts, no matter what time of the day or night, chances are it's already tuned to WEMP 'cause that's where it was set when it was last used . . . and chances are too, someone'll tell you to let it set just the way it is.

In short, WEMP is a HABIT in Milwaukee with Dad, Mom, the teen-agers, the sports . . . everyone! They're the people you want to reach fast, 'cause when you sell 'em, you're in business with a capital "B"! Looks like you better get a line on WEMP rates and availabilities, doesn't it?

Milwaukee's Best Buy WEMP 5000 Watts at 1250 1935-1955 . . . 20 years of service to Milwaukee Represented nationally by Hendley-Steed

on all accounts

In 1926, The New Yorker magazine—then scarcely a year old—began running a series of articles titled "Manhattan Manual" by a 21-year-old "unknown" named Robert Jay Misch. A week or two after the first piece hit the newsstands, Mr. Misch—then "quite ungraciously employed" as a cub with the now-defunct George L. Dyer agency—received a phone call from Albert Frank & Co., forerunners of Albert Frank-Guenther Law. "We're looking for a free-lancer who can write ads for us in The New Yorker," he was told. "Can you?"

He could—and did. Twelve years later, Mr. Misch left AF-GL as an account executive and vice president, and joined Al Paul LeFon, New York, in a similar capacity. He's been there ever since, writing copy, servicing a host of clients and—after 5:30 P.M.—turning out a vast number of "extra-curricular credits."

Among them:

A forthrightly food and wine column for The Playbill, New York theatre program, called "Inside Us," a string of free-lance magazine articles on cookery, two books—a juvenile, At Daddy's Office for Alfred Knopf, Foreign Dining Dictionary for Doubleday—that have sold "quite well, thank you," and active membership in the New York Chapter of the Wine & Food Society, which he helped found after World War II.

Yet the two foods Mr. Misch deals with most frequently are coffee and noodles, for in his capacity as account executive at LeFon, he handles both Jos. Martinson's regular and instant coffee and A. Goodman & Sons macaroni, both heavy spot users. Other accounts serviced by him include: RCA Tube Div. (promotion spots for color tubes on NBC-TV’s Producers' Showcase, etc.); Lovable brassieres (past tv spot sponsor), and Pearson Pharmaceutical Co. (participations for EyeGene on ABC-TV's Film Festivals, NBC-TV's Queen for a Day and MBS' Multi-Message Plan).

Mr. Misch, armed with a B.S. degree, magna cum laude, and a scrapbook of clippings, entered the Dyer agency as copywriter on U. S. Rubber bicycle tires. "After seeing my voluminous report on what I'd learned in six weeks at the U. S. Rubber school in Hartford," Mr. Misch recalls, "they switched me into Best Foods' mayonnaise." The Albert Frank job followed shortly thereafter. In 1938, he switched agencies and also wed the former Janet B. Wolff—"then, as now, my toughest copy chief." They have two children, Kathy, 12, and Mary, "14 going on 21."

ROBERT JAY MISCH

Broadcasting • Telecasting
You Might Swim 100 Yards in 49.2 Secs.*—

BUT . . . YOU NEED WKZO-TV
TO MAKE A SPLASH
IN WESTERN MICHIGAN!

WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids and Greater Western Michigan. It's Channel 3 with 100,000 watts from a 1000' tower. Delivers brilliant picture to almost 600,000 television homes in 29 Western Michigan and Northern Indiana counties—one of America's top-20 TV markets!

New ARB figures (left) show that WKZO-TV is the BIG favorite—morning, afternoon and night, not only in Kalamazoo and Grand Rapids, but also in Battle Creek and Muskegon, as well!

100,000 WATTS • CHANNEL 3 • 1000' TOWER

The Fetzer Stations
WKZO-TV—GRAND RAPIDS-KALAMAZOO
WKZO RADIO—KALAMAZOO-BATTLE CREEK
WJEF RADIO—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
KOLN-TV—LINCOLN, NEBRASKA

Associated with
WMBD RADIO—PEORIA, ILLINOIS

*Richard Cleveland set this world's record at Columbus, Ohio, in February, 1952.
WORLD'S GOT IT!...at the "RADIO'S VOIC FORTUN.

You'll hit pay-dirt aplenty! It's exciting and profitable for stations and advertisers...a splendid example of the new profit-producing ideas offered FREE to World Affiliates all year-round!

World's new and effective answer to the question of HOW TO BUILD YOUR SALES VOLUME and FOCUS NEW ATTENTION ON YOUR STATION!
*distinctively
YOUR STATION'S
VOICE OF FORTUNE
when tied in
with your station
call letters!

We'll give you a hint. It's an audience-building game... a red-hot promotion! For full details visit WORLD'S CONVENTION DISPLAY ROOMS, 512-A AND 513-A, Hotel Conrad Hilton, Chicago on April 15th thru April 19th, 1956. We'll be looking for you!
KTHS, 50,000 watts, is Basic CBS Radio in Little Rock. It does a tremendous job there—and throughout most of the rest of the State, too.

KTHS delivers a big clear signal to Little (Ark.), for example. This tiny Desha County community wouldn't even rate an asterisk in most market books. But as one of Arkansas' many small cities and towns, it helps make up KTHS's interference-free daytime coverage of 3.3 million people!

Ask your Branham man for full details on KTHS—Arkansas' big radio value!

KTHS 50,000 Watts
CBS Radio

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

Represented by The Branham Co.
Under Same Management as KWKH, Shreveport
Henry Clay, Executive Vice President
R. G. Robertson, General Manager
BRISK BUYING SURGE SWAPS FOUR STATIONS, $7.7 MILLION

- **SOLD:** WHAM-AM-FM-TV Rochester for $5 million
- **SOLD:** WSVA-AM-FM-TV Harrisonburg for $800,000
- **SOLD:** KEYD-AM-TV Minneapolis for $1.5 million
- **SOLD:** WGMS-AM-FM Washington for $400,000
- **AND:** Another $8 million in sales in prospect

FOUR major station operations (all but one including tv) changed hands last week—with the total bill adding up to $7.7 million.

And, in various stages of negotiations, were five other sales with a total possible $8 million tab.

Announced last week and all subject to FCC approval were the following:

- **WHAM-AM-FM-TV** Rochester, N. Y. Sold by Storgrom-Carlson Div. of General Dynamics Corp. to Transcontinent Television Corp. for a reported $5 million.
- **WSVA-AM-FM-TV** Harrisonburg, Va. Sold by Frederick L. Allman to NBC executive Hamilton Shea and Transcontinent Television Corp. for an aggregate $800,000.
- **KEYD-AM-TV** Minneapolis-St. Paul, Minn. Sold by Morris T. Baker and associates to Sy Weintraub, Flamingo Pictures, and a group including some WENS (TV) Pittsburgh stockholders for $1.5 million.
- **WSVA-AM-FM-TV** Washington, D. C. Sale by M. Robert Rogers and associates to RKO Teleradio Inc. for $400,000 virtually concluded.

Other transactions still in various stages of completion were:

- **KGUL-TV** Galveston-Houston, Tex. Being sold to J. H. Whitney Co. for an amount reported to be in excess of $4.5 million.
- **WINS New York.** Reported under consideration by a number of large entities (Westinghouse Broadcasting Co., Plough Inc., among others) for a sum understood to be close to $2.5 million.
- **KYA San Francisco.** Purchase from J. Elroy McCaw and John D. Keating by Gene Autry and Robert O. Reynolds understood to be near closing for $350,000-$600,000.
- **WQAM Miami, Fla.** Number of bidders interested in property which is required to be sold because of duopoly conflict with grant of Miami ch. 7 to Bitcayne Television Corp. Figures mentioned range up to $300,000.

Transcontinent Television Corp., a new entity in broadcasting, but including several who have broadcast interests, reached out for two properties last week. It bought pioneer WHAM, and its fm and tv facilities, for $5 million and it joined with NBC vice president Hamilton Shea, WRCA-AM-FM-TV New York general manager, in the $800,000 purchase of WSVA-AM-FM-TV Harrisonburg, Va.

A Buffalo, N. Y. group, Transcontinent was formed last year for the purpose of buying and operating radio and tv stations in the U. S. and foreign countries. It comprises among its principals the following:

David C. Moore, president; 1955 assistant to the Assistant Secretary of the Air Force for Materiel. Mr. Moore had been national divisional sales manager of International Business Machines Corp. in New York, served with the Air Force as a lieutenant colonel in World War II.

Paul A. Schoellkopf Jr., chairman; vice president and director, Niagara Share Corp., Buffalo. He also has interests in Trico Products Corp. (automobile equipment and accessories), Mohawk Airlines Inc., and Marine Trust Co. of Western New York.

J. Fred Schoellkopf IV, vice president and director of the Buffalo and New York investment firm of Schoellkopf, Hutton & Pomeroy. Others in Transcontinent are Seymour H. Knox, Buffalo branch manager of Domnick & Dominick stock exchange firm; and David G. Forman, formerly with Bell Aircraft Corp.

The Schoellkopfs and Mr. Knox own between 7% and 8% of WGR-AM-TV Buffalo, N. Y. The Schoellkops each have 20% in Television Assoc. of Elmira Inc., one of three applicants for that upstate New York city's ch. 9.

Its purchase of the WHAM properties was 100%. However, it was announced that the General Railway Signal Co., Rochester, will become a part owner. Those details are being worked out now, it was learned.

At the same time that Stromberg's sale of its broadcast properties was announced, the company also revealed that it had ceased television receiver manufacturing as of the end of March (see page 130).

Class 1-B, 50 kw WHAM was founded in 1922. It was bought by Stromberg-Carlson in 1927. It operates on 1180 kc, is affiliated with NBC and represented by George P. Hollington Co. WHAM-TV on ch. 5 began telecasting in 1949, has the same NBC affiliation and Hollington representation as the am station.

Ownership of Stromberg-Carlson passed to General Dynamics Corp. last July when the two corporations merged. General Dynamics is a leading producer of military and commercial aircraft (Convair), submarines (Electric Boat) and guided missiles.

Headquarters of Transcontinent is at 15 East 47th St., New York.

Joining with Transcontinent in the purchase of WSVA stations in the Shenandoah Valley city is Hamilton Shea, one-time controller and treasurer of Emerson Drug Co. (Bromo-Seltzer), Baltimore, Md., who was controller of NBC stations division before being appointed to manage the network's New York key sta-

**PRINCIPALS** in the $800,000 purchase of WSVA-AM-FM-TV Harrisonburg, Va., check details. L to r: Frederick L. Allman, present owner of the Shenandoah Valley stations; William A. Porter, WSVA attorney; Hamilton Shea, NBC executive who will be 50% owner of the Harrisonburg properties; James W. Blackburn, Blackburn-Hamilton Co., broker in the transaction; and David C. Moore, president Transcontinent Television Corp., which will own the other 50% of the WSVA stations.
tions. Mr. Shea will own 50% of WSVA and Transcontinent the other 50%. He is resigning
his NBC position as of April 15. He will be
president and general manager of the WSVA
properties, and is a vice president of Trans-
continent.
WSAV began operating in 1935 and holds a
license for 350 kc with 5 kw day and 1 kw
night. Mr. Rogers is also an officer-of-the-line NBC and represented
by John E. Pearson Co. WSTV-TV on ch. 3 began operation in 1953. It is affiliated with all
three networks.
Mr. Allman retains a one-third interest in
WMWA Orange and 10% of WEJL, Lexington,
both of which he began as a student. It is
operated by his 53-year-old son, William F. Adler, publisher of the PebSShild
edition of TV Guide.
Messrs. Johnson, Israel, Eby and Lott are
stockholders in WENS. Mr. Johnson is an at-
torney and a co-owner of the Pittsburgh Pir-
ates. Mr. Weintraub is president of Flamingo
Pictures. Mr. Israel is vice president and
general manager of WENS.
Mr. Israel will be in charge of both the
Pittsburgh and Minneapolis operations, but
will retain his headquarters in Pittsburgh. Aside
from the appointment of a local manager for
the KEYD stations, no other personnel changes
are anticipated.
After the purchase is consummated, KEYD
will be sold for about $100,000 to Robert Pur-
cell, managing director of the Minneapolis-St.
Paul stations, and James A. McKenna Jr.,
Washington attorney.
KEYD began in 1948 on 1440 kc with 5 kw
daytime. It is non-affiliated and represented
by H-R Reps. Inc. KEYD-TV on ch. 9 began in
January 1955. It also is represented by H-R Reps.
Inc. It is owned 84% by Morris Baker
of Mr. Smith on Feb. 29 told
reporters that "transactions on our first prop-
erty [newspaper and/or station] will be com-
pleted within the next 60 days," and that bids
were then being considered on other prop-
erties as well.
Mr. Smith told BT last week that this plan
has not "worked out."
One of the properties Mr. Smith was reported
to be eyeing—and still is—the San Francisco
Chronicle, owns KRON-TV San Francisco and
also holds a 97.5% interest in KBAK-TV
Bakersfield, Calif.
However, Mr. Smith said: "This Chronicle
serious consideration by Plough Inc., Memphis
pharmaceutical manufacturer (St. Joseph aspi-
rin, Mexsana powder, etc.)—which in one
week last month laid out over $1 million for
WCAO-AM-FM Baltimore (between $550,000
and $600,000) and WCOP Boston (about $450-
000) [BT, March 26, April 2]. However, it
was understood that there are a number of
other bidders for the Miami property.
Plough Inc., through its newly-formed sub-
sidary, Plough Broadcasting Corp., owns WJJD
in Chicago and plans to have this subsidiary
as licensee of WCAO-AM-FM. WMPS Inc.,
also under Plough Inc., is licensee of WMPS
Memphis. Abe Plough is president of Plough Inc. Harold Krelstein, Plough Inc. vice presi-
dent in charge of radio-tv operations, is also
president of the subsidiary firm.
The sale of the ABC Miami outlet (operat-
ing on 560 kc with 5 kw day, 1 kw night) is
a condition of the Miami ch. 7 grant to Bis-
cayne Television Corp. Biscayne comprises
the Knight interests (WQAM-Miami Herald),
the Cox interests (WIOD-Miami News) and
Niles Trammell, former NBC president.

COLLIER'S HEAD COY
ABOUT PLANS FOR TV

President Paul Smith of Cro-
well-Collour discourages re-
ports his firm seeks to buy 'San Francisco Chronicle' newspa-
per-radio-tv or 'Cincinnati In-
quirer', says C-C will decide
'later this year.'

PAUL C. SMITH, president and editor-in-chief, Crowell-Collour Publishing Co., last week re-
iterated the company's plans to "go into tele-
vision" but refused to divulge specifics.
In an interview with BT Mr. Smith said,
"I can only talk about intentions—not specifics."
In Portland, Ore., Mr. Smith on Feb. 29 told
reporters that "transactions on our first prop-
erty [newspaper and/or station] will be com-
pleted within the next 60 days," and that bids
were then being considered on other prop-
erties as well.
Mr. Smith told BT last week that this plan
has not "worked out."
One of the properties Mr. Smith was reported
to be eyeing—and still is—the San Francisco
Chronicle, owns KRON-TV San Francisco and
also holds a 97.5% interest in KBAK-TV
Bakersfield, Calif.
However, Mr. Smith said: "This Chronicle

COLLIER'S MR. SMITH

Broadcasting • Telecasting
Mr. Smith did not deny that he had "great interest" but said that with "this family matter" at the "same ball game," his interest is "purely academic.

Mr. Smith also pointed out that another of his major interests is the Cincinnati Inquirer, currently undergoing a struggle for control. He said: "I heard the gentlemen [James H. Ratliff Jr. and J. Henry Berne] were in town looking for buyers. I am not one of them."

As to specific newspaper or station buys, Mr. Smith said: "No decision will be forthcoming until later this year." He did not say why.

He did say, however, that Crowell-Collier would prefer to make its property purchases "in an as yet undeveloped tv market." He felt that launching a station in an as yet undeveloped tv market would not be "as profitable for us as buying a station already on the air which could be doing better financially and for management.

At the annual stockholders meeting Thursday, Mr. Smith dodged several specific queries regarding Crowell-Collier's tv plans. Asked, "How will our company prevent tv from creeping in on us?" Mr. Smith replied: "We'll see. We're not creepin' into television." Just when or how, he declined to say. "We are always looking for new ways in which to develop new sources of revenue," he said, and as soon as we find the ways and the means and the properties we'll go into business.

He also told stockholders that "we hope to be in the record club mail order business by the end of the year." He said, however, that Crowell-Collier "will not go into the manufacture or retail business.

Particulars Declined

Mr. Smith declined to spell out, in the B&T interview, details of such matters as the Crowell-Collier Record Club [B&T, March 26] other than to say that "it is highly probable" that the firm's repertoire would come from the archives of Edison Records Inc., New York.

Another operational phase of the division would be that of radio-tv production, packaging and syndication. Such a move, Mr. Smith acknowledged, would force Crowell-Collier to revolutionize article payments, since at the present time the company's three magazines purchase only the first rights, permitting the author to collect additional fees for tv adaptations. Eventually, another official said, "One reason we are considering tv production within the shop is that we would like to share some of these revenues that television is paying our contributors, at least now."

For Mr. Smith, diversification has been a pet project ever since he joined Crowell-Collier in May 1953, as "a dangling vice president." The following January after becoming president he outlined the company's diversification as four "adjuncts to its newspaper stock in what he called "Operation Chewing Gum and Scotch Tape." The operation was designed to bolster C-C's finances, then some $4.2 million in the red.

After recording financial, administrative and editorial phases of the firm's operations, Mr. Smith in 1955 told stockholders that he had cut the losses 45% and last week he reported the first profit ($773,917) in three years.

NEW CONTRACT FORMS ISSUED BY AAAA FOR AGENCY USE IN BUYING OF SPOTS

Copyrighted blanks incorporate changes to conform with terms of association's consent decree in the government's anti-trust suit.

NARTB also distributing them to its members.

NEW copyrighted contract forms for use by agencies in buying spot radio and spot television time were issued by the American Assn. of Advertising Agencies last week and distributed among AAAA's members.

The new forms incorporate changes made to bring the blanks formerly used into conformity with terms of the AAAA consent decree in the government's anti-trust suit [B&T, Feb. 6]. New order blanks, similarly revised, were released at the same time for use in buying space in publications and for transportation advertising.

The AAAA, in sending copies of the revised forms to "all agencies of record in the U.S.," including those which are not AAAA members as well as those which are, reported that three principal changes are involved. There is nothing of the principle involved which would require any change in an agency's customary methods of dealing with media, AAAA said.

The three main changes in format, as cited by AAAA:

1. Deletion of the former prohibitions against "secret rates, rebates or agreements affecting rates" and against splitting commissions.

2. Addition, with approval of AAAA's special counsel, of each of the revised forms: "Agency represents that it is primarily engaged in the business of developing, servicing, and placing advertising, and that no advertiser, medium, or supplier has a direct or indirect financial interest in it, and that its principal owners are active in its work." Inclusion of this provision makes it necessary for so-called "house agencies," for example, to signify on the forms, if they use it, that they do not have the independent status described in this provision.

3. New wording has been added to the "rate policy" provision to make clear that the "station representation" rates that are named in the contract are the lowest which the station has established for similar broadcast time "at the time this contract is executed." If the station lowers the rate for equivalent time during the life of the contract, the contracting advertiser also gets the benefit of such reduction. These revisions were described by AAAA as "the only substantive changes."

Speaking of the new forms as a whole, for the first time in the transportation advertising as well as for radio and tv—the association pointed out that there have been "a number of minor changes in wording... including changes required by the government attorney's report that the making of each form appear to be, as it is, a contract between an individual agency and an individual medium. These changes do not, in our opinion, affect the day-to-day usefulness of the forms from the viewpoint of either agencies or media..."

"It should be noted that the important provision which makes the agency solely liable for payment has been continued in all the forms." AAAA copyrighted forms are intended primarily for use by, but are not restricted to, AAAA members. They have been widely used in the past. AAAA noted that "most national advertising has been placed by means of the AAAA copyrighted forms at the request of the agencies and they have been found by many a major convenience in the flow of business between agencies and media."

It is no longer necessary for an agency to get AAAA's written permission to use the new forms. An agency is not prepared to sign the representations and commitments embodied in the copyrighted conditions covering, among other points, agency's sole liability for payments to media, and agency's independent character, must only so indicate on the face of the form.

"Media also are authorized to use AAAA copyrighted forms with agencies whenever they feel it necessary to use them, but agencies do not have forms of their own."

Both agencies and media are free to add provisions or modify the conditions to suit their preferences. However, AAAA said that "any condition affecting the copyrighted conditions must be clearly and conspicuously noted on the face of the forms. Changes on the back are not permitted."

This week, it was explained, is the purpose of the AAAA copyright and conformance "is necessary so that neither medium nor agency will need to read the fine print on the back of each form to find out whether the conditions have been altered in any way."

Ros Right to Withdraw Form

AAAA also pointed out that "permission for agencies to use the AAAA copyrighted forms is a privilege which may be withdrawn in any individual case if, for example, it should be reported that an AAAA form was being used to deceive or mislead media, or to help perpetrate a fraud on the public, or for other illegal purposes, or was being used to the detriment of advertising."

Although use of these forms by an agency does not guarantee the agency's credit, AAAA said that "media may now expect the forms to be used by agencies—"

"Which (1) are primarily engaged in the business of developing, placing, and servicing of advertising..."

"In which (2) no advertiser, medium, or supplier has a direct or indirect financial interest,..."

"In which (3) the principal owners are active in the work..."

"Which (4) accept the principle of the agency's sole liability for payment to media..."

Media were requested to notify AAAA headquarters "if they suspect that any agency is abusing the privilege of using the AAAA copyrighted forms. Upon such notification, AAAA may inquire of the agency in question, and upon due consideration, may decide whether to allow for that purpose the copyrighted forms should be withdrawn."

Hotpoint Names NL&B

APPOINTMENT of Needham, Louis & Brobury Inc. as advertising agency for Hotpoint Co.'s new tv receiver line, expected to be introduced in the spring was announced last week. The company hopes to sell more than 100,000 sets (made by General Electric) this year and eventually market color receivers under its own name. D. Edward Weston Jr., is general manager of the newly-created tv department.

April 9, 1956 • Page 37
DOES TV SELL AUTOS?

AUTOMAKERS SAY YES

- Major car advertisers testify to tv's effectiveness
- They take issue with criticism by Pontiac's agency
- Others bring up proof that tv is durable for durables

AUTOMOBILE and other durable goods manufacturers joined agencies and television industry members last week in upholding tv's power to move big, expensive products as well as smaller, less costly items. Some volunteered and others gave their views in response to an informal survey conducted by B&T after Ernest Jones, president of MaxManus, John & Adams, Detroit, questioned television's ability to move durable goods (B&T, April 2).

Mr. Jones himself undertook to clarify the situation his published speech had provoked, explaining in a statement to B&T that his comments had only meant to put television into proper perspective among media, that he has high regard for tv and will continue to use it for Pontiac and other MaxManus, John & Adams clients (see text of statement, page 39).

Reaction generally was divided into two categories: (1) We have proof that television is a top-notch buyer for durable goods sellers and here it is, (2) If we didn't rate it highly, would we be spending all these millions on it?

One new study that came to light in B&T's canvass of big-good advertisers showed that of all the recent buyers of the company's 1956 Ramblers, more than 42% said that they had first heard of American Motors' Rambler through some form of advertising, more than half became interested through television. Television Bureau of Advertising also made public some of the highlights of a recent special study of television and the automotive market.

Reactions during the week included:
- Al Gage, national advertising supervisor of American Motors, said that television is increasing floor traffic as well as reaching a lot more people than ever before. He reported that in a survey among recent buyers of the company's 1956 Ramblers, more than 42% said that they had first heard of the Rambler through advertising—and that 56.3% of that 42% indicated that television was responsible for first interesting them in the car. American Motors (Nash and Rambler) sponsors Disneyland on ABC-TV (Wednesdays, 7:30-8:30 p.m.) through Geyer Inc., New York.
- R. J. Fisher, advertising manager, Mercury Division, Ford Motor Co., stated that "Mercury's division's continued sponsorship of the Ed Sullivan Show speaks for itself." Lincoln-Mercury has sponsored the Sullivan show on CBS-TV (Saturday, 8:30-9 p.m.) for the past five years and plans to continue to underwrite the program next year. Kenyon & Eckhardt, New York, is the agency.
- W. Noble, assistant sales manager of Studebaker Division, Studebaker-Packard, said: "Our dealers are very enthusiastic about the Reader's Digest show. The ratings of the show have gained consistently since we started in 1954 and this year enthusiasm has increased equally. In our business," he pointed out, "advertising must have high acceptance from dealers. On this score our show is highly satisfactory." Studebaker-Packard sponsors the TV Reader's Digest (ABC-TV, Mondays, 8:45-9 p.m.) and plans to continue next year. Benton & Bowles and Ruthrauff & Ryan, both New York, are the agencies.
- Henry B. Daniels, general sales manager, Lincoln Division of Ford Motor Co., told B&T that "television plays a vital role in Lincoln's advertising program. Our participations on the Ed Sullivan Show and Producers Showcase have undoubtedly contributed to the rising demand and sales of the 1956 Lincoln."
- G. C. Eldredge, advertising manager, Ford Division, Ford Motor Co., said: "The Ford division considers television advertising one of the greatest of the media. It has grown in importance each year since we began to use it. TV has had a very real effect, in our opinion, in the development of preference on Ford products. "Properly used, television has the ability to build real consumer belief in the merits of a product. People can be shown engineering and construction advances. Visual demonstration can point out handling and performance superiors."
- "We launched a new safety idea with our 1956 models. After four of our monthly Ford Star Jubilee programs, which we use along with our weekly Ford Theatre, our consumer research surveys showed that life-guard design had been firmly established as a distinct product advantage in the minds of two-thirds of the people who saw at least one of the shows. We have reached as high as 15,700,000 homes with this program. This is an outstanding demonstration of the way tv helps to put across a convincing (CBS-TV, "Plymouth Likes its Tv"
- Bruce E. Miller, advertising and merchandising director, Plymouth Division of Chrysler Corp., had a good word for television even though he announced Plymouth is dropping sponsorship of the Wednesday and Friday segments of NBC News Caravan with John Cameron Swayze on June 29. Plymouth's plans are up for review and future broadcast possibilities will be determined when these plans are definitely set, he said, asserting: "We have been completely satisfied with the sales performance of the Plymouth News Caravan since its inception in January 1955. Our relationship with NBC and Mr. Swayze has been pleasant and mutually profitable."
- N. W. Ayer & Son, New York, is agency for Plymouth. It was understood that television definitely is being considered in the company's current review and planning.
- Spokesmen for Buick Division of General Motors declined to be quoted formally but an official noted that Buick is spending $11 million on its sponsorship of the Jackie Gleason Honeymothers show (CBS-TV, Saturdays, 8:45-9 p.m.). Spending that sort of money, he observed, Buick obviously believes television can sell cars.
- George Wolf, vice president and director of radio and television, Ruthrauff & Ryan, New York, cited published accounts of Mr. Jones' Pittsburgh speech and said: "Nowhere in Mr. Jones' remarks does he mention any of the advertising agency's responsibility in the buying of television on behalf of its clients. Instead, we have a gouge in the eye for the medium as a mover of durable goods and a kick in the pants for the networks for their 'arrogance' in programming matters. Speaking as an agency man, I am embarrassed by his attack on a medium that has done so much for the agency business and advertisers in the last decade."

- Chris J. Witting, vice president in charge of the consumer goods division of Westinghouse Electric Co., a major manufacturer of durable goods, said that "Mercury's division considers television advertising one of the greatest of the media. It has grown in importance each year since we began to use it. TV has had a very real effect, in our opinion, in the development of preference on Ford products. "Properly used, television has the ability to build real consumer belief in the merits of a product. People can be shown engineering and construction advances. Visual demonstration can point out handling and performance superiors."
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- Plymouth Division of Chrysler Corp., already was on record that the proof for any medium is "actual sales at the retail level"—and that Dodge's use of television has been an enjoyable experience, which is the company's yardstick in judging TV's worth (AT DEADLINE, April 2).

Through Grant Adv., Detroit, Dodge sponsors the Lawrence Welk Show, Break the Bank, and Make Room for Daddy, all on ABC-TV.

- Two prominent film distributors—Ziv Television Programs and National Telefilm Assoc.—issued statements pointing up the extensive and successful use of television by automobile and other durable goods dealers.

- Just how big is the durable goods market in television? Mr. Jones estimated that the automobile industry alone is spending $100 million a year in tv. When other durable products—refrigerators, stoves etc., are added, the total is increased almost incalculably.

A study of NBC-TV's 1955 commercial schedule, for instance, shows that a total of 46 advertisers whose products might be called "durable goods" sponsored programs or bought participation in the NBC-TV lineup last year. An unofficial estimate put their gross billing—for time alone—at around $48.5 million. Publishers Information Bureau records show 34 such advertisers with gross billings of $39.3 million on CBS-TV. On ABC-TV, without counting other durable-goods programs, five shows sponsored by three automobile manufacturers probably represent a gross total over...
lay of better than $16 million for time and talent. PIB figures for January, the latest available, reflect a much lower automobile use of television this year than last. Counting equipment and supplies as well as automobiles, auto gross billings in tv amounted to $5.4 million as compared to $3.5 million in January 1955.

By far the bulk of the automobile network billings in January this year were broken down as follows: Chrysler $558,260; Chevrolet $579,402; Dodge $357,770; Ford $500,339; Lincoln-Mercury $367,701; Studebaker-Packard $313,786; Plymouth $249,184; DeSoto $226,836; Nash $205,127; Studebaker-Packard $168,058; Oldsmobile $129,547, and Chrysler, for "general promotion," $120,558.

Handling Russell Advertising, which had answered Mr. Jones' speech shortly after it was made [AT DEADLINE, April 2], meanwhile lost some of the highlights of a special automobile study conducted for T &B by A. C. Nielsen Co. T &B's national sales director Halsey Barrett also was in Detroit last week acquainting automotive advertisers with details of the study, which was completed in January.

One feature of the Nielsen findings, T &B pointed out, is that the automobile market is not nearly as "selective" as many people think. As a matter of fact, officials said, the automobile actually can be termed less selective than the cigarette market, for example. Among television homes, it was explained, 79% have automobiles, as against 67% than can be classified as cigarette smoking homes.

The Nielsen-TV study shows that three-fourths (76%) of the homes with cars are television homes; that almost four-fifths of television homes (79%) are car-owning homes; that less than three-fifths (59%) of non-owning families own cars.

Moreover, the study found, families that spend the most time with television also spend the most time in their cars. That is, when tv homes are divided into equal fifths, the fifth that averaged the most time watching television (8 hours 59 minutes per home per day) also had the highest average car mileage (13,383 miles per tv-owning home per year).

For nearly a century, via the Nielsen project, the audiences reached by various television shows that are sponsored by auto makers, it was found that Ford Theatre, for instance, reaches 62.5% of all car-owning tv homes; while Lincoln-Mercury's Ed Sullivan Show, for example, reaches 75.8% of all car-owning tv homes 2.5 times a month.

Meanwhile, Ziv Television Programs released a study which drew what it called a "strong relationship" between an auto dealer's share of a billion-dollar new car market at the local level and the tv networks that use tv programs to sell cars. Ziv can locally pinpoint the buying audience. According to Ziv, this was particularly so with Pontiac's dealers, as well as Chevrolet, Oldsmobile and Buick.

The study, said Ziv, was "clearly indicative of television's ability to sell an expensive 'durable goods' product like an auto within a given community."

According to Ziv, at least 52% of Ziv's dealer-sponsored shows have been signed by dealers handling General Motors lines, a figure, the company said, which parallels closely the general share of the market won by GM dealers in the past year.

GM dealers, Ziv said, have been joining its client list faster than the rate at which other dealers handle other lines. Overall increase in auto dealer volume at Ziv TV for the past 12 months was placed at 17%, with GM dealers spending for local sponsorship up more than 22%.

Breakdown of Ziv TV auto dealer business by percentages: Chevrolet, largest single group on Ziv's roster, 27%; other GM-make dealers, 25%; Ford-made products, 30%; Chrysler, 13%; with the remaining 3% made up of various independent lines, like Studebaker-Packard.

Ely Landau, president of National Telefilm Assoc., said: "Television advertisers are living more compatibly with tv now than ever before.

In a lengthy statement handed early in the week, Mr. Landau played on the Jones' statement of "the public's honeymoon with television is over," to stress that the advertisers' 'honeymoon' developed into a happy marriage 60 years ago." Advertisers, he continued, are buying tv time to sell cars, air conditioners, and washing machines as well as washday soaps, toothpaste and coffee. "It's no secret that the line forms to the right to buy prime time, and that line is the manufacturers of automobiles and other durable goods," asserted Mr. Landau. Mr. Landau also took issue with Mr. Jones' references to tv being not as selective a medium as print, declaring: "It is far fetched to assume that print media intended for mass circulation is any more selective than tv, which reaches the same mass audience more dramatically."

As did others, Mr. Landau offered the success of Lincoln-Mercury and the Ed Sullivan Show on CBS-TV. He noted that the longevity of this association was only one example of an automobile advertiser staying in tv for "the only good reason—that it sells automobiles." Other examples he cited: Ford Corner, Manchester, N. H., and Jim Moran's Courtesy Motors, Chicago. These, said Mr. Landau, were "uncontrovertible proof of the fact that tv sells cars at the retail level."

These case histories, Mr. Landau speculated, can base their success on tv formulas—Mr. Moran, for example, sponsored both live shows and feature film programs, thus augmenting on the local level the manufacturer's tv efforts nationally.

Another case, said Mr. Landau, was that of

PRESIDENT Ernest Jones of MacManus, John & Adams, Detroit, discovered last week that although Mr. Jones explained, with the questions he raised about television in his speech to the Pittsburgh AAAA Council 10 days ago [BT, April 2]. He had not intended to break any new ground, he said, but rather to suggest that it be treated as "another great advertising tool and not the whole tool kit."

In the absence of a text of his speech the file had spoken from notes in Pittsburgh, he said, and this clarifying summary of his views for BT:

"I must admit that I am not a little surprised, and also flattered, at the tremendous interest in my remarks regarding television made before the Pittsburgh Council of the 4A's last week. I only wish that all of those interested in the subject could have heard my talk in its entirety, for I am sure they would have felt, as did members of the audience who were present, that I am not an arch enemy of television. In fact, I think I can honestly say that I have been an enthusiastic supporter of television and initiated many ideas dating back to the early days of commercial television. Perhaps it is only natural that the more dramatic portions were selected for publication.

As to network television per se, I said in my Pittsburgh speech that the American public's 'honeymoon' in television is over and that in agency thinking it must now take its normal and rightful place as another great advertising tool and not the whole tool kit. Few of us, in my opinion, have yet realized the power of television, nor have we ceased to contemplate the tremendous growth that television is then expected to make."

"We have every intention of continuing to use this powerful communication instrument in an increasing degree. But I also feel real concern for this blossoming baby. Remember, back in the mid and late 30's when automobile and other durable goods were selling at record rates, nearly every automobile manufacturer was in radio up to its hub caps. And then that 'honeymoon' was over. No one wants to see that happen to television, where nearly 100 million people are watching every year. Costs have gone up to a point where we are charged with the responsibility of inventing our clients' advertising budgets, must continually examine the results achieved on an objective and unsentimental basis."

"Quoting further from my Pittsburgh talk: 'We must have a venturesome spirit to succeed in this business of ours but the variables of television are many and formidable, such as shifting adjacencies, changing opposition, plus the age-old gamble of entertainment itself.' For example, most tv spectaculars cost more than a Broadway show which might run for months, or even years. Yet there is no degree of certainty for the advertisers,' said Mr. Jones. "Yet there is no sure thing in entertainment, therefore, none of us should forget that even Rodgers & Hammerstein once wrote a turkey called 'Allegro.'"

"And when I said that the public's 'honey- moon' with tv is over, I certainly did not mean that the buying audience. Surveys show the audience is growing . . . but the days of the 50 or 60 rating smash hit is essentially over. Yet the tv people are foolishly reasoning that the tv buying audience is not capable of making a choice. Don't forget that even Rodgers & Hammerstein once wrote a turkey called 'Allegro.'"

"When the formula fails—it is the standard method that falls. As I said in Pittsburgh, let the tv networks and the agencies and the advertisers work together to protect this powerful medium from itself so that it can take its rightful place in the advertising tool kit, a credit and a benefit to all concerned."

"Another point that I made was that our relation with the broadcasting networks has always been extremely amiable. We have had our differences, but they are usually resolved on a high plane and a fine basis. We have every reason to believe that this will continue in the months ahead.'"
Radio-Tv Campaign
Set for Westinghouse

About $10 million is budget for electronic media in biggest advertising push in company history. Firm tries to recoup losses incurred in recent strike.

Radio and television will carry a major share of the load in the heaviest advertising and promotion campaign in the history of Westinghouse Electric Co. (C.B.T., March 26), Chris J. Witting, vice-president and general manager of the Consumer Products Div., reported last week.

The radio-tv budget for 1956, Mr. Witting said, comes to approximately $10 million. This includes a heavy saturation radio spot campaign as well as the $5 million political convention-elections package on CBS Radio and CBS-TV, and Westinghouse's Studio One program on CBS-TV. The overall campaign starts April 16, with the saturation radio drive starting in late May.

Plans for the campaign—and also for new and restyled products including Westinghouse's new 22-inch color television receiver, which is slated to go into production within 30 days—were outlined by Mr. Witting and key officials of his division at a luncheon in New York on Monday. They made plain that Westinghouse is out to sell in nine months what it normally would have expected to sell in 12 if the 156-day Westinghouse strike had not interrupted.

Mr. Witting said the most intensive and aggressive selling effort of Westinghouse's 70-year history, designed to boost sales of many of its products by 35%, will be launched on radio in late May. Stations in approximately 100 markets will be used, spokesmen reported, and in some cases will carry up to 100 messages weekly where that much time is available.

The radio drive will be preceded and augmented by a "product pre-sell campaign" in newspapers, starting April 16.

Theme of the overall campaign will be "Watch Westinghouse" and commercials employing that slogan will be used on Studio One beginning April 30 as well as on the subsequent political package on both CBS networks, which will include political debates as well as commercials. Other 15- and 30-second commercials will be used with newspapers and trade journals also will be used along with radio, tv and newspapers in the campaign, which is being handled through McCann-Brockton, Fuller & Smith & Ross, and Ketchum, MacLeod & Grove.

Edward J. Kelly, general manager of the television-radio division, said Westinghouse will produce color sets "in great quantities," starting with a run of 10,000 and with the subsequent production rate depending on sales. Prices will be "competitive" with those of other manufacturers, he reported.

Meanwhile, Westinghouse President and Board Chairman Gwilym A. Price told stockholders at their annual meeting in Pittsburgh on Wednesday that the company suffered an estimated net loss of more than $16 million in the strike-bound first quarter of 1956. At Monday's news luncheon, Mr. Witting was asked whether Westinghouse expected to "make money" this year. He said he "hoped" it would but that he realized that "you have to pay the price of admission to get a ringside seat," that Westinghouse was aware that "we've been out" but that "we intend to get back in."

Shulton Inc. Plans to Make Entrance Into Television

A MEN'S toiletries manufacturer, Shulton Inc. (Old Spice and other products), is taking a significant plunge into network tv.

It includes Shulton's buy of a two-part See It Now series, "Report From Africa," each program one-hour in length. Part I of the series will pre-empt Westinghouse Electric Corp.'s Studio One (10-11 p.m.) on April 23, and Part II will occupy CBS's Time for Trump sponsorship of The Arthur Murray Party (10:10-10:30 p.m.) and American Home Product's Quiz Kids (10:30-11 p.m.) on May 17. Shulton's agency is The Esley Assoc., N. Y.

At the same time, Shulton also purchased a one-hour-long Victor Borge special, Mr. Borge's first, which will be sloted on CBS-TV at 10-11 p.m. on June 14. The program basically will be hinged on Mr. Borge's successful, three-year, one-man show on Radio City. The series will be based on material gathered by CBS Newsman Alexander Kendrick and cameraman Bob McClure over a seven-month tour.
ONE CENT will go a long way these days on WHO Radio!

Take 6:00 to 10:00 at night as an example . . .

THERE’S a lot of talk around these days about “dead” periods in radio—nighttime, mid-morning, etc.—and some of this yak is preventing some advertisers from grabbing a lot of amazing opportunities.

LET’S LOOK AT THE RECORD . . .

On WHO Radio, a 1-minute spot between 6 and 10 p.m. will deliver 54,934 actual listening Iowa homes.

That’s 8.9 homes for a penny, or 1,000 homes for $1.12—ALL LISTENING TO WHO!

That’s the minimum. In addition, WHO’s 50,000-watt, Clear-Channel voice gets thousands of unmeasured listeners both in and outside Iowa! There are half a million extra home sets and half a million automobile radios in Iowa alone—and countless bonus sets in “Iowa Plus”!

Let Peters, Griffin, Woodward, Inc. set the WHO Radio picture straight for you. It’s a tremendous story!

(Computations based on projecting Nielsen figures and 1955 Iowa Radio Audience Survey ratings against our 26-time rate.)

WHO for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

Peters, Griffin, Woodward, Inc., Exclusive National Representatives
WXEX-TV also has maximum tower height—10,049 ft. above sea level and 943 ft. above average terrain...more than 100 ft. higher than any station in this market. WXEX-TV has maximum power—316 KW. There are 415,835 TV families in the WXEX-TV coverage area. See your Forjoe man for full details about this great buy.

CHANNEL 8

WXEX-TV

Tom Tinsley, President  Irvin G. Abeloff, Vice-President
Represented by Forjoe & Co.
WANT A RATING BEFORE SHOW IS AIRED?
SINDLINGER & CO. NOW SUPPLIES A FIGURE

Pennsylvania researcher furnishes predicted audience, based on year-round interviews, before program is broadcast or telecast. KWTV (TV) has been a satisfied client since last September.

WOULD YOU, Mr. Advertiser, like to have a rating on your next show's program today, rather than a week or longer afterwards?

Would you, Mr. Broadcaster, like to know why that new program series is not getting the audience you feel it deserves?

"Viewing, " Mr. Albert E. Sindlinger, president, Sindlinger & Co., research agency with headquarters at Ridley Park, Pa., a suburb of Philadelphia, The firm's new rating-in-advance service, "Audience Action Index, " is now being offered to advertisers, agencies and broadcasters after more than six months of testing in the motion picture field, where predictions are checked against actual box office receipts.

In principle the Sindlinger plan is simple: First, find out how many people know about the broadcast program or theatrical film. "If they don't know where they are, they can't well plan on it, " Mr. Sindlinger points out. Next, find out what its appeal is. Now, combine know-about and appeal and you'll have the potential audience who might stay home to watch a new tv program or hear a new radio show, or who might go out to see it at their neighborhood movie theatre.

But it's not quite that simple. It's not just a matter of whether a satisfactory number of people will want to watch a particular program (or see a particular movie). The real question is: Do they want to do that more than they want to do something else? They may want to see a certain movie, but not if it falls on the night of their favorite tv weekly show. They may want to watch a certain spectacular, but not if it is telecast the evening their bridge club meets. What determines their final action—whether or not they see the telecast, whether or not they go out to the movie—is the intensity of its appeal.

Continuous Interviewing

To collect information as to how the public is apt to react to any given theatrical motion picture or broadcast program, Sindlinger interviewers are exposed to the telephone daily between 1 to 9:30 p.m., seven days a week, 52 weeks a year. "We have no rating week, when audiences may be artificially inflated, " Mr. Sindlinger states.

"We believe in continuous interviewing, weekdays, weekends, day after day throughout the year."

The Sindlinger interviews run seven to 12 minutes, long in comparison with those of the rating services using the coincidental telephone technique, but they are so constructed and conducted that between 80% and 85% are completed, Mr. Sindlinger states. Beginning with a couple of questions as to viewing and listening on the telephone, the interviewer then checks the length of time the family tv and radio sets were used the previous day and then continues over time space reading newspapers and magazines, with particular attention to the radio and motion picture audiences. Then it gets into the part vital to Mr. Sindlinger and his clients: What the public knows about particular programs and movies and how intensely it desires to see them (or hear, in the case of radio).

Each week the telephone interviews are augmented by personal face-to-face in-the-home interviews in the ratio of about 80% phone to 20% personal. The personal interviews, which are arranged by letter from respondents previously interviewed over the phone, enable the researcher to explore in considerable detail the ways in which the respondent learned of a program or picture (through advertising and if so in the paper, on radio or tv; from a friend who recommended it, etc.) and the intensity of the appeal. Also checked in both types of interview is the frequency of attendance at the movies, the date of last attendance, etc., and the regularity of watching a certain tv series or listening to a certain radio series. Programs on other stations at the same time are also checked for audience and appeal.

"Unlike the rating services, which are interested primarily in audience behavior at particular times, we are interested in its behavior in relation to specific programs or motion pictures. We make no attempt to check in detail on all viewing or listening; we attempt to check closely on the audience for particular programs or pictures. Each week for 29 weeks we've been checking on the appeal of certain motion pictures and telling theatre operators in advance whether their attendance would rise or fall and by what percent. We've never once pointed the wrong way."

So far, the Sindlinger service has concentrated chiefly on the motion picture field. "Here we have a definite check on our accuracy in actual box office receipts and no arguments over techniques or sample size have any effect. We're either right or we're wrong, " Mr. Sindlinger states. Continued renewals of original theatre clients and an expanding list of subscribers as the service expands have convinced Mr. Sindlinger he's on the right track. "We are now active in 23 states, " he reports. "We're adding about five counties a week and will be completely national by June, when we're under contract to begin a weekly report on the number of people exposed to advertising on movie theatre screens."

However, since last September, Sindlinger & Co. has been serving one tv station, KWTV (TV) Oklahoma City. He describes KWTV as a "satisfied client," an opinion concurred in by Montez Tjaden, promotion manager of the station, who told EFT that information provided by the Sindlinger service has been of great help to her station. She cited the example of one program series which was not drawing the audience anticipated when it was scheduled. Sindlinger interviewers found that few members of the public knew about the program. An intensive promotion-publicity campaign was staged and the show's rating rose from 10 to 26, Miss Tjaden stated.

The Sindlinger service has been helpful in

<table>
<thead>
<tr>
<th>EXPOSURE TO TV</th>
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<tbody>
<tr>
<td>AVERAGE DAY, WEEK OF MARCH 18-24, 1956</td>
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<tr>
<td>FOR ALL U. S. ADULTS (14 OR OVER)*</td>
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<table>
<thead>
<tr>
<th></th>
<th>Males</th>
<th>Females</th>
<th>All</th>
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<tbody>
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<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
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<tr>
<td>SOUTHWEST</td>
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<tr>
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<td>3.3</td>
<td>2.8</td>
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<tr>
<td>Viewed 1-2 hours</td>
<td>28.3</td>
<td>20.4</td>
<td>23.7</td>
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<tr>
<td>Viewed over 2-3 hours</td>
<td>14.6</td>
<td>16.1</td>
<td>15.4</td>
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<tr>
<td>Viewed over 3 hours</td>
<td>26.8</td>
<td>35.1</td>
<td>31.6</td>
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<tr>
<td>MIDWEST</td>
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<tr>
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<td>78.0</td>
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<td>3.0</td>
<td>3.4</td>
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<td>Viewed 1-2 hours</td>
<td>24.5</td>
<td>23.1</td>
<td>23.8</td>
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<tr>
<td>Viewed over 2-3 hours</td>
<td>11.1</td>
<td>13.2</td>
<td>12.2</td>
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<td>Viewed over 3 hours</td>
<td>35.1</td>
<td>38.7</td>
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<td>79.5</td>
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<td>2.8</td>
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<td>Viewed 1-2 hours</td>
<td>19.8</td>
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<td>Viewed over 2-3 hours</td>
<td>17.5</td>
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<td>38.9</td>
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<td>SOUTH</td>
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<td>70.1</td>
<td>70.9</td>
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<td>Viewed over 2-3 hours</td>
<td>11.9</td>
<td>13.9</td>
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<td>Viewed over 3 hours</td>
<td>29.8</td>
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<td>NORTHERN CALIFORNIA</td>
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<td>Viewed over 3 hours</td>
<td>19.4</td>
<td>39.8</td>
<td>29.0</td>
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*Sample represents entire adult population, 14 years old or over, regardless of tv set ownership.

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program planning and in promotion, Miss Tudden said, reporting that certain local programs had been dropped or rescheduled in more favorable time periods as a result of the Sindlinger reports. "The service gives us guidance we didn't have before and we get it early enough to help us correct faults where necessary."

Checking on one of last fall's new CBS-TV shows, *You'll Never Get Rich*, Sindlinger's interviewees found many people who had never heard of this series but who had enjoyed watching Phi Silvers. These findings caused KTWV to retitle the program as *The Phil Silvers Show*, a change which was adopted a month later by CBS-TV.

Another Sindlinger discovery has been that the use of film stories and film clips on TV has adversely affected attendance at motion picture houses.

Tv can help movies as well as hurt them, however, according to Sindlinger data. The March 24 report, commenting on the telecast of the Oscar awards on NBC-TV March 21, noted that while it cost movie theaters more than $180,000 in lost admissions that evening, the promotion given "Marty" and "Rose Tattoo" should increase their box office receipts by more than $2 million each, for a gain of $4.5 million for movie theaters as a result of the telecast.

Interviews are selected by a probability sample from Sindlinger headquarters. Interviewers get only the telephone numbers and are not allowed to make substitutions. A minimum of 300 interviews is made for any assignment, more for most. The base is the total population of persons 14 years old or older, regardless of radio or TV ownership, making data comparable for newspapers, magazines, theaters, radio, and TV.

The service is supplied per interview basis, with the 300 minimum, costing 20 to 30 cents per question per interview, depending on the length of the question. Questions can be localized to a single community or asked nationwide. Mr. Sindlinger said a nationwide TV survey might cost as little as $150 or as much as $5,000.

Depth interviews, taken from an hour to 90 minutes, are more expensive, usually running from $45 to $65 apiece, he said, but they include questions covering a number of broadcast programs and/or motion pictures, so the cost is divided among a number of clients. These interviews are tape-recorded, each client receiving a dubbing of the section of interest to him.

Formerly in the ratings field himself, with

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### LATEST RATINGS

#### Nielsen Ratings

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Sponsor</th>
<th>Agency</th>
<th>Network</th>
<th>Stations (EST)</th>
<th>Time (EST)</th>
<th>Total Audience (000)</th>
<th>% of Total TV Viewing</th>
<th>Rating</th>
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<tbody>
<tr>
<td>1.</td>
<td>I Love Lucy</td>
<td>Procter &amp; Gamble</td>
<td>Blow</td>
<td>CBS</td>
<td>Mon. 9-9:30</td>
<td>17,579</td>
<td></td>
<td></td>
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<tr>
<td>2.</td>
<td>Ed Sullivan Show</td>
<td>General Foods</td>
<td>Young &amp; Rubicam</td>
<td>CBS</td>
<td>Mon. 9-9:30</td>
<td>17,400</td>
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<td>3.</td>
<td>Fireball</td>
<td>Red Cross</td>
<td>Kovesy &amp; Eckhardt</td>
<td>CBS</td>
<td>Mon. 9-9:30</td>
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#### Top 10 Network TV Shows (March 17-1, 1956)

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<th>Rank</th>
<th>Program</th>
<th>Sponsor</th>
<th>Agency</th>
<th>Network</th>
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Curtis Group Buys Montenier

PURCHASE of Jules Montenier (Stoptette deodorant, other products), Chicago, by the profit-sharing retirement plan trust of Helene Curtis Industries Inc, for an estimated $2.5 million was announced in Chicago last week. Both companies are substantial network TV advertisers.

### Car Dealers Sponsor Dreier

AN Alex Dreier nightly newscast will be sponsored on seven midwest NBC radio outlets for 26 weeks, effective April 16, by the Lincoln-Mercury Dealers Assoc. (Chicago District). Agencys is Kenyon & Eckhardt Inc., Chicago.
DON'T LEAVE CHICAGO

WITHOUT COMPLETE INFORMATION ON THESE 104 FINE FIRST RUN FEATURE FILMS!

"HOLLYWOOD MOVIE PARADE"

FINE FEATURE FILMS FOR TELEVISION

Get Your Personal Copy!

NOW...for the very first time, titles, story lines, stars, credits and playing time...all in this one compact volume.

SOLD...in New York City, Los Angeles, Dallas, Denver, Minneapolis...and a total of 21 leading cities! ACT NOW!

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES

CONRAD HILTON HOTEL—SUITE 519A-520A
TV Role Seen Increasing in Debut of Products

Annual seminar in New York sponsored by Hilton & Riggi hears American Safety Razor vice president say that cost of unveiling items on video “is lower because of the volume secured” by such advertising.

TELEVISION advertising—especially its wide audience factor—is playing a greater role in new product introduction today than ever before, according to several leading advertisers.

Speaking last week at the third annual seminar on New Product Introduction, sponsored by Hilton & Riggi, New York, Edwin B. De Masquita, vice president, American Safety Razor Co. (Gem, Fal, Personna blades, ASR lighters), New York, said that so far as his company is concerned, “though the cost of television is higher than other media, it is worth introducing the product is lower because of the volume secured through television advertising. Television, we found, was better able to sell the product and to produce those all-important across-the-counter sales.”

Another major advertiser—one who can well attest to “television volume”—was George J. Abrams, chairman, who is in charge of advertising, Revlon Products Corp. (sponsor of The $64,000 Question on CBS-TV). Mr. Abrams told the forum that “if your product has a demonstrable difference, demonstrate. If your product provides a benefit, show it.”

—Toke Tips from Success

He said that the best advertising campaigns are those planned after studying what competitors have done in way of new product introduction. “It’s a shortsighted marketing man, indeed, who fails to study the successful—and even more important—the unsuccessful campaigns of those who have introduced new products. For the monuments (and tombstones) of these campaigns have behind them the very things we seek to learn here today—why one product succeeds and another fails. A permanent part of American brand name history, while others are quickly forgotten, dying perhaps in a typical test city in a not so typical test,” Mr. Abrams declared.

He went on to list some successes: introduction of Arm & I dent Tooth Powder, Instant-Dig (silver polish), Good Luck Margarine, Cheer, Lipton’s Onion Soup, and a number of Revlon products introduced in the past 11 months; and these “failures”: Pamper shampoo, Green Mint mouthwash, Staze dentinal adhesive.

Other speakers at the forum were Royal Little, board chairman, Textron American Inc.; Curtis Byrnes, vice president of Market Research Corp. of America; John Diebold of John Diebold Assc.; Charles Broderick, chief economist, Lehman Bros., and West Virginia Gov. William C. Marland.

D. C. Ad Group Warned

Of Pitfalls in Ratings

“MURDER by decimal point” was the label given to ratings by Ted Cott, vice president and general manager of the DuMont Broadcasting Co., at a luncheon of the Women’s Advertising Club of Washington last week. “A difference in one decimal point can represent the loss of one million people,” Mr. Cott continued.

He called for one rating system saying that under present conditions figures are abused and the results suspect. “But meanwhile many valuable programs will be lost, many performers’ careers ruined and many businesses affected by the chaos which now exists.” Mr. Cott declared.

Advance Schedule of Network Color Shows

(CBS-TV)

April 12 (8:30-9:30 p.m.) Shower of Stars, Chrysler Corp., through McGann-Erickson.
April 14 (7-7:30 p.m.) Gene Autry Show, William Wrigley Jr. Co., through Ruthrauff & Ryan (also April 21, 28, May 5, 12, 19, 26).
April 17 (9:30-10 p.m.) Red Skelton Show, S. C. Johnson & Son, through Needham, Louis & Brorby, and Pet Milk Co., through Gardner Adv. on alternate weeks.
April 26 (8:30-9:30 p.m.) Climax, Chrysler Corp., through McGann-Erickson.
May 10 (8:30-9:30 p.m.) Shower of Stars, Chrysler Corp., through McGann-Erickson.
May 24 (8:30-9:30 p.m.) Climax, Chrysler Corp., through McGann-Erickson.

(NBC-TV)

April 9-12 (3-4 p.m.) Matinee, participating sponsors (also April 16-20, 26, 30-May 4-May 7-11).
April 12 (5:30-6 p.m.) Howdy Doody, participating sponsors (also April 16-20, 26-30, May 4-May 7-11).
April 14-15 (9-10:30 p.m.) Max Liebman Presents, “Marco Polo,” Oldsmobile, through D. P. Brothers.
April 15 (4:30-5:30 p.m.) Wide Wide World, insert at approximately 5:15 p.m., General Motors.
April 15 (7:30-9 p.m.) Sunday Spectacular, “Salute to Baseball,” participating sponsors.
April 22 (3:30-4 p.m.) Zoo Parade, Mutual of Omaha, through Bozell & Jacobs and American Chicle, and through Ted Bates, alternate weeks.
April 24 (8-9 p.m.) Milton Berle Show, Sunbeam, through Perrin-Paus, RCA and Whirlpool, through Kenyon & Eckhardt.
April 29 (9-10 p.m.) Alcoa TV Playhouse, Alcoa, through Fuller, Smith & Ross.
April 30 (8-9:30 p.m.) Producers Showcase, “Dodoworth,” Ford Motor Co., through Kenyon & Eckhardt, and RCA, through Kenyon & Eckhardt, Al Paul, Lefton and Grey.
May 3 (10-11 p.m.) Lux Video Theatre, Lever Bros., through J. Walter Thompson.
May 6 (4:5-5:30 p.m.) Hallmark Hall of Fame, Maurice Evans Presents “Cradle Song,” Hallmark Cards, through Foote, Cone & Belding.
May 12 (9-10:30 p.m) Max Liebman Presents, Oldsmobile, through D. P. Brothers.

(Note: This schedule will be corrected to press time of each issue of B-TV.)

Top Agency Posts Urged for ‘Broadcast-Minded’

Westinghouse Broadcasting’s McGann, speaking before district meeting of Advertising Federation of America at Canton, Ohio, says radio-TV should be equally represented with print to avoid dominance of one over other.

A CALL for advertising agencies to place “broadcast-minded executives” at top management levels was made Friday by Donald H. McGann, president of Westinghouse Broadcasting Co., in a talk before the fifth district of the Advertising Federation of America at Canton, Ohio.

“Unless both print and radio-television are equally represented, the agency’s philosophy will be dominated by the medium that is being shared equally,” Mr. McGann asserted.

Admitting that print dominance in agencies grew up with the years of newspaper and magazine top positioning in the communications field, Mr. McGann pointed out:

“Today, we do have top people in the advertising profession who grew up in the broadcasting branch of advertising, but too many agencies, in my opinion, continue to suffer from a lack of broadcasting’s representation in the agencies’ highest decision-making councils. Changes in communications demand that agencies shift their emphasis.”

Mr. McGann observed that whereas only a few years ago, “virtually every agency in the nation was print-minded,” many of these same agencies today “have struck a balance between periodical and broadcasting.”

Emphasizing that radio alone last year accounted for more than $450 million in revenues and that TV’s revenues came close to $700 million, Mr. McGann declared that “some people will rationalize” that this money was spent for national advertising exclusively and that the small agency cannot expect to make “a dent” in an industry so dominated.

“The facts prove otherwise,” said Mr. McGann, who pointed out that radio is no longer dominated by national advertising. He attributed radio’s “great upswing” the past two years to strong local business. He also said, it is expanding both nationally and locally.

Other points discussed by Mr. McGann were bait advertising and certain “myths of broadcasting.” He asserted bait advertising was accepted by broadcasters who have lost sight of long-range goals and placed most advertisers in the category of those who are interested in the long-range effects. He said radio station owners and all advertising people must work together to set up a high standard for advertising on all stations.

The myths included “the dormancy of radio,” citing radio set selling as continuing to outstrip that of television; radio as the exclusive medium for teenagers, asserting the facts proved otherwise with high listening periods falling between hours when teenagers are in school, and that TV is only for the big company.

Muriel Cigars Names L&N

CONSOLIDATED Cigar Corp., which recently purchased cigar interests of P. Lorillard & Co., appointed Lennen & Newell, N. Y., to handle advertising for the Muriel Cigars Div. Muriel cigars had been owned by Lorillard. The agency serviced the account prior to acquisition by Consolidated.

Page 46 • April 9, 1956
WFBL
THE BIG STATION
TOP RATED STATION IN SYRACUSE, N. Y.
Powered for Coverage
5 KW Day and Night
Programmed for Maximum Listener Attention
ABC
Brooklyn Dodgers
Outstanding Local Personalities

Denny Sullivan
Ron Curtis
Art Peterson

Bill Thorpe
Bob Ives
Ed Kaish

NEWS
Every Thirty Minutes

One of the Founders Corporation's Group of Stations; Associated with KPOA and the Inter-Island Network, Honolulu; WFBL, Syracuse, N. Y. and KTVR, Channel 2, Denver.

REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.
**Bait Advertising Strictures Sought in Baltimore Council**

ANSELM SODARO, state attorney for Balti-
more City, has asked the city council for a new
law which would establish more teeth into regula-
tion of advertising. The request came just prior
to a grand jury action against the Arnold Sales Co.,
Baltimore, for allegedly deceptive advertising
of television sets.

Charles Roeder, WCBM Baltimore news di-
rector, said that no advertising on radio or TV
was involved in the action, which named the
company, its president, Herbert Sweren, a vice
president and a salesman. An indictment is ex-
pected early this week.

Mr. Sodaro said the charge was made under
an old Baltimore City ordinance and that he
would continue to press for a stricter law regard-
ing bait-switch advertising. He also stated that
he expects to press charges against other firms
in the near future.

**Baltimore Adwomen's Plan**

BALTIMORE's Women's Advertising Club last
week recommended to the Maryland state at-
torney that a self-policing advertising industry
"standards committee" be organized to uphold a
"truth in advertising code."

Committee members would be from the ad-
vertising, media and business fields and the
Better Business Bureau, it was suggested. Un-
der the plan, previously submitted to the BBB,
the Bureau would report suspected violations
of the code to the committee, which would de-
termin what if any further action was neces-
sary.

**N. Y. Session to Discuss 'Bait'**

BAIT ADVERTISING, misleading guarantees,
disparagement of competitors' products and de-
ception in general are topics on the agenda of
the Combination Storm Window & Door Indus-
try trade practice conference scheduled for
April 24 at New York City's Park Sheraton
Hotel. The Federal Trade Commission an-
ounced last week.

**Serta Mattress Names R&R**

RUTHRAUFF & RYAN Inc. has been ap-
pointed to handle the $1 million-plus adver-
tising account of Serta Assoc Inc., an organiza-
tion of 44 U. S., Canada and Hawaii mattress
manufacturers, effective March 30. Radio-tv
and other media plans will be announced at a
later date, according to the agency. Serta has
used radio and television in the past and cur-
rently has participation on CBS-TV's Garry
Moore Show.

**Grant Names Heagerty V. P.**

APPOINTMENT of Lee J. Heagerty as vice
president in charge of merchandising for all
domestic and international operations of Grant
Adv. Inc. was announced last week by Will C.
Grant, the agency's president.

Mr. Heagerty has been identified with adver-
tising for 30 years and specialized in mer-
chandising, sales and cooperative advertising
since 1934. He was vice president and general
manager of Grant Adv. (of Canada) Ltd. until
his promotion. He will headquarter in Chicago.

**NEW BUSINESS**

White Owl Cigars sponsoring on alternate week
basis NBC-TV's National Bowling Champions,
new sports program began yesterday (Sunday,
10:30-11 p.m. EST), replacing Justice, spon-
sored by American Tobacco Co. Agency for

White Owl is Young & Rubicam, N. Y. Show
is sustaining on alternate weeks.

**RENEWALS**

Johnson & Johnson, New Brunswick, N. J.,
through Young & Rubicam, N. Y., and Wild-
root Co., Buffalo, through BBDO, N. Y., have
renewed The Adventures of Robin Hood over
CBS-TV (Mon., 7:30-8 p.m. EST), starting in
fall.

National Biscuit Co., N. Y., has renewed for
second year Screen Gems' Adventures of Rin
Tin Tin on ABC-TV (7:30 p.m. Fri.), starting
in September. Agency: Kenyon & Eckhardt,
N. Y.

**A A PEOPLE**

Robert W. Ballin, vice president, J. Walter
Thompson Co., N.Y., to Sullivan, Stauffer,
Colwell & Bayles, N. Y., as vice presi-
dent in charge of radio-tv program de-
velopment. He has been with JWT past five
years in radio-tv dept.

George W. Davis, ac-
count executive, Campbell - Ewald,
Detroit, named vice
president.

John M. Toland, account executive, Grey Adv.,
N. Y., to Ruthrauff & Ryan, N. Y., as vice
president.

Ellen Stillman, formerly vice president and ad-
vertising director of National Cranberry
Assn., Hanson, Mass., appointed vice president
of Hermon W. Stevens Agency, Boston.

B. W. S. Dodge, supervisor of retail layout
and copy, advertising department, Gulf Oil
Corp., Pittsburgh, Pa., appointed director of adver-
tising, succeeding W. E. Dermody, retired after
22 years with firm.

Walter P. Smith, formerly account executive
with Ruthrauff & Ryan, S. F., named adver-
tising manager of Olympia Brewing Co., Olym-
pia, Wash. Agency is Botsford, Constantine &
Gardner, Seattle.

Kay Reed, formerly account executive on cos-
metic accounts at The Martin Co., Chicago,
appointed advertising manager of Lady Esther
Div. of Chemway Corp., same city.

George W. Davis, account executive and as-
soiate creative director of copy at Campbell-
Ewald Co., Detroit, elected vice president
of agency.

James J. McLaughlin, formerly advertising
and public relations director, Dormeyer Corp., Chi-
icago, to Erwin, Wasey & Co., same city, as
account executive. Muriel Bullis, formerly
 timebuyer at Foote, Cone & Belding, L. A., to
Erwin, Wasey, L. A. office as radio-tv time-
buyer. Edwin T. Morgan, formerly film pro-
ducer at Leo Burnett Co., Chicago, appointed
production manager of radio-tv department for
Erwin, Wasey & Co. L. A. Martin Russell,
network sales service manager, ABC Western
Div., to Erwin, Wasey as business coordinator
for L. A. radio-tv department.

Sigrid Hedin,
formerly timebuyer with several New York and
Los Angeles agencies, to copywriting staff of
Erwin, Wasey, L. A.
WTAC THE Big STATION

JUMPS TO FIRST PLACE IN FLINT

in just 49 days . . . with over 50% audience increase.

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Hooper, March 1956
12 noon - 6:00 P. M. Mon. - Fri.

WTAC’s new programming is fast changing Flint’s listening habits. Added to this is WTAC’s greater coverage of Michigan’s second market. Talk to The George P. Hollingbery Co., or Tom Warren, WTAC, National Sales Manager.

WTAC
FLINT • MICHIGAN

One of the Founders Corporation’s group of stations; Associated with KPOA and the Inter-Island Network, Honolulu; WFBL, Syracuse, N. Y. and KTVR, Channel 2, Denver.
N. Y. AFM LOCAL ENDORSES TRUST FUND

Officials say, however, that action does not indicate support of either national union or rebelling Los Angeles Local 47.

NEW YORK Local 802 of the American Federation of Musicians last Monday approved a resolution endorsing the music performance trust fund, but officials later explained that this move did not indicate support of the AFM in its controversy with Los Angeles Local 47 or opposition to the west coast local's action [B&T, April 2].

The resolution, which was approved by "a large majority" of more than 800 musicians attending the meeting, took "due notice of the importance of the continuance and maintenance of the music performance trust funds for the success of the promotion program of the administration, and directs the administration to take further appropriate action to enlarge the scope of its live music campaign."

Mr. Manuti, president of Local 802, explained at a news conference Tuesday that the resolution could not be interpreted as "a slap at Local 47" or "a supporting action" for AFM. He said he viewed the west coast dispute as "purely an internal political struggle within Local 47, and we don't intend to inject ourselves into it."

Manuti's Report

The resolution was adopted by Local 802 after hearing a report from Mr. Manuti who had visited the west coast for a first-hand survey of developments there. The meeting also heard a talk by Cecil F. Read, Local 47 vice president and a leader in the revolt against the AFM administration, during which he outlined the position of his faction within the local.

Mr. Manuti told newsmen Tuesday he personally was opposed to the tactics of Mr. Read and his supporters, referring to their action in deposing several officers of the local. Mr. Manuti expressed the view that Mr. Read should have made his position known at the AFM convention in June and also should have entered a slate of candidates in Local 47's election in December, so the full Los Angeles membership could decide whether to support Mr. Read or his opposition.

Mr. Read, and other rebel principals are to appear today at the Hollywood Plaza Hotel before special referee Arthur J. Goldberg, counsel for the merged AFL-CIO, who was hand-picked by Mr. Petrillo to hear the charges raised in appeals by deposed Local 47 officers John te Groen and Maury Paul, Petrillo sympathizers.

Messrs. te Groen and Paul had opposed demands raised by the Read group and subsequently were impeached by the Local 47 membership [B&T, Feb. 27, ed. sec.] Mr. Read, Local 47 executive vice president, was named acting president to succeed Mr. te Groen. Mr. Paul was recording secretary.

Read Hits Resolution

According to Mr. Read, who was present for the New York meeting which lasted from 10:30 p.m. until 2 a.m. Tuesday, the session was anything but orderly and quiet. The resolution was described by several of the 800 members present in the Loew's Paradise Theatre [B&T, April 2] as "undemocratically" adjourned the gathering of 1,100 musicians without a vote.

"Bedlam broke loose," Mr. Read recalled, "and the hardboiled New York musicians, with tears in their eyes from rage and frustration, rushed the platform to argue with Mr. Manuti.

New York musicians came to the Essex House to apologize to me and we didn't break up until 6:30 a.m."

Mr. Manuti and Local 802 Vice President Al Knopf were sent to Hollywood a fortnight ago by their membership to observe Local 47's impeachment of Mr. Paul. The purpose of Local 802's meeting last Monday was to hear their report.

Mr. Read said he met with Mr. Manuti in Hollywood then and Mr. Manuti offered to "help" the Read faction in the long run if he were allowed to kill a current resolution which Local 802 offered a month ago endorsing the anti-Petrillo revolt within Local 47. The resolution had been tabled pending Mr. Manuti's trip to the coast.

Mr. Read explained that Mr. Manuti felt the tabled endorsement would embarrass him in the East since he said he aspires to be Mr. Petrillo's successor when Mr. Petrillo retires and is a candidate for the International Executive Board at the AFL-CIO conference. Mr. Read said he agreed to go along with this deal but then realized it would mean sacrificing New York musicians who openly were his supporters and already have been threatened. He said he also wanted to let Monday night's meeting openly show the membership's sentiment.

Mr. Read related that he met with Mr. Manuti in New York last Sunday and told him he had changed his mind and would not make the deal. Mr. Manuti was quoted as refusing to invite Mr. Read to the Monday Local 802 meeting but explained he wouldn't keep him out if he came. Mr. Read went.

At the Meeting: Boos and Catcalls

The Local 47 rebel leader said Mr. Manuti's report on the Hollywood revolt was nothing but a travesty of his trip without union information and was received amid "boos and catcalls and hollering to hear from Mr. Read." Mr. Manuti gave him the platform, Mr. Read said, with the admonition, "Keep it brief. We want to get out of here."

Mr. Read said he talked for nearly two hours amid Mr. Manuti's frequent pleadings to stop and when he did finish reviewing the whole anti-Petrillo position "the applause continued for a long time."

Mr. Read related that Mr. Manuti then proceeded to give the "federation line" and warned his membership to stay out of the Local 47 fight but "got in great trouble with his audience and could only out-shout them with his microphone."

The Local 47 rebel chief said the New York membership called for the earlier endorsement resolution to be taken off the table but Mr. Manuti refused, following his own faction instead to offer the pro-Petrillo resolution and declaring the measure approved after a "very questionable" voice vote as he also declared the meeting adjourned.

Mr. Read said that "at the present time I have no intention of running for Mr. Petrillo's office" and explained that he always felt he never would want the job with the present organization policy and bylaws. Subsequently, however, he admitted it might be a good idea after all to try to replace Mr. Petrillo and then sponsor the organization changes his group feels are needed. He explained it wouldn't occur at least "until we get things cleaned up around here" (Local 47).
AT THE NARTB CONVENTION
visit us in room 1000
at the Conrad Hilton
see and examine the NCS questionnaires, maps, report forms, operating methods and subscriber lists.

YOU WANT EVIDENCE?

There's lots of it... and it all points to a healthy curiosity on the part of radio and TV buyers. They want to know exactly what coverage they are getting for their money. And they are fussy about the source of coverage data. The facts must be up-to-date... reflecting the big changes that are taking place in both the industry and the nation's socio-economic structure. Yes, buyers are demanding authentic coverage data.

EVIDENCE 100% of the top ten domestic advertising agencies* have already subscribed to Nielsen Coverage Service No. 2 (NCS No. 2). In fact, every one of the 29 largest agencies subscribe to Nielsen audience measurement services!

MORE EVIDENCE 92% of the $255.9 million spent on radio and TV spots by the top 25 agencies in spot broadcast buying in 1955** was invested by agencies using Nielsen audience measurement service. Plus millions spent by smaller agencies who rely on NCS as a guide in spot buying.

STILL MORE EVIDENCE NCS No. 1 has proved itself so valuable over the past four years that many more stations, agencies and advertisers signed up for NCS No. 2... even before field work started!

VERDICT More radio and TV time will be bought and sold on the basis of Nielsen Coverage Service than ever before. That is why more than 400 stations and four networks have already subscribed... they want to know where they stand in this rapidly changing field... to have answers for the skeptics... to have authentic data for those who want to get technical.

Find out today what NCS No. 2 will cost you. Just telephone or wire (collect) to your nearest Nielsen office and ask the cost for an organization of your size. There is no obligation.

*N listed by Advertising Age, February 27, 1956.
**As listed by Broadcasting/Telecasting, March 12, 1956.
POLITICAL BROADCASTING, SALES FORUMS SET PACE AT NARTB CHICAGO CONCLAVE

Presidential News Secretary James C. Hagerty scheduled to address tv meeting discussing forthcoming national elections. Media presentations and agendas for convention are announced.

PROGRAMMING for the NARTB convention in Chicago, to be held April 15-19 at Conrad Hilton Hotel, neared completion last week as events on the Television Day (Wednesday) agenda were announced by the co-chairman of the arrangements committee—Campbell Ar- nox, WTVR-TV Norfolk, Va., and E. K. Hartenbouer, KCMO Kansas City. (See full coverage of agenda items, page 92 and 108, respectively.)

James C. Hagerty, news secretary to Presi- dent Eisenhower, will deliver an address on the Wednesday afternoon tv meeting of management delegates during a program built around political telecasting. J. Leonard Reichs, WBZ-TV Atlanta, will speak on the forum. Open discussion will be led by Otto Brandt, KING- TV Seattle; Edwin K. Wheeler, WWJ-TV Detroit, and Robert Heald, NARTB chief attorney.

Tv Bureau of Advertising will conduct a sales program as the final event of the afternoon. The Wednesday morning tv program will be opened by Clark R. McCollough, Steinman Sta- tions, NARTB TV Board chairman. A television code presentation will be conducted by G. Richard Shafio, WIS-TV Columbia, S.C., chair- man of the TV Code Board, and Edward H. Bronson, tv code affairs director.

A tv film forum will include Harold Essex, WSIS-TV Winston-Salem, N. C.; Harold P. See, KRON-TV San Francisco, chairman of the NARTB tv Film Committee; George T. Shupert, ABC Film Syndication, and John L. Sinn, Ziv Television Programs. A color tv management forum will feature Jules Herbu- veaux, WNBQ-TV Chicago; Harold Hough, WBAP-TV Fort Worth; Thomas Howard, WTV (TV) Charlotte, N. C., and Robert D. Swezy, WDSU-TV New Orleans.

The combined list of management, engineer- ing and unofficial convention meetings includes a number of sessions for network and other in- dustry organizations, starting next Sunday. Monday will be marked by a morning fm meeting and afternoon tv membership business session, plus the unofficial events. NARTB’s first labor clinic will be held in the afternoon with Leslie C. Johnson, WSBF Rock Island, Ill., presiding. Mr. Johnson is chairman of the NARTB Employer-Employee Relations Com- mittee.

Monday luncheon speaker at the Engineering Conference will be Dr. William L. Evertt, dean of the College of Engi- neering, U. of Illnois.

Management and engineering dele- gates will merge Tuesday for the key- note address by Robert E. Kintner, ABC president, FCC Chairman George C. McConnaughy will be luncheon speaker.

A special freedom of information presentation after the luncheon will be addressed by John Daly, ABC vice president. He will be intro- duced by Mr. Swezy, chairman of the NARTB Freedom of Information Committee. All members of the FCC will take part in a panel discussion that will close the Tuesday meeting, with NARTB President Harold E. Fellows as moderator.

Wednesday will be television day for manage- ment delegates and radio day for engineering delegates. The day opens with a wages-hour breakfast. Thursday the radio-tv topics will be reversed, with the convention banquet winding up the five-day program.

The equipment and service exhibits will open Sunday. A round of special features during the convention will start with the B*T golf tourney at the Midwest Country Club Sunday morning (April 15) in Hinsdale, Ill.

Headings a series of non-agenda meetings will be those conducted for ABC radio-tv and MBS affiliates, plus assorted luncheons and recep- tions. Among organizations holding separate functions, according to an NARTB list released last week, are Broadcast Music Inc., Assn. for Professional Broadcasting Education, Walter Schwimmer Co. committee for Competitive Tv, Clear Channel Broadcasting Service, and Com- munity Broadcasters. Others probably will be set before convention time.

Not listed but scheduled to meet informally will be members of the Daytime Broadcasters Assn. in the hospitality suite of Jack Younts, WEER Southern Pines, N. C., and DBA presi- dent. Election of officers also will be held.

Official schedule of "special convention fea- tures" (all to be held in the Hilton Hotel) follows:

SUNDAY—April 15
9:30 a.m.—B*T Golf Tournament, Midwest Country Club, Hinsdale, Ill.
10 a.m.-12:15 p.m.—MBS Affiliates Meeting, Beverly Room.
10 a.m.-2 p.m.—BMI Board Meeting and Luncheon, Room 14 (fourth floor).
10 a.m.-5 p.m.—APBE Meeting and Luncheon, Room 18 (fourth floor).
12:15-2:30 p.m.—MBS Luncheon, Williford (B) Room.
2:30-5 p.m.—MBS Affiliates Meeting, Beverly Room.
3-4 p.m.—ABC Affiliates Meeting, Williford (B) Room.
4:30-5 p.m.—ABC Radio Affiliates, Williford Room.
4:30-5 p.m.—ABC-TV Affiliates.
5-7 p.m.—ABC Reception, Williford (A and B) Room.
6-8 p.m.—Walter Schwimmer Co. Reception, Room 18 (fourth floor).
8-10 p.m.—Competitive Tv, Lower Tower.

MONDAY—April 16
9 a.m.-5 p.m.—APBE Meeting and Luncheon, Room 14 (fourth floor).
9:30-11:30 a.m.—Clear Channel Broadcasting Service Meeting, Bel Air Room.
4:45-7 p.m.—Community Broadcasters Assn. Meeting, Lower Tower.
6:30-8 p.m.—MCA-Television Reception and Dance, Grand Ballroom.
TUESDAY—April 17 (Nothing listed)
WEDNESDAY—April 18
8 a.m.—Wage & Hour Breakfast, Boulevard Room.
6-8 p.m.—Film Producers’ Reception, Williford Room.
7:30 p.m.—Closing. Radio Pioneers Dinner, Grand Ballroom.
LOWEST CHANNEL — HIGHEST TOWER

WRGP-TV

CHATTANOOGA, TENNESSEE

Announces
the appointment of

H-R TELEVISION, INC.

AS NATIONAL REPRESENTATIVES

AIR DATE APRIL 29, 1956

CHANNEL 3 — NBC-TV AFFILIATE

244,126 Television Homes

Chattanooga’s First and only Full Power Station
THE ONLY LOW-BAND “V” IN MARKET

Ramon G. Patterson
President

Harry Stone
Station Manager
Owens-Corning Fiberglas Corp. and Carson, Pirie & Scott Co., local department store, B&W learned Thursday.

The project is described as a "color capade," utilizing closed circuit color TV techniques and featuring periodic hourly in-store showings of commercial announcements, fashion shows, talent, test patterns—and affording the public an opportunity to see itself on color receivers.

A similar merchandising venture was tested earlier this year at Burdine's Dept. store in Miami, Fla.

Closed circuit transmission will be furnished by the DuMont Labs Vitascan process and be received on 20 RCA receivers throughout the store, as supplied by RCA Dist. Corp. of Chicago and NBC. Studios will be located on the 6th floor of Carson's.

**6 Ohio UHFs Pledge Committee Support**

ALL Ohio uhf television station operators attended a regional meeting of the Committee for Competitive Television in the Pick Ohio Hotel, Youngstown, Thursday.

Six Ohio commercial stations pledged support to the organization and two educational stations have referred the matter to their governing boards. In addition, one Pennsylvania station pledged aid.

Joining were Warren Williamson, WKBN-TV Youngstown; Larry Israel, WENS (TV) Pittsburgh; William Maag Jr., WMJ-TV Youngstown; Bernard Berk, WAKR-TV Akron; John Colin, WICA-TV Ashtabula; Allan Land, WHIZ-TV Zanesville, and Robert Mack WIMA-TV Lima.

Representing the educational stations were Robert C. Giggy, WOSU-TV Columbus, and Albert O. Neely, WCET (TV) Cincinnati. Also attending was K. K. Hackathorn, WHK-TV Cleveland, who represented Cleveland Plain Dealer interests.

John G. Johnson, chairman of the Committee for Competitive Television, stated the objectives of the organization are to urge the Senate Interstate & Foreign Commerce Committee and the Federal Communications Commission to take immediate steps to assure the future of all-channel television.

The meeting was the second regional gathering of the Committee in two weeks, a similar session being held last week in Harrisburg, at which Pennsylvania stations assured aid.

A meeting for all uhf station operators in the nation is scheduled at the NARTB convention in Chicago Sunday, April 15, at the Conrad Hilton Hotel.

**Arkansas Radio Assn. Names B. J. Parrish as President**

ELECTION of B. J. Parrish, KOTN Pine Bluff, as President of the Arkansas Associated Press Radio Assn. was announced last week by AP. Mr. Parrish succeeds Bill Bigley. KVMA Magnolia.

Clarence Adams, KBTM Jonesboro, was chosen vice president of the association. Newly-elected members of the board of directors are C. R. Horne, KKKI Russellville; Ted Woods, KOSE Osceola and Don Cathey, KAMM Camden. W. N. McKinney, KEEL El Dorado, was presented with the association's first "member of the year" award at the semi-numinal meeting in Little Rock.

**AWRT Sets Agenda For Boston Meeting**

PANEL sets and general discussions on broadcast topics, with emphasis on women broadcasters' performances, are set for the American Women in Radio & Television at the Hotel Somerset, Boston. More than 600 delegates are expected.

A panel on "Women, the Unexplored Radio-Active Bomb" will launch the convention on April 27. On the panel, Herbert E. Evans, vice president and general manager, People's Broadcasting Corp., Columbus, Ohio, will speak on the advertiser and the woman broadcaster; Norman Knight, executive vice president and general manager of the Yankee Div. of RKO Teleradio Pictures, on the woman broadcaster and management; Robert D. Swezey, executive vice president and general manager, WDSU New Orleans, on "What Women Need to Keep Pace," and Oliver Treyz, president of Television Bureau of Advertising, on women's future in television.

Discussion of women's programming, news and copy writing in radio will be presented in a general session April 28 by Gordon Davis, KYW Cleveland; Ralf Brent, WIP Philadelphia; Edward O. Obrait, WNHC New Haven, and Richard M. Pack, national program manager of Westinghouse Broadcasting Corp. That same day, a panel on educational tv will be explored under the chairmanship of Gertrude Beriik of the U.S Office of Education.

A luncheon under auspices of Procter & Gamble April 28 will feature NARTB President Harold E. Fellows as principal speaker. An afternoon panel discussion will explore various phases of tv, from makeup, food and fashion, to cost and design of sets. Keith Thomas, radio and tv director, Fred Rosen Assoc., will moderate an "experts" panel made up of Janet Waterman, executive set decorator, CBS-TV; Kit Kinne of Video Vittles Inc. (NBC-TV); Dick Smith, director of makeup at NBC-TV, and Jean Connelly of Wayne Griffin Show (KDKA-TV Pittsburgh). Henry Toy Jr., executive director, National Citizens Committee for Better Schools, will address the opening convention banquet April 26.

**Public Relations Conference Presents Top Award to RCA**

RCA was awarded a Silver Anvil for doing the best public relations job in the field of communications during the 12th annual conference of the American Public Relations Assn. in Washington last week. Croley Broadcasting Co., Cincinnati, also received an award. Robert H. Hinckley, ABC Washington vice president, was one of the judges.

Retiring APRA President William F. Tredwell, public relations director of Leo Burnett Co., Chicago, was succeeded by Paul H. Bolton, executive vice president of the National Assn. of Wholesalers, Washington.

William M. Freeman, advertising and marketing columnist of the New York Times, told conference delegates that the advertising agency of the future will be a marketing agency. He said the agency will retain its name but will become a public relations outfit that also writes and places advertising.

John P. McBry, American Trucking Assn., said that the public relations man can do a better job by keeping up with new developments in radio and television.
know who's got the most looked at figure in Milwaukee?

...it's WRIT, of course...

Advertising time buyers are watching the meteoric rise of Milwaukee’s sensational 24 hour music and news station, already near the top in Milwaukee ratings...

For 21 years Milwaukeeans have had the 1340 habit, and nowadays it's stronger than ever on WRIT.

WRIT  MILWAUKEE
WNOE  NEW ORLEANS
KLIF  DALLAS
KTSA  SAN ANTONIO*
WGLS  GREATER ATLANTA

NATIONALLY REPRESENTED BY H-R REPRESENTATIVES, INC.
Big Ten Plans to Supplement Live TV Coverage With Films

LIMITED by the National Collegiate Athletic Assn. in the number of television appearances its teams may make during the 1956 football season, the Big Ten last week announced plans to supplement live TV coverage with an extensive film program.

Appointment of Alfred D. LeVine, Chicago TV film salesman, as its representative for the sale of “highlight” films to interested midwest regional sponsors also was announced by Kenneth L. (Tug) Wilson, Big Ten commissioner. The series will take the form of a filmed 30-minute show comprising highlights of four or five games each week, with releases planned for within 24 hours of the actual playing day. The Big Ten hopes to develop sponsor interest in a type of regional network, Mr. Wilson said.

Last year Big Ten teams had three playing appearances on the NBC-TV schedule of eight national dates permitted by NCAA and five other Saturdays under the regional setup carried by CBS-TV. Big Ten teams will be seen live on only six dates this fall under restrictions of the NCAA plan.

Film Distributors Group Nearing Formation Stage

LONG-PLANNED move toward formation of a TV film distributors’ association advances closer to fruition this week when representatives of five leading TV film companies meet in New York to iron out remaining kinks in the proposed association’s objectives.

TV film distributors which are leading the way are Screen Gems, Ziv Television Programs, Guild Films, Official Films and Television Programs of America. Representatives of these companies have been holding conferences for several weeks and have set a meeting for this week, although the exact date has not been arranged.

A source close to the situation said the companies hope to make a formal announcement of formation of the association during the NARTB convention, explaining objectives and extending membership invitations to other TV film companies.

TV Inc. to Elect Officers April 15 at Chicago Meeting

ELECTION of new officers and directors will take place at a board of directors meeting of TV Inc April 15 at the Sheraton-Blackstone Hotel in Chicago [B*T, April 2].

The nationwide station-owned, collective film purchasing organization will have a membership breakfast meeting April 17 at the same hotel. More than 150 station executives are expected to attend, according to Joe Floyd, KELO Sioux Falls, S. D., president-board chairman of TV Inc.

Rating Services Club Topic

“WHAT’S Wrong With Radio and TV Rating Services?” is the title of the second of a series of “soul-searching” luncheon sessions of the Pittsburgh Radio and Television Club scheduled for next Wednesday (April 11).

All rating services have been invited to send representatives, and two services have indicated they will do so.

Presentation at the luncheon will be limited to brief explanations of the methods used by the various rating services. Most of the time will be devoted to a question period.
Everybody listens...

Can't keep mum about the fact that WLW Radio offers the only Certified Audience Plan in any broadcast media... certifying a pre-determined audience at a low one dollar (or even less) per thousand home broadcasts—backed by the official NIELSEN REPORTS. That wraps it up!
TRADE ASSNS.

Reps Meet to Study 'Film for Time' Deals

ISSUE of "film for time" deals is expected to figure prominently in discussions Thursday at what officials said will be the first of a series of sales and service meetings to be held in Chicago, under the auspices of the station Representatives Assn. for Chicago staffs of SRA's membership.

Though SRA has taken no formal position on these barter arrangements, it is known that the association has urged members to approach such deals with caution. Some members are known to have voiced disapproval of "film for time transactions".

Adam Young, president of SRA, will conduct the Chicago meetings. In attendance from New York will be Lawrence Webb, managing director of the association, and other officers and members of the board. Similar meetings will be held at later dates. There is no formal agenda for the meetings, but both Messrs. Webb and Young believe the conferences will help fill the need for closer liaison between the New York and Chicago staffs of the SRA.

Banks, Baillie Address Chicago AWR/Chapter

AGENCY and measurement service viewpoints on ratings criteria were explored before the Chicago chapter of the American Women in Radio & Television at its dinner meeting Wednesday, with George Baillie, account executive, A. C. Nielsen Co., and Dr. Seymour Banks, manager of media planning and research for Leo Burnett Co., as guest speakers.

Dr. Banks claimed that "audience fatigue" is an "important fact" in the "picture of loyalty" to specific programs, "cumulative effect" and frequency. He said "audience measurement at frequency is not available through ordinary ratings services and knowledge of this is the real key."

Mr. Baillie explained Nielsen's Audiometer and Recordermeter devices and the nature of measurements offered by his company's various services.

Women to Discuss Politics

RADIO-TV coverage plans, with particular emphasis on the role of women at the national political conventions this year, will be discussed today (Monday) by William R. McAndrew, NBC's director of news, at a luncheon meeting of the New York City chapter of the American Women in Radio & Television.

Buck to Address Institute

MAX E. BUCK, director of advertising, merchandising and promotion for NBC owned stations, will talk on "How to Make Radio and Television Work at Point of Sale" at a meeting of the Point of Purchase Advertising Institute in New York tomorrow (Tuesday).

TRADE ASSOCIATION PEOPLE

Vincent J. Riso, account executive, General Outdoor Adv., N. Y., to Radio Advertising Bureau there as executive in national sales department, concentrating on on-deck business in tobacco and financial categories. He also has been on staff of WNEW New York and American Tobacco Co. James H. Shoemaker, former commercial manager of WWCA Gary, Ind., to RAB as member of station relations department.

FILM

NBC-TV Buys Re-Run Rights To 'I Married Joan' Series

PURCHASE by NBC-TV of the tv rights to 98 re-run episodes of the I Married Joan series from Interstate Television Corp., New York, was announced yesterday by Mr. Pinkham, vice president in charge of programming for NBC-TV. Through no figures were disclosed, the purchase price was understood to be about $750,000.

Mr. Pinkham said the programs will be used on NBC-TV (Mon.-Fri., 5-35 p.m. EDT; Sat., 10:30-11 a.m. EDT), starting next month. The series will replace the Pinky Lee Show on week-days, which will be dropped after May 11, and its time will be expanded to 10:30-11 a.m. EST, effective April 7. Mr. Pinkham disclosed that Pinky Lee had requested NBC-TV officials to reduce his heavy working schedule and agree to the comedien for a new Saturday morning show for early fall programming.

'Blondie' Series for TV

First production emerging from the recent agreement between the Vitapix Corp. and Hal Roach Studios, Culver City, Calif., will be Blondie, half-hour tv filmed serial, based on the radio-motion pictures entertainment arrangement, that provides for the production and sale of film series by Hal Roach and scheduling and time clearance by Vitapix.

Roach has begun production on the Blondie series which will be scheduled for showings on Vitapix networks in early October. It is being made available to national spot advertisers on a Vitapix-package basis.

Ziv Adds Outside Directors

IN A MOVE attributed to a "stepped-up" production schedule, Ziv Television Programs announced last week that the company has engaged several free-lance directors and has assigned them to various tv serials. The "outside" directors and the programs on which they are working are: Paul Guilfoyle, Science Fiction Theatre; Thomas Fimbel Theatre and Reader's Digest, and Alvin Ganzer, Highway Patrol.

Freeman Joins Telemat

APPOINTMENT of Sid Freeman, western spot sales manager of Frederic W. Ziv Co., as general sales manager of Telemat, Hollywood producer of a library of television film clips for building local 10- and 20-second animated car-toon commercials, was announced Monday by Alan Wise and Daniel Gertman, Telemat partners. Mr. Freeman resigns from the Ziv radio organization after 10 years to join Telemat effective April 15. He was promoted to western spot sales manager of Ziv, with headquarters in Los Angeles, in October 1953.

Crosley Buys NTA Package

PURCHASE by the Crosley Broadcasting Corp. of National Telemat Film Assoc.'s "TNT" package of 36 feature films was announced jointly last week by John T. Murphy, vice president in charge of tv for Crosley and E. Jonny Grass, NTA's vice president in charge of midwesters sales. The Crosley buy was on behalf of its four stations, WLWT (TV) Cincinnati, WLWC (TV) Columbus, WLWD (TV) Dayton and WLWA (TV) Atlanta.

FILM SALES

Sterling Television Co., N. Y., has sold Bowling Time to Bowling Proprietors of Springfield for WICS (TV) Springfield, Ill., and to Dixie beer, Baton Rouge, La., for WAFB-TV Baton Rouge; Tales of Tom to Electronics Distributors, Columbus, Ohio, for WTVN Columbus, and Little Theatre to Pratt Paint Co., Bay City, Mich., for WNEM-TV Bay City.

FILM DISTRIBUTION

Association Films, N. Y., is making available to tv stations film titled, "Mr. O'Flynn's 50 Million Wheels," produced by Transfilm Inc., N. Y., for Automobile Mfrs. Assn.

BBDO, N. Y., and George Blake Enterprises, N. Y., have produced documentary film about new approach to juvenile delinquency. Titled "Mirror in the Mountains," the 18-minute film outlines the youth therapy technique practiced at Berkshire Farms, Canaan, N. Y. It will be made available to tv stations.

Sterling Television Co., N. Y., has issued catalogue containing titles of more than 2,000 filmed short subjects available for tv use. Subjects cover art, music, travel, documentary, sports, cartoons and romantic-dramas, and others.

FILM PEOPLE

Harold J. Algis, publicity manager, MBS, appointed director of public relations, National Telefilm Assoc., N. Y.

Robert Hicks, formerly with United Film, and Lee Entertainment Studios, appointed sales manager of Colmes-Wernerran Productions, Chicago tv film producers and consultant. Joyce E. Balle, formerly with WGN-TV Chicago film department and Klinger Film Enterprises, appointed public relations director at Colmes-Wernerran.

Lang S. Thompson, president of Wilding Pictures Productions Inc., Chicago, assumes additional duties of general manager.

Donald La Badie, television editor and film reviewer, Films Daily, N. Y., to Office du Cinema Francois, N. Y., French film promotional organization, as executive assistant to office head, Joseph Maternati.

Richard Rogers, formerly production supervisor in film department of Shell Oil Co., N. Y., and previously with Flamengo Films, N. Y., as sales manager, appointed to sales staff of Sterling Television Co., N. Y.

FILM PRODUCTION

ABC-TV Hollywood reports Louis Edelman, executive producer of network's Danny Thomas and Wyatt Earp shows, filming pilots for two half-hour series for fall network showing. The Long Highway, directed by Richard Foster, is based on "They Drive by Night" by A. J. Bezerides, about trucking. The Tempered Blade will star Scott Forbes as inventor of Bowie knife, with Mr. Foster as producer.

The Christophers, N. Y., announce completion of seven 30-minute tv films to be shown on weekly series throughout U. S. and Canada. Featured are Art Carney, Eddie Dowling, Roddy McDowell, Garry Moore, Dave Garrows, Sam Levenon, Giselle MacKenzie, Siobhan McKenna and columnist Jack O'Brien.

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BROADCASTING • TELECASTING
*I have but one lamp to guide my feet, and that is the lamp of experience.*—Patrick Henry

VENARD, RINTOUL & McCONNELL, INC.

OFFERS

*The Lamp Of EXPERIENCE*

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Balanced Experience

VENARD, RINTOUL & McCONNELL, INC.

TV & Radio Station Representatives

NEW YORK  CHICAGO  LOS ANGELES  SAN FRANCISCO

Convention Headquarters - 2100 - Conrad Hilton Hotel
L. A. INDEPENDENT TV MAKES $396,886 PROFIT

Report on KTTV (TV) shows station's 1955 profits were 76% above its 1954 figure. Parent firm, Times-Mirror Co., grosses over $70 million in '55.

FINANCIAL details on the operation of KTTV (TV) Los Angeles since 1951 were made public Thursday night in a special release to BFT by Richard A. Moore, president of KTTV Inc. and station general manager, showing that the independent outlet in 1955 had profits after taxes of $396,886 as compared to $225,833 in 1954, representing a 76% increase.

Net sales revenue for 1955 was $7,473,759 as compared with $5,640,555 in 1954, an increase of 33%. A subsidiary of the Times-Mirror Co., publisher of the Los Angeles Times (morning paper) and Mirror-News (afternoon), KTTV has won wide recognition for its competition with network programs through extensive use of syndicated film.

Mr. Moore a fortnight ago charged the major networks with violation of antitrust laws in testimony before the Senate Commerce Committee (BFT, April 2). The figures released to BFT by Mr. Moore disclosed that KTTV did not show a profit after taxes until 1954 and that the station lost $607,699 in 1955, $607,699 in 1954, and $1,110,856 in 1951. Net sales were $4,011,981 in 1953, $2,911,547 in 1952 and $2,672,129 in 1951.

The parent firm, Times-Mirror Co., had a consolidated gross income from all operations in 1955, including KTTV, of $70,687,787, an increase of $13,998,591 over 1954. Gross income for last year of Times-Mirror Co. without KTTV was $65,214,028, exceeding 1954 by nearly 24%. Consolidated net earnings of Times-Mirror Co. and KTTV Inc. for last year totalled $3,228,786, equal to $280 per share as compared with $169 per share in 1954, $115 per share in 1953 and $121 per share in 1952.

Stockholders of the parent firm last week approved a split of 100-1 in the company stock, reducing par value from $1,000 to $10 and increasing total shares outstanding to 1,152,800. Times Co. President Norman Chandler said the smaller stock units would improve marketability and eventually provide a broader base of stock ownership.

The parent firm's annual report showed the gross revenue of the newspaper division in 1955 was $58,445,513, exceeding that of 1954 by $11,758,610 or 25.2%. Gross revenue of the Los Angeles Times was $48,352,357, and that of the Mirror-News was $10,092,976. The Los Angeles Times last year obtained first position in total volume of advertising among all newspapers in the U. S. and was second in 1954.

WGN-TV to Colorcast On Non-Commercial Basis

WGN-TV Chicago has purchased color tv equipment from RCA for test pattern and other experimental purposes, J. Howard Wood, president of WGN Inc. (WGN-AM-TV), announced in a statement prepared for release yesterday (Sunday). Delivery is expected by next weekend.

The Chicago Tribune station plans to telecast live and film programs occasionally to train its operating personnel in color tv engineering techniques and not for commercial use, according to Carl J. Meyers, engineering director of WGN-AM-TV.

The equipment is a three-tube vidicon color film chain, a camera control panel-monitor and color camera for studio test work.

WGN-TV is equipped for color with a $300,000 transmitter plant on the 40th floor of the new Prudential Bldg. and has been operating on ch. 9 with maximum 316 kw.

KRON-TV Opens Color Clinic

A COLOR CLINIC has been established by KRON-TV San Francisco for the benefit of northern California advertising agencies. According to KRON-TV General Manager Harold P. See, every Tuesday from 1:30 to 3 p.m., agencies are invited to bring their client's products, packages, display pieces and other material to the station's studio to see how they look on closed-circuit color tv.
Pool Formed to Cover Denver Murder Trial

FOUR TELEVISION and 14 radio stations in the Denver, Colo., area will form a pool to cover the murder trial of John Gilbert Graham in that city April 16. Representatives of the stations were to meet last Friday to work out details.

The stations will be limited to sound-on-films and to written or recorded information for later broadcast, according to a ruling March 31 by Judge Joseph M. McDonald, who denied requests for live TV and radio broadcasts.

Judge McDonald's ruling was made after "test" films by Denver television stations of an earlier Graham trial in his courtroom. The stations filmed the proceedings from a booth in the rear of the courtroom, and the judge decided that this procedure did not affect the dignity of the court or interfere with the trial.

In the April 16 trial, Graham, a 24-year-old Denver man, is accused of drowning a United Air Lines plane last Nov. 1. He is charged specifically with the slaying of his mother, Mrs. Daisie King, 54, one of the 44 passengers killed.

Sheldon Peterson, KLZ-AM-TV News editor, said that requests had been received from CBS Newsfilm and UP Movietone News for prints of films of the Graham trial to be made by the Denver pool.

N. M. District Court Surveys Canned Coverage of Trials

FIVE JUDGES of the district court at Albuquerque, N. M., will meet later this month to discuss the possibility of permitting film and still-camera coverage in their courtrooms by radio-television stations and newspapers, it was reported last week.

The Colorado Supreme Court has dropped its ban in that state against the taking of pictures of court trials, leaving the final decision up to each judge in the state.

Soon after the Colorado high court decision, District Judge J. M. Scarborough of Santa Fe said he would permit the taking of pictures in his courtroom under certain conditions. He was quoted as saying that he will not allow the use of flash bulbs but will permit silently operated cameras used unobtrusively.

Russell G. Winnie Dies During Florida Vacation

RUSSELL G. WINNIE, assistant general manager of WMJ-AM-TV Milwaukee, died March 30 of a heart attack while on vacation at Fort Lauderdale, Fla. He was 49.

At the time of his death Mr. Winnie had been with the Milwaukee Journal for 28 years, starting as an announcer in the early days of radio (he was one of the first play-by-play sports announcers) and filling almost every position in the station until he reached the assistant management in 1953. He also was a member of the board of directors of the Journal Co.

Surviving besides his wife are a son, Alon, and a sister, Mrs. Howard Thwaites of Whitefish Bay.

At the Ball Game

IT'S now S.O.P. in New York City to include the setting aside of space for radio-television studio facilities whenever a new blueprint proposes redevelopment of an area. The latest was disclosed last week.

At 50 million triple-deck, roofed stadium on stilts seating 110,000 would be built for the New York Giants baseball club on Manhattan's West Side (bounded by 46th and 72nd Sts., West End Ave. and the West Side Highway). Organized and constructed by private capital, the if-and-when project would include plans for possible development of radio and television studios.

WSEO 20% Owner Amaturo Named General Manager

JOSEPH C. AMATURO, veteran in the station representation field, resigned as an account executive with NBC Spot Sales in New York effective March 31 to become general manager of WSEO Southbridge, Mass., which he and a group of associates acquired in a transfer approved by the FCC three weeks ago (BVT, March 19). WSEO is a 560 w daytimer on 970 kc.

Mr. Amaturo was associated with H-R Representatives and Free & Peters (now Peters, Woodward, Griffin) prior to joining NBC two years ago. He owns a 20% interest in WSEO Broadcasting Corp., which bought the station for $99,370. Principal owner is Joseph L. Rosenmiller of H-R Television Representatives, who is president and owns 33%, while Peter A. Borodes, marketing and business consultant, is vice president-treasurer and owns 17%.

WCCO-TV Survey Predicted Kefauver's Minnesota Win

WCCO-TV Minneapolis-St. Paul believes it is the only organization to have predicted a Democratic victory for Sen. Eugene J. Kefauver in Minnesota's preferential primary March 20. A "postcard primary" conducted by the station's department forecast the final outcome within 2% of the actual vote, according to F. Van Konynenburg, executive vice president of WCCO-TV.

When the survey ended March 19, more than 9,000 cards had been received at WCCO-TV, with 54% indicating a victory for Sen. Kefauver and 46% for Adlai Stevenson. The station forecast a Kefauver victory on its newscast that day. In the primary itself, Sen. Kefauver was designated the choice of 320 of the ballots, just 2% more than had been indicated by the WCCO-TV survey.

Radar for WLW Weather

PERMISSION to use radar as part of its weather forecasting service has been granted by FCC to WLW Cincinnati. Authorization, in the Land Radio Positioning Service, was granted to July 1. The station will operate with 20 kw peak power on 9320-9500 mc. Radar will be used to evaluate cloud formations, now an established method in forecasting.

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H-Bomb Blast Coverage Causes Media Protest

THE Atomic Energy Commission has indicated it will turn down television's request for two additional representatives to report the H-bomb blast scheduled on or about May 1 at AEC's Eniwetok Proving Ground. This leaves radio and tv with the five correspondents originally allocated the news media for coverage.

The AEC asked the Washington Radio & Television Correspondents Assn., in cooperation with the radio-tv industry, to select the five newsmen to cover the operation (a megaton yield nuclear detonation) on a pooled basis. The request was made in a letter to the group's president, Joe McCaffrey. Of the five media men allowed, radio received two (newsmen and engineer) and television three (newsmen, cameraman and engineer).

The Washington association held a drawing, with ABC selected to furnish the radio coverage and NBC-TV television. Scheduled to go for ABC are Dexter Alley and Ted Mann, both Los Angeles. CBS was asked to furnish a cameraman and Wade Bingham, Tokyo, has been named. ABC selected Bryson Rash, Washington, as correspondent and has yet to select an engineer. All these names are tentative.

Lewis Strauss, AEC chairman, said that there would be no censorship of printed copy and radio broadcasting and that limitations on film recording would be held to the minimum consistent with national security. The AEC will hold "thorough" background briefings and tours of proving ground installations to aid newsmen in giving a full and complete picture of the complex operation.

Other media allotted coverage and newsmen allowed: The three wire services, one representative each; Capitol Press Gallery, one morning newspaper reporter and one evening newspaper reporter; White House Photographers Assn., one photographer for still picture syndicates, one for weekly periodicals and one theatrical newsmen crew consisting of one cameraman and one engineer. Executives of the three weekly news magazines that operate on a pool basis for special White House events will select one pool representative.

The theatrical newscaster, however, were turned back to the AEC, which in turn gave the two extra spaces to the printed media. Mr. McCaffrey and other representatives of the broadcasting industry immediately protested the action, requesting that the spaces be allocated to television. Ted Koop, director of Washington news and public affairs for CBS, said that the extra space was requested for a camera crew to provide adequate protection for television film coverage in case something happens to the one camera and operator now allowed.

An official of the AEC said last Thursday that the extra space would remain assigned to print and would not be reassigned to tv.

One hitch developed and was quickly solved last week when it was revealed that plans call for the U. S. S. McKinley (now in the Pacific fleet) to be used as communications ship. The McKinley does not have the power necessary to relay live coverage to the United States. RCA learned of the situation and Friday shipped a transmitter by air to Pearl Harbor which will be installed aboard the McKinley.

It will allow live radio broadcasts to be transmitted to the U. S.

More Films on Tv—Weed

USE of feature films for spot tv will reach a "new high" after the conclusion of this year's political campaign, Joseph J. Weed, president of Weed Television Corp., station representative, forecast last week. In a message to his clients, Mr. Weed found tv rental fees for films "still too high" but held out hope for a lowering next year as "massive" catalogues of major film studios become available and as competition grows. He also saw "keener selectivity" of feature films by both station and advertiser, thus increasing audiences.

KSMN Sold for $115,000

SALE of KSMN Mason City, Iowa (1 kw d-daytime on 1010 kc), by Robert M. Carson and associates to Charles Warren (KIHF Webster City, Iowa) for $115,000 was announced last week. Transaction, subject to usual FCC approval, was handled by Allen Kander & Co.

STATION SHORTS

WLIB Laurens, S. C., has opened remodeled offices and studios in Clinton, S. C.

KFMB San Diego, Calif., appoints Lisle Shoemaker Adv. Agency, that city, for publicity, promotion and advertising, working in cooperation with station's sales development and promotion department. Appointment does not involve KFMB-TV. Mr. Shoemaker was formerly public relations-promotion director of KFMB.

KNXT (TV) Hollywood using new "keyed matte amplifier," electronic bridging device developed by CBS-TV, Hollywood. Device, used on news shows, pictures commentator looking from set window onto scene where newsfilm was shot. Matting system is more economical and convenient than rear-screen projection, KNXT says.

WEMP Milwaukee business offices and recording studios moved to New Equitable Life Bldg., 1701 W. Wisconsin Ave.

WMKH Dearborn, Mich., has added news cruiser mobile unit as part of fulltime operation.

WSGN Birmingham, Ala., reports local business responsible for 35% increase in gross sales in January and February 1956 over same period in 1955.
Assistant cheer leader Allan Green is a sophomore in the College of Letters, Arts, and Sciences of the University of Southern California.

He's also, through foresight, one of the youngest of the 46,175 people who hold shares in Union Oil, the 40th largest industrial company in the country. And his 55 shares entitle him to a report on our 65th year of business.

In 1955 our customers paid us the record amount of $368,760,900.

$59,286,200 of this amount, or 16.1%, was paid our 8,839 employees as wages and for benefits to protect them and their families.

Taxes took 3.6%. This does not include the $65,875,000 we also collected from customers as fuel taxes for governmental agencies.

We spent 72% with more than fifteen thousand other companies and individuals with whom we do business.

This left 8.3% of the $368,760,900 as net profit. Slightly more than half of these earnings were paid in cash dividends to Allan Green and our other 46,174 share owners, who also received one additional share of stock for each ten held.

The balance of net earnings, equal to 3.9% of the customers' dollars, we reinvested in the business for necessary expansion and modernization of facilities.

Whether or not you own stock in this or any other company, it seems to us that this report is of vital concern to you.

For so long as companies like Union Oil have the incentive to compete and make a profit, Allan Green and others like him will have the incentive to hold shares in that company.

This is the best possible economic climate for continuing prosperity. Which is, for all of us, something to cheer about.

* * * *

YOUR COMMENTS ARE INVITED. Write: The President, Union Oil Company of California, Union Oil Building, Los Angeles 17, California.
ON THE THEORY that "a thing of beauty is a joy forever," WSB-AM-TV Atlanta bypassed the current station trend toward contemporary design to choose classic Georgian architecture for its new $1.5 million broadcasting facility. With its eight lofty, fluted columns, its estate-like setting overlooking historic Peachtree Street, the striking structure, which was dedicated yesterday (Sunday), easily could pass as a mansion for Scarlet O'Hara. Yet with all its traditional decor, White Columns, as the center has been appropriately named, houses a most complete and functionally efficient radio-television station. The structure contains all of WSB's studio operations and business activities in the fields of tv and am. It was designed and built by The Austin Co., Cleveland, Ohio.

NUMEROUS PIECES of period furniture, many of them imported, contribute to the luxurious appointments of the reception room off the entrance hall.

ONE of the two large tv studios at the center. Both studios have 50-ft. long-span roof joists on four-ft. centers among other noteworthy features.

SOLID WALNUT paneling and silk wall covering are features of the office of J. Leonard Reinsch, managing director of Cox stations. THE ACCENT is on modern in the employe lounge, which has self-service refreshment facilities.
Industry Leaders Present
For WSB-AM-TV Dedication

DEDICATION of WSB-AM-TV's new $1.5
million broadcasting facility was to have taken
place yesterday (April 8) in Atlanta with
key officials of the radio-television in-
adustry in attendance. The ceremony was
to be simulcast from 1:30 to 2 p.m. EST.

Out-of-town guests were to be flown to
Atlanta from New York and Washington, D. C.,
by Eastern Airlines and returned by Delta.
Among these were to be RCA Chmn. Brig.
Gen. David Sarnoff, NARTB President Harold
E. Fellows; FCC Commissioners Rosel H.
Hyde and John C. Doerfer; NARTB Vice
Presidents John Meagher and Thad H. Brown.

Harry Bannister, NBC vice president of sta-
tion relations; Joseph V. Heffernan, NBC finan-
cial vice president; Donald J. Mercer the net-
work's director of station relations; Sol Taish-
of, BET editor-publisher; Jack Gould, televi-
sion editor of The New York Times; Edward
Petry, Thomas Knodle, Douglas McClatchey,
John Ashenburn, William Maliffant and Lou
Smith, all of Edward Petry & Co., and James
M. Cox, president of the Cox stations.

Atlanta Mayor William B. Hartsfield issued a
proclamation designating yesterday as WSB
Day, and a special edition of the Margaret
Mitchell book Gone With the Wind has been
issued to mark the occasion.

Myerson Named Manager
Of WITI-TV Whitefish Bay

J. L. MEYERSON, national sales representa-
tive for the broadcast properties of Time Inc.,
has been appointed general manager of WITI-
TV Whitefish Bay (Milwaukee), which plans
to start operation May 21 as an all-color in-
dependent operation (BET, April 2). He will
assume his new duties April 16, supervising all
operations of WITI-TV, according to Jack
Kahn, president.

Mr. Meyerson has headquartered in New
York the past two years as the sales representa-
tive for Time-Life stations-KLZ-AM-TV Den-
ver, Colo., KDYL and KTVT (TV) Salt Lake
City, Utah, and KOB-AM-TV Albuquerque,
N. M. Previously, for three years, he was
general manager of KOB-AM-TV and also
general manager of KOME Tulsa. His earlier
associations included the post of assistant to
the publisher of the Muskogee (Okla.) Phoenix
and Times Democrat. He was identified with
both the radio and newspaper properties of the
Oklahoma Pub. Co. for over 20 years.

KAVE-TV Plans June Start

A JUNE target date has been set by KA-
VE-TV Carlsbad, N. M., General Manager John
H. Battison announced last week. Construc-
tion has started on a new studio and trans-
mitter building for KAVE-AM-TV with the op-
erations to be combined. A 300 ft. tower has
been ordered from Liberty Tower Co. for the
CBS-TV affiliate.

Peter G. Moon Dies

FUNERAL services were conducted in Chi-
cago Wednesday for Peter G. Moon, 40, vice
president of Functional Music Inc. and gen-
eral manager-program director of WFMF (FM)
Chicago. He died of natural causes in his Lake
Shore Drive apartment April 1. Functional
Music supplies background music to cover 600
subscribers and is a subsidiary of Field Enter-
prises Inc. Mr. Moon is survived by a daugh-
ter, Mrs. Diana Plank.

looking for a big, rich market?
Annual retail sales in Flint
and the Saginaw Valley top
ONE BILLION DOLLARS!

Here, in the Flint-Saginaw market, average city-
family income is $6,092.75. And retail sales are
more than one billion dollars. That's a lot of
spending...

- $298,940,000 for food
- $243,634,000 for automobiles and accessories
- $31,806,000 for home furnishings
- $36,387,000 for drug products

These big-talking dollars listen to WNEM-TV.
86.9% of the market homes are television homes—
tuned to WNEM-TV for the best local and network
picture. For WNEM-TV is the only station completely
covering the 274,067-set Flint-Saginaw market.
ARB and PULSE say WNEM-TV is the BIG "first":
See Headley-Reed or Michigan Spot Sales.

WNEM-TV
A GERIETY STATION
serving Flint, Saginaw, Bay City, Midland
your direct channel to Michigan's Golden Valley

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REPRESENTATIVE APPOINTMENTS
WMGY Montgomery, Ala., names Robert S. Keller Inc., N. Y., for national sales and promotion.

WRTA Altoona, Pa., appoints Everett-McKinney Inc., N. Y., effective immediately.

REPRESENTATIVE SHORTS
Robert Meeker Assoc., radio representative, and Meeker TV Inc., both N. Y., have merged under one company name, The Meeker Co., Inc., at same address. Personnel and clients unchanged.

George P. Hollingbery Co., San Francisco office moved to Suite 1005, 417 Montgomery St.

Forjoe & Co., station representative, has opened new office at 414 Times Square Bldg., Seattle, Wash. Robert Swanson is manager.

Avery-Koodel Inc., station representative, moved L. A. office to larger quarters in Tishman Bldg., 3325 Wilshire Blvd. Suite number is 712 and new telephone is Dunkirk 5-6394.

REPRESENTATIVE PEOPLE
Dick Hughes, tv sales manager, Atlanta division, Edward Petry & Co., father of girl, Leslie, March 29.

STATION PEOPLE
Ivor Sharp, executive vice president, KSL-AM-FM-TV Salt Lake City, named vice president in charge of corporate developments, and Jay W. Wright, administrative vice president of corporation, to executive vice president, succeeding Mr. Sharp [AT DEADLINE, April 2].

William J. Calvert, announcer-producer-time salesman, WPAT Paterson, N. J., to vice president and director of operations.

George W. Harvey, general manager of WFLA-AM-FM-TV Tampa, Fla., elected vice president of Tribune Co., stations' licensee.

W. H. Grumbles, formerly manager of WHBQ-TV Memphis, Tenn., named assistant general manager, WMC and WMCF (FM) Memphis [AT DEADLINE, April 2]. He has been in Memphis radio and television since 1947.

Edward J. Marsett, account executive, KOOL Phoenix, Ariz., named sales manager, replacing James Schiavone, program and production manager, WWJ-TV Detroit, appointed operations manager.

John Cummins, sales staff, KFMB-TV San Diego, Calif., named assistant sales manager.

James E. Allen, formerly editorial director, Sponsor magazine, N. Y., to WBZ-TV Boston as advertising and sales promotion manager.

Paul B. Marion, for six months radio-tv director, Bennett Adv. Inc., Charlotte, N. C., and formerly sales manager, WBTV (TV) Charlotte, to WBT that city as national sales manager.

A. E. Cowan, formerly executive director of WCPO-TV Cincinnati, Ohio, to WLWT (TV), as
Can You Name One Of Today's Best Buys?

The price of almost anything you buy today seems high. That always happens in an expanding economy.

So you hear people lament "the good old days" when prices were so low that they now seem almost improbable. But, of course, buying power was low, too, and sometimes that is forgotten. Buying power is near an all-time peak today, so it is adjusted to today's price levels.

And there still are "bargains"—yesterday's price for today's buying power.

One of the outstanding "bargains" is freight transportation. Transportation's share of the national dollar hasn't begun to keep pace with other product and service items. Studies indicate that since 1939 wholesale commodity prices have risen 25% more than the cost of inter-city freight transportation.

Why is transport such a good buy?

Because of competition. Regulated competition, under public control, has produced not only the finest freight service but the lowest comparative cost on record. When you hear proposals to eliminate controls in transportation it is well to remember that the kind of competition we now have has given this country the greatest competitive transportation facility in the world.

AMERICAN TRUCKING INDUSTRY

AMERICAN TRUCKING ASSOCIATIONS, INC., WASHINGTON 6, D.C.

If You've Got It . . . A Truck Brought It!
program director. Gene Dalley, acting program director. WBBM Chicago, to WLW and WLWT (TV) Cincinnati, Ohio, as director of "Comex," communications exchange coordinating newspaper-sports operations.

Robert A. White, local sales department, WOR New York, to WPEN Philadelphia sales staff.

C. Wesley Quinn, Phyllis Lacy Adv. Agency, Tampa, Fla., to WFLA-TV Tampa as sales representative in St. Petersburg.

W. H. Adams, farm director, KGO San Francisco, to Calif. Farm Bureau Federation, Berkeley, Calif., as radio director, doing daily broadcasts on eight-station hookup. He succeeds Bert Buzzini, appointed assistant director of Farm Bureau public utilities department.

Percy Hearle, newscaster, WAGA Atlanta, appointed director of community projects, WAGA-AM-FM-TV, new post.

Ray Baker, recently resigned as commercial manager of SOMO-AM-TV Seattle after ten years with station, named general manager of Washington Transit Advertising, Seattle.

Mr. HEARLE

James Ingraham, community acceptance editor, KFI Los Angeles and Don Lee Beig, System, named KHJ account executive.

George A. Corkum, WHV Henderson, N. C., to sales staff, WFTL Fort Lauderdale, Fla.

Ed Schauben, newsman, KDKA Pittsburgh, Pa., appointed director of community service programming.

William Davis, director of sales, merchandising and advertising, Great Eastern Stores, to WAAT and WATV (TV) Newark, as merchandising director.

Alan Sternberg appointed executive producer, WTVN-Columbus, Ohio. Robert C. Stone, formerly relief announcer, WOR New York, to WTVN-TV as staff announcer, replacing Chuck Craig, resigned. Ruth Stanley to WTVN-TV, Dominant department, replacing Bertrick Hardin, reporting for military service. Dollie Holliday to station accounting department, succeeding Mrs. Howard Oberg, resigned.

Lou Wagner, formerly news editor, WTTM Trenton, N. J., to WTNJ Trenton as head of new fulltime news staff.

Javier Perez Berdeja, Mexico City, to KKW Los Angeles, Spanish language station, for morning program.


Art Stanley, KOHL Omaha, Neb., to KLIK Jefferson City, Mo., as announcer and disc jockey. Don Steele, WJEF Grand Rapids, Mich., to KLIK as sportscaster and announcer.


Spencer Allen, news director, WGN-AM-TV Chicago, appointed director of Headline Club, local chapter of Sigma Delta Chi, professional journalistic fraternity.


Carl George, general manager, WGAR Cleveland, Ohio, elected vice president and director of Cleveland Rotary Club.

James M. Hughes, program director of WIAS Pittsburgh, Pa., for thirty years, died March 23.

Claudius H. (Uncle Bud) Ward, 55, Washington, D. C. and operator of advertising agency in Alexandria, Va., died March 26, of cancer. For past several years he conducted program on WPIK Alexandria.

Floyd H. Corliss, 60, news writer, KSD St. Louis, died March 24 of heart ailment.

James D. Shouse, board chairman, Crosley Broadcasting Corp., Cincinnati, Ohio, married to Katherine Fox, former director of special broadcast services, WLW Cincinnati.

Ray Clevenger, stage manager, KFI-TV Los Angeles, father of girl, Catherine Ann.

Richard Zvon, promotion manager, WLWC (TV) Columbus, Ohio, father of boy, Bruce Paul, March 7.


Robert Hurbut, film department manager, KNXT (TV) Hollywood, father of boy, Jeffrey Lawrence, March 7.
COLOR ROUND-THE-CLOCK AT WNBQ (TV) CHICAGO

NBC outlet to begin programming Sunday as first all-color television station. Ceremonies, in conjunction with opening of NARTB convention, mark completion of $1.25 million conversion project announced last November by Brig. Gen. Sarnoff.

IN CHICAGO next Sunday, at about 4:15 p.m. CST, NBC President Robert W. Sarnoff will push a button. At that moment, some 110 affiliated stations along the route of NBC-TV's Wide, Wide World, will transmit a momentous development in television.

"C-Day" will have arrived for NBC's odo WNBQ (TV), the world's pioneer all-color television station. After weeks of intensive preparation, orientation and activity, dedication ceremonies will usher in a new era for WNBQ. All its local live studio programs, plus a supplement of network colorcasts, some film and all station breaks, will be transmitted in color.

At the outset, WNBQ will program about five hours daily of local shows in color—about seven hours in all with NBC's regular color stanzas and its spectaculars—in three prime time areas (12 noon-2 p.m., 5:30-6:30 p.m. and 10-11 p.m.). Network shows, local remotes and some film segments in monochrome will, of course, continue to be black-and-white. Eventually, WNBQ plans to colorcast around 10 hours each day.

The inauguration of "C-Day" on the eve of the annual NARTB convention represents the culmination of a $1.25 million color conversion project announced last fall [Brit., Nov. 7, 1955] by Brig. Gen. David Sarnoff, RCA board chairman (and then NBC board chairman). It was conceived as a daring move to "break through the black and white curtain."

Jules Herbeuval, NBC vice president and general manager of WNBQ (and of WMAQ Radio), sums up the import of "C-Day" in these words:

"The eyes of the entire industry will be on Chicago. Our operations in blazing this trail will set the pattern for local color broadcasting throughout the nation." He adds: "If anybody doesn't think that color television is here and ready, he ought to get back to cranking his automobile—or try to buy into a good harness shop."

WNBQ's trail-blazing toward this new kind of rainbow horizon got under way soon after Gen. Sarnoff's historic Nov. 3 announcement—as a major link in the RCA-NBC chain to expand and sell color tv on selected fronts.

Within the past five months, the Chicago outlet has been preparing for tinted tv, on its own front with all the dexterity of an electronic centipede. Under the leadership of Mr. Herbeuval and Henry Joergen, assistant general manager, the hustle-bustle of activity has cut a wide swath across programming, sales, advertising and promotion and engineering fields.

"C-Day" will climax various endeavors, including the establishment of selected programs for color; orientation sessions for present WNBQ clients showcasing their commercials in color; a spirited $165,000-plus advertising and promotion campaign utilizing various media built around a cartoon character and a viewers' contest; the conversion of black-and-white studios to color; the indoctrination of local WNBQ technicians and engineers, and the solution of various technical problems.

What must be done to convert a conventional black-and-white station to all-color? The following is an exploration of the methods and techniques used in various areas by the world's first all-color station.

PROGRAMMING
At the outset last November, WNBQ moved cautiously into color with the

CHECKING construction against blueprints (left to right): WNBQ Assistant General Manager Joergen, General Manager Herbeuval and Engineering Chief Luttgens.

Judge Roy Bean film series on the RCA Color Theatre each Monday evening (10:30-11 p.m.) under sponsorship of RCA (which recently renewed it for another 13 weeks effective April 2). Theatre combines both film and live portions.

By late January WNBQ had added a special stanza of Kukla, Fran & Ollie, color pioneers on their own, with Burr Tillstrom on Thursdays (10:30 p.m.) and John Ott's How Does Your Garden Grow? (Saturdays, 5:30 p.m.) was tapped for time-lapse color inserts. On Feb. 3 similar inserts were added (on Fridays) to the Bob & Kay Show with Eddie Doucette.

With NBC-TV network colorcasts (Maitne Theatre, Howdy Doody, Max Liebman Presents, Producers Showcase and Color Spread, plus insertson Today, Home and other shows), WNBQ early in February was programming about 10 hours weekly in tint, with the nightly 10:30-11 slot serving as the core of the initial conversion. Two of the five weekday half-hours in that segment were in color.

After the color shakeout next Sunday evening, WNBQ's schedule will follow a fairly familiar pattern, starting the following morning with Everett Mitchell's Town and Farms show at 6:45 a.m., Monday through Friday. Other across-the-board series will include Len O'Connor's news-casts in five-minute segments in the 7-9 a.m. slot, a noontime spread featuring Noon- time Adventures With Uncle Johnny Coons, Bob and Kay With Eddie Doucette, Elmer the Elephant (5-5:35 p.m.) and the Adults Only variety show interspersed with five-minute sports, weather and news periods.

The 10-11 p.m. slot will adhere closely to the pattern to be set on the premiere next Sunday save for the insert of Jack

THIS animated exhibit, shown here in an artist's conception, will treat WNBQ visitors to a short course in the fundamentals of how color television works.
Angell and the news nightly (Mr. Dreier is on Sunday evenings). In the key 10:30 p.m. slot, it will be RCA Color Theatre Mondays, Championship Golf (remote in black-and-white) on Tuesdays, a variety show on Wednesdays, Kukla, Fran & Ollie on Thursdays and Walt's Workshop on Fridays.

The weekend local schedule calls for Kid's Holiday and It's Chris on Saturday mornings and such Sunday features (from 8:30 a.m. to 1:30 p.m.) as Sunday Funnies, Bible Time, Live & Learn and City Desk.

Limited by the availability of color film, WNBQ has been quietly building up a library, to be supplemented by more and more footage (shot by NBC-TV newsreel cameramen) for news programs. It plans no color remotes for the present (such as golf and bowling shows) until it obtains the necessary equipment. The other limitations are black-and-white film programs and those network programs transmitted in monochrome. Most late evening film features will continue in monochrome, of course.

SALES

On the basis of early indications, WNBQ's present clients who have seen their commercials demonstrated in tint seem impressed with the results. These "anchor" advertisers are faced, in a sense, with the prospect of fishing or cutting bait, as their respective programs are converted to color where film may be involved. Live commercials, of course, will be converted with ease.

The WNBQ sales force is headed by John Keys, sales director, with Floydye (Bud) Beaston as sales manager. Under them, the color orientation sessions for clients have progressed smoothly since March 12. Clients were invited to use the station's facilities for camera and lighting tests on products, emphasizing packaging features, trademarks and other aids. The combined resources of WNBQ's engineering, program and production staffs were put to the test at specified times, six days a week, as clients went through their paces.

Among the advertisers who saw their commercials in color were Peter Hand Brewing Co. (Meister Brau beer), Santa Fe Railway, Jewel Food Stores, Joanna Western, Armour & Co., Sears, Roebuck (which plans to market its own color receiver under the Silvertone brand name, with Warwick Mfg. as the manufacturer), Wanzer milk, Commonwealth Edison & Co., Cole-Finder Mercury dealers, Coca-Cola, Kruse Stores, Universal Motors, Illinois Northern Gas Co., Scott Paper, Miles Labs and Drewry's Ltd (beer).

The tests were conducted under actual studio conditions. Agency and client representatives were shown how proper lighting and staging could lend greater appeal to their food, beer, automotive, dairy and other products. For contrast, they could observe these same items on strategically-placed black-and-white sets under normal home viewing conditions. Production of color film already is a reality for such advertisers as Peter Hand and Coca-Cola. The tests will continue during the initial color shakedown weeks.

What are the prospects for more advertisers using color? Mr. Keys points out that the color conversion offers "any advertiser, national or local, a very fine opportunity to test television and particularly color tv" by working with WNBQ's various departments.

WNBQ has been concentrating on its present clientele, but the pitch will eventually be made for prospective new advertisers as color becomes more widely accepted. (WNBQ has not made any rate card increases for color, but reportedly is considering a special facilities charge.)

Mr. Beaton predicts that color at WNBQ "will open the doors to new areas we haven't been able to crack before"—like department stores.

ADVERTISING & SALES PROMOTION

Advertising and sales promotion activities are handled by Howard Coleman, advertising, promotion and merchandising manager of WNBQ. Looking toward "C-Day," he launched a $165,000 campaign in virtually all media March 19. (About $90,000 worth of radio-tv on-the-air "promos" calling attention of WNBQ viewers and WMAQ listeners to "WNBQ—First in Color"; $56,000 in other advertising and sales promotion activities, and perhaps $22,000 in reciprocal ads.)

Of course, there had to be a symbol that would dramatize the coming of "C-Day" and there was. For over a fortnight now, a puckish character has been cutting capers and otherwise cavorting in cow-catcher or station break time on Chicago screens. His name: "Tommy Tint," with red hair, green shirt and blue pants.

As "C-Day" approached, Master Tint could be seen, either painting the town ("gonna paint the town red, gonna paint the town blue, gonna paint the town green, gonna paint it every hue") or preparing to blow it up as he pushes the handle of a dynamite plunger ("I'm Tommy Tint. I'm T-N-T, just like color on NBC").

Master Tint first appeared a few weeks ago in slides and has been seen with increasing frequency (anywhere from nine to 12 times daily on 10- and 20-second films) in "C-Day" approaches. (From March 19 to April 20 WNBQ is substituting its color tag for the standard "A Service of RCA" station identification.)

Highlight of the campaign was a "Tommy Tint Contest" for viewers, conducted on the station's RCA Color Theatre, with prizes including an RCA Victor color set; two high fidelity units and 22 portable radios. Contestants were asked to complete, in 25 words, "My favorite ch. 5 program—because. . . ." Tomorrow (Tuesday) is the deadline and the top prize winner will be honored in color on the RCA Color Theatre April 16. Last week WNBQ ran approximately eight or nine station breaks a day on WMAQ promoting the contest. Aside from using radio-tv, WNBQ also
pushed “C-Day” in other media as part of its “spectrum spectacular” in advertising-promotion. It is utilizing newspapers (14,000 lines), tv fan magazines and other consumer publications, trade organs (four-page color inserts), car cards (2,750) and newstand posters, and plans to use “in the air” or skywriting April 15 when three planes are scheduled to color-puff red, green and blue smoke over Chicago and its suburbs.

The sky-writing technique will be tied to a “color on the air and color in the air” theme in WMAQ radio spots urging automobile listeners to park and look skyward.

Merchandising has not been forgotten in WNBQ's plans, either. Stories on color have appeared in WMAQ's “Food News” and “Drug News” as well as in WNBQ's “Tv News Revue,” with the WMAQ merchandising pieces saluting its sister outlet. All three pieces will be made available for distribution in a color kit at the NARTB convention. Additionally, RCA Victor dealers received some 300 easel-backed counter cards April 1.

Among other activities: WNBQ is supplying square ash trays (with the color message silk-screened in primary colors) as a giveaway piece for WNBQ and NBC-TV spot salesmen. And last month the station launched a monthly color program schedule for agencies and clients.

ENGINEERING & PRODUCTION

How well is WNBQ equipped to operate as the world's first all-color television station? And how extensive are its facilities bought by the $1.25 million NBC invested in the color conversion project? The project is under the general supervision of Howard C. Luttgens, chief engineer for WNBQ and WMAQ.

He is working with John Lake, project engineer, and Ted Nolan, installation engineer, members of NBC New York's audio-video engineering staff, who are in charge of technical phases of the color conversion project.

The station has seven color camera chains (five for live studio shows and two color film projectors for 35 mm and 16 mm films) and will have four color studios. The conversion is concentrated on the uppermost floors of the Merchandise Mart where extensive remodelling and construction has been under way since last November. WNBQ immediately took two studios (A, B) out of service looking toward their consolidation as one large color production center on the 19th floor.

Remodelling of Studio A (once the site of such early tv shows as Garage at Large and Hawnkis Falls) and Studio B (formerly used for radio), covering 5,000 square feet, is nearing completion and the production center is slated momentarily to be ready for program tests and rehearsals. Once Studio A and its satellite B are pressed into service, another studio (E), now confined to black-and-white service, also will be converted. It measures 2,500 square feet.

Separating the dual studio area and Studio E is a room called “Color Central,” which will house color video equipment, film chains and other gear and serve all color studios. The equipment processes electronic signals from color cameras and enables engineers to regulate pictures to insure maximum fidelity of reproduction in color as well as in monochrome. A fourth and smaller studio, adjoining Color Central, will be utilized for single camera shows and station breaks.

WNBQ also has leased an additional 25,000 square feet on the Merchandise Mart roof for tv production and service shops, and another 25,000 for further expansion and possible use as an outdoor tv production area.

On the 20th floor, in what used to be the reception lobby, work is nearing completion on the RCA-NBC exhibition hall and the “Gallery of Color—WNBQ's Public Showplace.” In the gallery visitors will see color receivers operating continuously and see displays and exhibits tracing the history and development of tv, as well as an electronic mural graphically illustrating how color tv works. Visitors may pass through floor, in what used to be the reception lobby, work is nearing completion on the RCA-NBC exhibition hall and the “Gallery of Color—WNBQ's Public Showplace.” In the gallery visitors will see color receivers operating continuously and see displays and exhibits tracing the history and development of tv, as well as an electronic mural graphically illustrating how color tv works. Visitors may pass through a viewing corridor and look down on programs while they are actually being televised from Studios A and B.

By far the most complex task during this
conversion campaign has been the installation of electronic equipment. To complete the job, WNBQ put a task force of 80 technicians through "college." They have been learning their lessons around the clock in a special training program designed to qualify them as color broadcasting technicians.

"We instruct our technicians in everything from the operation of color cameras to the operation and maintenance of the electronics equipment which actually composes and broadcasts color pictures," says Chief Engineer Luttgens.

How much time is needed to convert a black-and-white engine for color? Bud Prather, WNBQ technical supervisor, says it depends on each particular job. WNBQ cameramen got their schooling in a matter of days, while video engineers (who compose the pictures) and maintenance staffers (who keep up equipment) had to attend the course for several weeks.

Whatever the time factor, the "faculty" members have been hard put to jam in the training courses between regular duties. By March 28 WNBQ had "graduated" about half the task force and is still holding classes. Technical personnel also are conducting training sessions for scenic artists, production staffers and station talent.

The convention project entailed an increase in air-conditioning capacities for the color studios and the erection of new sets with emphasis on color qualities, design and lighting (about 30% more lighting is required for color). Furniture, interior furnishings and wall pictures are being pre-tested for color as well, and talent has been concerned, of course, with wardrobe and makeup problems.

CHICAGO TV DEALER GOES BULLISH ON COLOR

LAST NOVEMBER, after Brig. Gen. David Sarntoff, RCA board chairman, and top NBC executives outlined network color plans, including those for conversion of WNBQ (TV) as the pioneer outlet, Sol Polk acted with typical dispatch: he placed an order for 500 color sets "for earliest possible delivery." Attending the two-way closed circuit color tv news conference between New York and Chicago, he was convinced then and there that NBC's color policy "will at last break the 'color barrier' and will very soon bring the enchantment of color television into American homes—at a reasonable price.

As head of Polk Bros. Appliance & Furniture Stores (estimated annual sales, $40 million; tv advertising outlays, $750,000-$1 million annually), Mr. Polk is prepared to sell about 10,000 color receivers in 1956—or about 3% of the anticipated industry total.

It would be gilding the truth to report that Polk Bros.' 10-store chain, staffed by nearly 500 salesmen (25 specialists in color), disposed of the original allotment of 500 RCA 21-inch color receivers like proverbial hotcakes when, frankly, they sold like color tv receivers. (Just as RCA based its original color marketing decision on the "middle income" group, so, too, has Polk concentrated on the "classes rather than the masses" at the outset. "Exposure," he decided, was the first requisite.)

But most of that initial inventory of 500 from RCA is depleted now, plus a backlog of perhaps 250 other brand receivers. Sales picked up in November and December, tapered off around the first of the year and moved on the upgrade in late January and early February, according to Lester Bachmann, executive vice president. Polk's heaviest sales of sets (in the $695-$995 retail price range) have been for RCA, CBS-Columbia and Motorola sets (he handles monochrome sets of nearly all major manufacturers). Currently he sells anywhere from five to 15 sets a day.

Like manufacturers and many another dealer, Mr. Polk is reconciled to the prospect of no profits until the chicken-and-egg riddle (mass market and sponsor acceptance vs. consumer reluctance and limited network programming) resolves itself with reduced prices.

In addition to pushing color to the consumer with trade-in and shipping policies, Polk Bros. has maintained an aggressive program "exposure" campaign of its own. Sol Polk has held open house during just about every spectacular or colorcast that has been networked in recent months—and has publicized his invitations lavishly.

Polk customers, present and prospective, have been invited to any one of its showrooms to watch the World Series, Tournament of Roses Parade, "Peter Pan," and other special color events, including regular dramatic and variety fare.

With WNBQ committed to a heavy schedule (about eight hours daily) of color fare (both network and local live, plus film), Polk Bros. showrooms are expected to bustle with activity (afternoon and evening) in the weeks ahead. Polk Bros Appliance & Furniture Stores will tie in closely with WNBQ programming via its own tv shows, newspaper ads, direct mail and other media.

The promotion will extend in these media to the newest color models expected to be announced by leading manufacturers this summer during the semi-annual home furnishings market. These include RCA, CBS-Columbia, Motorola, Philco Corp., DuMont, Admiral, General Electric and Emerson.

Whatever the prices, Sol Polk is prepared by both temperament and policy to "make any deal within reason."

QUOTATIONS FROM A HEARTY ADVOCATE

SOL POLK has made his mark not only as a promoter of color television but also as a major Chicago tv advertiser. The following quotes show the enthusiasm with which he regards the medium.

"...AS FAR AS I can see today in looking into the future...television is the greatest vehicle for our particular type of business..." "What other advertising medium can give me results within three minutes of the time it hits the prospect? And what other medium can enable me to demonstrate—make millions of complete sales calls a week, and pre-sell the customer before he gets to the store?"

"Many people will disagree with me, but in my opinion, the people who run department stores and, shall I say, old-time stores, are not familiar with the use of television. They haven't got personnel...who know how to use television effectively, and they are so imbued with their own methods of merchandising that they don't want to change."

"...Many department stores would not commit themselves like our company has done...With newspapers they can run an ad one day and be out...for two or three days...But in television it's different...regardless if you have a hot product or a cold product—you still own the time..."

"...We had a very difficult time selling the manufacturers in allowing us to use the cooperative money which we earned—to use it on television. We did a great deal of pioneer work in selling the manufacturers. Today the manufacturers will cooperate on television and accept it as a local medium...I believe that when history is written, a great deal of credit will go to us for pioneering television on a cooperative basis."

"The future of merchandising is to merchandise. The responsibility rests on our shoulders today to merchandise out of the factories and get it into the customers' homes at the lowest possible cost, and this can be done by mass selling and getting our story across...There's no vehicle that can get our story across better than television."
to help color get off the ground. That has been his unmistakable approach right along.

As a case in point, Polk Bros. since early 1955 has maintained a policy whereby a customer may buy a monochrome tv receiver with the assurance he could trade it in, any time prior to Feb. 1, 1957, and receive the equivalent of the original purchase price toward a new color set.*

What's more, Polk Bros. will pre-pay freight charges to any point in the country and guarantee complete installation and servicing (service contracts run $99.50 on, say, an $895 RCA 21-inch console model).

Within the past fortnight, Polk Bros. extended this trade-in offer another year—toward Feb. 1, 1958. Sol Polk describes his latest action frankly as a "$1 million gamble" for him if color tv prices "break badly" later this year but he says it's designed to protect the monochrome receiver market. He doesn't feel color prices will, but if they do, he reasons, black-and-white sales could suffer appreciably as customers reject conventional models for tinted units.

Sol Polk ardently believes that anybody of influence, whether he be doctor, lawyer, salesman or advertising representative, should have a color television receiver, if only as a symbol of prestige and an example to the rest of his community. Last year he compiled such a list of the 1,000 leading and prominent personalities in Chicago.

Moral Obligation to Pioneer

He reasons they have a moral obligation as influential members of society to be in the pioneering front of "what we envision as a new era of merchandising in furniture, appliances, clothing and all the consumer items which contribute to a better way of life in this country."

The conversion of WNBQ, Mr. Polk has said, "will have more influence on this nation's prosperity than any other development since the inception of black-and-white commercial telecasting shortly after World War II. . . . The advent of consistent color telecasting at the local level (by WNBQ) will serve to provide all of our merchandise with an aura of newness and freshness in the coming period of 'color emphasis.'"

Sol Polk claims that, generally, "as the inevitable sales boom in color sets progresses, other industries and arts will boom in direct proportion" and will serve as the keynote of this new merchandising era.

But what, specifically, of prices? It's basic to Mr. Polk:

"Competition will bring prices down. Also competition will stimulate research and produce more engineers. And more research will help in bringing lower prices." That should happen this year, Mr. Polk feels, as the accent shifts from the Cadillac classes to the John Q. Public masses.

In the interim period between Gen. Sar- noff's announcement of conversion plans for WNBQ and the station's actual debut April 15, Polk Bros. has been placing about 50% of all color sets in homes and the balance in public places. Polk also has made a policy of loaning out sets to social, fraternal and other organizations.

It seems typical of Sol Polk that he conceived the idea of identifying the "pioneers" with colored antennas atop their homes, although nothing seems to have come of it from manufacturers. What he has done, however, is to make sure that any tavern which buys a color set from him gets the full treatment—signs, streamers and the like heralding the arrival of color tv.

Also typical was the pre-Christmas mailing of colored Vogue cigarettes and a letter inviting agency, client and other executives to have a smoke on Polk while the president of Polk Bros. discusses the "challenge and promise" of color television. In it Mr. Polk suggested a set as a gift "for those key people on your management staff." He also noted the emergence of color in every-day appliances, men's wear and "even cigarettes."

Mr. Polk's own office is equipped with conventional and closed-circuit tv receivers (the latter for watching store traffic) and, of course, color. He envisions the day when suburban customers might well be able to convene in outlying "dummy" stores and inspect and order merchandise from centrally-located warehouses by closed circuit, large-screen 3-D—color television. Such a system would include a two-way communications system and Zoomar lens for showcasing products.

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**SEE YOUR A.R.B. for the TOPEKA AREA**

20 counties dominated by **WIBW-TV**

---

* CBS-Columbia last year instituted a similar deal, enabling a customer to trade in a monochrome receiver up to $400 on an $895 19-inch color set.
That’s right... even in Texas where liquid gold is 'way down under, pay-dirt for radio and TV stations is UP. Up in power... up in antenna height... UP with towers by Dresser-Ideco. Across the nation, Ideco towers are helping broadcasting stations dig UP to pay-dirt. Whether your station's tower must go up a matter of several hundred feet, or should push toward two thousand feet... you can profit from Dresser-Ideco's experience in designing and constructing towers since broadcasting's infancy. Guyed, self-supporting, fixed base, pivoted base, insulated... when it comes to towers, you'll do well to come to Dresser-Ideco. Write us... or contact your nearest RCA Broadcast Equipment representative.
ADVANCE: WHAT'S SET FOR THE CONVENTION

- Equipment makers will show their latest gear ...... page 75
- While program services display radio-tv offerings ... page 92
- And delegates hear papers on new developments ... page 100

Tentative Management Conference Agenda ............... 108

NEWEST developments in broadcasting engineering and technical services will be shown at the NARTB convention April 15-19 in the Conrad Hilton Hotel, Chicago. Many exhibitors are revealing new items for the first time.

Heavy equipment will be displayed in the lower lobby exhibit room of the Coerad Hilton. Lighter equipment, along with technical and program services, will be displayed on the fifth and sixth floors of the hotel. Many firms will have hospitality suites, starting at the seventh floor.

Color tv, of course, will be featured by such major equipment firms as RCA, GE and DuMont. RCA will show operation of black-and-white lenticular (Eastman) film for color kinescope recording. The film is said to provide fast and low-cost color service. GE's display will include an automatic program control system and a 2000 mc tv relay system weighing under 200 pounds, with common aural-video antenna. DuMont will exhibit the Vitascan technique and multi-scanner pickup, and stage continuous color shows.

In the antenna field Blaw-Knox will show how the new T-1 steel is employed for towers. Dresser-Ideo will have a film showing construction of 1,500-foot towers.

Other equipment items include small-sized an transmitter, new antenna types, power units, transmission lines, telescoping mast for station wagons, multiplexing apparatus for fm stations, more efficient tv gear, remote control apparatus and related developments. Lighting firms will show their newest types.

Radio-Electronics-Tv Mfrs. Assn. will have a display of new types of radio receivers, including portable models.

Programming exhibits (see page 92) will include disc, tape and film features as well as news service. Their displays will show audience building ideas.

Adler Electronics Inc.

ADLER ELECTRONICS Inc., affiliated with Adler Communications Labs., will display equipment for low power television transmission and satellite systems in Exhibit Space 19. All components for these systems are designed for assembly and integration in accordance with the broadcaster's specific requirements. In addition, Adler will display the M-16 Master Monitor, a unit which provides supervision of any desired video signal from camera through transmitter, and an economical 275-volt regulated power supply with 600 MA maximum output.


Allied Radio Corp.

VARIOUS PRODUCTS for radio-tv will be shown by Allied Radio Corp. in Suite 610A-611A. These include amperes transmitting and power tubes, gas and vacuum rectifiers, special purpose electron tubes for communication and industry, Allied-Knight test instrument kits and Knight recording tapes.

The company specializes as distributor of electronic tubes for radio-tv broadcast application and in high fidelity audio equipment as well as in electronic parts and accessories.

Personnel: Sanford H. Levey, sales manager; Al Brook, field supervisor, and J. Thrleikeld, Al Parson, D. Towler, B. Stone, J. Rogers and R. Heydenburg, sales representatives.

Alford Mfg. Co.

DIRECTIONAL and omnidirectional tv broadcast transmitting antennas will be displayed by Alford Mfg. Co. in Space 9. Alford will also show a new diplexing filter for combining aural and visual transmitter outputs into a single line feeder and will exhibit various types of measuring equipment. Space 9.

AMPEX 600 portable tape recorder (I) weighs 28 pounds, sells for $545. Matching companion for Ampex 612 or 600 system is 620 amplifier-speaker (I), selling for $149.50, available in blonde or brunette furniture or portable case.

American Tel. & Tel. Long Lines

FEATURE of Bell Telephone System's display will be a black and white "see yourself" closed-circuit tv hookup. Visitors can see themselves on two monitors, one carrying a picture that travels less than 25 ft., the other 2,000 miles. Flashing lights will trace signals along the 2,000 mile circuit on a map. This map also will show Bell System network routes now equipped for color.

Some highly-specialized equipment used to transmit tv signals also will be shown, including an intermediate station TD2 radio relay bay and 13 coaxial cable equipment.


Space 26.

AmpeX Corp.

SIMPLIFIED complete broadcasting station—with a record console and turntable—will be exhibited by Ampex Corp. to show how simple it is to coordinate an Ampex tape recorder with an existing broadcast studio.

Ampex will show its 350 tape recorder, its 600 portable tape recorder and its 620 portable amplifier-speaker. The firm will be represented by Philip L. Gundy, audio division manager; Russell J. Tinkham, audio marketing manager, and Robert Miner, audio sales manager. Room 529.

Andrew Corp.

THEME of Andrew Corp.'s display will center about the firm's new catalogue, which covers in detail the 500 products being offered to the broadcaster and others.

Andrew will show coaxial transmission lines for uhf tv, vhf tv, fm and am, a waveguide for uhf, a complete line of accessories, parabolic antennas for STLs, antennas for fm, phasing and tuning equipment for am, tower lighting equipment and portable or mobile telescoping masts for survey work or remote pickup.

The firm will emphasize its new uhf coaxial switch, serving the frequency range from zero to 900 mc, and available to uhf tv transmitters in manual or remote-controlled models. Andrew also will introduce a new telescoping mast, available in various sizes from 30-ft., station wagon mounted, to 100-ft. in hydraulic or pneumatic types. The mast is used in broadcasting and telecasting for pattern survey and remote pickup work, the company said.

It is installed in the purchaser's station wagon, complete with tank and compressor, and operates off the car's power system of six of 12 volts. Space 21-B.

Berlant-Concertone

NEW Series 90 automatic tape recorder to be shown by Berlant-Concertone features a completely new mechanism but with the same physical dimensions as the firm's Series 20 and 30 units.

The Series 90, according to Berlant-Concertone.
EXCELLENT MONOCHROME

1. The DuMont Multi-Scanner permits reproduction of monochrome slides, opaques, and 16 mm film. Flexibility of the system is practically unlimited. System may be built up starting with any one of 3 pickups.

SUPERIOR COLOR

2. The color Multi-Scanner produces beautiful high-fidelity pictures from slides or film. This system may be purchased as a complete unit, or as a simple conversion for the monochrome Multi-Scanner.

LIMITED LIVE COLOR

3. The talk of the industry... the Multi-Scanner may be used for local live color in addition to film and slide pickup. The light source of the Multi-Scanner scans a live scene, and associated equipment picks up the reflected light to produce a color signal of superior quality. System costs but a fraction of other live color systems. Completely integrated... five simultaneous picture sources.

When the DuMont Flying Spot Scanner was first introduced, the industry knew it was good... but few foresaw the tremendous success it has had in all its adaptations. Today, the flying spot scanner principle as applied by DuMont leads in simple, economical and practical television broadcasting of both monochrome and color film, opaques, slides and live programming.

Television Transmitter Department
Allen B. DuMont Laboratories, Inc.
Clifton, New Jersey
UNLIMITED LIVE COLOR

And now, the biggest news of all... the Vitascan camera, a portable light source for live color TV broadcasting. The light source is a simple, portable camera assembly that provides unlimited live programming at a cost far below other color systems. Again, DuMont shows the way for simple, practical television broadcasting.

Here’s one you can control!

Start your scanner operations at any point you need! If you need a source for only monochrome film, opaques, and slides choose the Monochrome Multi-Scanner. If you plan color for later on, you can always convert at minimum expense. At any time, you can add live color with either the fixed or portable light sources. Here is television broadcasting equipment tailored to your exact needs!

• VITASCAN WEEK IN CHICAGO!

During the NARTB Show there will be two complete Vitascan systems operating in Chicago. One will be in Area 22 at the Show, while the other will be on public demonstration as a merchandising tool at Carson, Pirie Scott & Co. Department Store. Be sure to see it!
tone, offers "complete interlocking, 'dumped' tape handling, removable cables using AN connectors, reel size switch for large or small reels, improved tape motion using fly-wheel and dampers and a stainless steel capstan to reduce hum level." Series 20 and 30 also will be shown.


Blaw-Knox Equipment Div.

THE new U. S. Steel, T-1, will be emphasized in the Blaw-Knox exhibit. Use of T-1 in the 1,379-foot tower being erected for WSM-TV Nashville will be demonstrated along with other types of towers and associated equipment. Blaw-Knox representatives are A. H. Jackson, R. A. Troman, William Roscoe, Robert M. Kuhn, John Cummings, Paul F. Vollmer and Robert Mailey. Rooms 546-547.

Caterpillar Tractor Co.

ON display for the first time will be Caterpillar Tractor Co.'s new turbocharged D337 diesel electric set, which combines Caterpillar's 310 hp four-cycle D337 engine with a "highly compact" Car self-regulated generator.

This unit is described as ideally suited for both prime and standby power at radio and tv stations. Caterpillar also will show a cutaway model of the Cat D337 diesel engine.

Caterpillar will be represented by R. V. Bradley, R. G. Burdick, R. E. Mathis, J. A. Hasten and D. W. West. The firm will display in Booth 17 on the main exhibition floor.

Century Lighting

CENTURY LIGHTING will exhibit in Booth 18 a complete line of Fresnellite; a C-Lector, a Magnatrol board, projectorama, a CI all-electronics control board, a mike boom, scoops and projectors.

Personnel: Ed Kook, president; Jim Fedigan, general manager; N. Sonnenfeld, New York branch manager; Earl Kocher, Chicago representative; Charles Shevlin, sales engineer; Rollo Williams, color lighting consultant; Bill Merrill, Port-O-Vox sales manager; Jim Thompson, switchboard engineer, and Stanley McCandless, development and research chief.

Collins Radio Co.

ON DISPLAY in Collins Radio Co.'s 70-ft. booth will be broadcast transmitting lines 212L/M 10,000/5,000-w, 20V-2 1,000/250-w and 300U-2 250/100-w; remote system; 212A-1 studio console; 212U-1 and 212Y-1 remote amplifiers; tv microwave (STL) relay system; rack mounted studio equipment and accessories. New items to be shown are 212F-1 studio console and 212Z-1 transistorized remote amplifier.


Conrac Inc.

CONRAC Inc. will display its new CH-21 color television monitor and present line of other television broadcast units, including the AV-12-A off the air tuner, CB-17 monitor and CF/CG series of tv monitors.

Conrac's plant tour and convention will be W. J. Moreland, president; J. Grayson Jones, vice president-chief engineer; Kenneth Williams, engineer, and Russell M. Alston, plant superintendent. Suite 561.

Continental Electronics

CONTINENTAL ELECTRONICS will show photographs of super power forward scatter transmitters, microwave STL gear, one million w am broadcast transmitters and demonstration equipment for remote control of transmission operating in directional antenna systems. W. M. Witty, Mark W. Bullock and Thosmas B. Moseley will represent Continental. Suite 632.

Dage Tv Div. of Thompson Products

INTEREST is likely to center on color and low power tv station equipment for smaller cities at the Dage exhibit (in Space 5 and Room 609A). Five product lines will be shown, including the newest being the new Vidicon Studio Camera (Model 721) which Dage claims to be as effective as an image orthicon on live studio and film work.

Other equipment to be displayed and demonstrated will be a low power tv station, complete with 200 w transmitter, two cameras, studio lighting and multiplexing, parts and tools, camera control, switching console, audio control center, tape recorder and amplifier and other items, and pegged to sell for about $500, standard plus low-end equipment, plus a system convertible to color with Vidicon camera, control console and power supply rack and complete color film chain. Provision is made for mounting on a three vidicon system shown at last year's NARTB convention.

Personnel: James L. Lahey, general manager; John R. Howland, general sales manager; James E. Campbell, industrial sales manager; Robert E. Green, director of educational tv; Neff Cox Jr., broadcast equipment sales manager; J. W. Alinsky, chief engineer; George H. Fathauer, chief of development and design engineering; W. E. Smith, assistant to general sales manager; H. E. Crow, assistant to chief engineer; J. E. Banister, field engineer; H. C. Garza, supervisor of field engineering; Harold Ennis, systems engineer; E. J. Tiffen, sales engineer; and directors, sales managers Mort Zimmerman, Wynne Stewart, Lyle Burrichter and C. W. Kimes.

As a special feature, Dage will maintain its own private plane at Midway Airport, offering to transport any convention delegates or Michigan City (20 minutes ride) for a conducted plant tour there.

Dresser-ideco Co.

FILM depicting planning and construction of what Dresser-Ideo Co. claims to be the world's two tallest buildings will be shown at regular intervals, beginning at 3 p.m. Sunday. These are the 1,572-ft. tower of KWTW (TV) Oklahoma City and the 1,521-ft. "candleabra" platform tower built at Dallas for KRLL-TV that city and WFAA-TV Fort Worth.

Former Walt Disney animation announcer Lenn Redman will be back again to sketch caricatures of visitors. Rooms 604, 605, 607.

Allen B. DuMont Labs

LIVE COLOR TV will be accentuated by Allen B. DuMont Labs, which will feature in its exhibit two color equipment "packages," one for film and slides, the other for live programming. DuMont's display, which will be shown in Space 22, will include numerous closed-circuit colorcasts utilizing the new DuMont "Vitascan" live color pick-up system (Package No. 1) and color Multi-Scanner (Package No. 2).

"Vitascan" and Multi-Scanner systems are designed to provide the "most complete operating flexibility." The combination of the systems will enable the average station to begin complete colorcasting "with a minimum of equipment" by merely adding the highest of R. H. Petersen, sales manager of DuMont's transmitter department.

As a sideline to NARTB activities, converters see DuMont's "Vitascan" system in operation at the Carson, Pirie, Scott & Co. department store, where the Owens-Corning Fiberglas "Color Calvacade," using DuMont equipment, is being demonstrated. The show runs on State St., six blocks from the Conrad Hilton.

Representing DuMont at the convention in addition to Mr. Petersen, will be:

Technical Products Div.: P. S. Christ- 
tal, division manager; R. E. Kessler, 
general manufacturing manager; G. R. Mezger, 
general sales manager, A. J. Talamini Jr. and 
F. S. Newman.

Tv Transmitter Dept.: C. E. Spicer, sales 
operations manager; G. H. Wagner, sales 
engineering manager; H. W. McCrae, F. Bon- 
voulour, L. C. Radford Jr., R. J. Myers, L. 
Keys, D. J. Kindlworth, F. A. O'Connell, G. 
Winston, H. Del Muro, D. Stewart, J. Shebler, 
F. C. Grace, N. Ritter, R. Bollen, L. Litch-
field, J. Sims, M. Shoivosky, L. Larson, L. 
Wallace, R. Petruzelli, H. Mate, F. Tamaro, 
and D. Quinlan.

International Div.: John W. Morrissey tv 
transmission sales manager, and R. B. 
Austrian, west coast manager.

Elini Metalformers Corp.

ELOIN Metalformers Corp. will exhibit a large portion of its coding and in-die 
closure system. This system is described as ideal for enclosing a wide variety of 
equipment, including electronic gear and instrument-
ation for a number of purposes. The line is said to provide a wide variety of quality with production tooling so that 
large savings can be realized over custom 
construction.

Representatives to the convention: S. K. 
Frankel, James G. Wells, Herb C. Golz, Larry 
Fay. Exhibit Space 11.

Fotovideo Labs, Inc.

COMPLETE line of black-and-white and color 
video equipment will be demonstrated by Fotovideo Labs Inc. in Room 545. Included in its 
video display are a vidicon film multiplier 
for films, slides and opaques; color and monochrome sync generators and distribution ampli-
ifiers; medium and heavy duty power sup-
plies; aperture and phase correctors; wave-
form monitors, and high-pass filters.

"Fotov" products on exhibit: tv light box for 
image orthicon and vidicon (color and 
black-and-white); resolution and linearity and 
gamma test slides; charts and opaques, and 
tv station test patterns.

Fotovideo-President Chief Engineer Alb-
ert Baracket will head the company delegation at-
True color... high definition
yours with GPL's 3-Vidicon Color Film Chain

Telecast stable, 600 line color pictures of unmatched quality with the outstanding 3-Vidicon Color Film Chain developed and manufactured by GPL. Typical GPL performance superiority has been achieved in this equipment with a highly advanced color filter system, precise registration, precision-engineered GPL components, and factory-adjusted optical and mechanical alignment. Compactness of the chain permits easy integration with your present monochrome film layout.

These and the many other outstanding features of this chain will make color film telecasts a profitable feature of your station. Ask GPL engineers to show you how.

General Precision Laboratory Incorporated
63 Bedford Road, Pleasantville, N. Y. • 188 W. Randolph St., Chicago, Ill. • 21 N. Santa Anita Ave., Pasadena, Cal.
Cable Address: PRELAB

SEE US AT BOOTH 24 MARB. SHOW OR SUITE 553, CONRAD HILTON HOTEL
about the PRODELIN low power complete antenna system

Ask Mr. Long:

"We are enyjoying the results of a relatively simple installation, as well as excellent performance...and we are quite pleased with the expeditious and efficient manner in which you handled the delivery. Your antenna system is operating without any problems whatsoever."

VISIT PRODELIN AT N.A.R.T.B. CONVENTION
ROOM 609, CONRAD HILTON HOTEL

and see the world's simplest transmission line...

NEW Gates 5 kw, BC-SP transmitter is described as the smallest on the market.

New York last month [B&T, March 26]. Included in the latter group are the "Twinskieter" and "Transmote," light-weight, self-contained units using six and five transistors, respectively.

Gates representatives on hand at NARTB exhibit will be: P.S. Gates, president; Larry Cervone, general sales manager; N.I. Jochem, director of engineering; Jay Blakesley, Robert Maki, Urlin Whitman, John Haerle, Robert Ware, Stan Whitman, Ken Neubrecht, Richard Spruill and Wayne Marx.

General Electric Co.

THE General Electric Co. exhibit, to be held in Space 23, will feature among new products a 2,000-mc microwave tv relay system, described as "a unique approach to tv microwave communication." The "new and compact unit" weighs less than 200 lbs. and is said to combine for the first time outputs of separate aural and visual transmitters into a common antenna.

GE also will have on display its model GE-BC-16-A automatic program control system, which automatically handles switching necessary to program films, slides, network and audio tape. Utilizing a 60-ft. punched ribbon, the unit can handle all program operation of am, fm or tv stations for a 24-hour period. Other new products: color automatic gain control amplifier, which automatically compensates for variations in density of film and slide color commercials; limiting amplifier designed to permit a substantial increase in average program level without danger of any audio peaks exceeding pre-

tending the convention. Other F-V representatives will be Vice President A.R. Fiore, Sales Manager C.E. Underwood, John J. McMahon, George J. Anderson, Hans Nord, and M. K. Widdeckind.

Gates Radio Co.

FIRST public demonstration of new model Gates Radio Co. 5-kw am transmitter (BC-SP), billed as smallest 5 kw radio transmitter on the market, will be held by Gates in Space 4.

The BC-SP, under development for one year, is completely self-contained with dimensions of only 73½ (width) and 39 3/16 (depth) inches. The unit will have automatic power reduction to 1 kw as standard equipment and will feature "highest possible refinement to reduce harmonic radiation."

Also in the Gates exhibit will be a complete line of transistorized remote amplifiers, which were unveiled by the company at the Institute of Radio Engineers convention, held in
for peak performance ... in all weather

TRUST TRUSCON'S TALL TOWERS

"Neither snow nor rain nor heat nor gloom of night . . ."

This part of the inscription on New York’s main post office might have been written about Truscon® Towers. And we might add, “nor wind . . ."

It’s a fact, when you specify Truscon you get more than a tower of steel. You get dependability—peak performance proved under all weather conditions. You can trust Truscon’s tall towers. They go up to stay.

Whatever your tower requirements—any height—guyed or self supporting—tapered or uniform—for AM, FM, TV or Microwave—Truscon has the experience, skill and facilities to design and build the tower you need, right, from the ground up.

For complete information on Truscon Steel Towers, phone or write any Truscon district office. Or call us direct at “tower headquarters” in Youngstown.
HERE IT IS!  Philco
Low-Power TV Broadcast Transmitter

The perfect answer to the recent FCC ruling which permits low-power operation of TV broadcast stations. This tested and proved Philco transmitter incorporates advanced design circuitry. A crystal controlled exciter feeds picture and sound outputs to a 20-watt linear amplifier which, in turn, drives a final power amplifier: 150 watts peak output visual and 75 watts aural.

**Exciter utilizes conventional receiving tubes.**

**150 watts visual . . .
75 watts aural.**

**Compact . . . occupies minimum floor space.**

**Economical to operate.**

**Available for VHF and UHF channels.**

Complete Low-Cost TV Station "Package"

This new transmitter is the "heart" of Philco's compact, economical TV station package... including film and live pickup cameras, switching and monitoring facilities. And . . . Philco also offers an entirely new Microwave for relaying programs from remote sources! Write Dept. BT for complete information . . . or better yet, talk to us at NARTB.

---

See Philco Low-Power TV Broadcast Equipment at NARTB

PHILCO CORPORATION
Government and Industrial Division
Philadelphia 44, Pennsylvania
The NEW
SARKES TARPAN
50-Slide Automatic and
100-Slide Automatic
SLIDE PROJECTOR

You can program
your entire slide
needs in advance—
for the entire day—with
the new Tarzian 100-Slide
PROJECTOR. Field-tested
for more than a quarter
million slide changes under
all conditions. Requires
little, or no, maintenance,
and carries full year
guarantee.

FEATURES
- 100-Slide Capacity
- Individual Selection of
  Any Slide, Any Time
- Holds Any Type 2 x 2
  (35 mm.) Slide
- Automatic Indexing
- Smooth Optical Dissolve
  Between Slides
- Self-Contained Pedestal
- Requires No Oiling
- Small Floor Space
  Requirement
- Provision for Presetting
- Broadcast Ruggedness
- Easy to Load
- Extremely Flexible Use

The Tarzian Projector allows optical dis-
solve between slides and holds any type
of slide mount, including cardboard, glass
and metal-mounted slides. Slides are au-
tomatically indexed and can't slip or turn.
High slide capacity and selectability fea-
ture—which permits selection of any slide,
at any time—eliminates need for dupli-
cates. All station ID's and trouble slides
can be permanently mounted and be made
instantly available. Spare drums can be
used for slide storage, providing dust-free
compartments and convenience in cata-
loguing. Pedestal provided with dual drum
automatic slide projector provides storage
space for 10 drums.

Write or call for further information:
Sarkes Tarzian, Inc.
BROADCAST EQUIPMENT DIVISION
Bloomington, Indiana
Telephone: 7251

GE broadcast engineers test new 2,000-mc
television microwave system.
determined levels, and new version of a multi-
plexer.

GE also will maintain a hospitality room.
In addition to many engineering and sales
people, GE will have the following executives
on hand for the convention:
William J. Morlock, general manager, Technical
Products Dept.; Paul L. Chamberlain, gen-
eral manager, Broadcast Equipment; Frank P.
Barnes; Charles J. Simon; Alfred F. Wild; C.
Graydon Lloyd; C. Wesley Michaels; Wells R.
Chapin; M. Roy Duncan, and Roy D. Jordan.

General Precision Lab
IMPROVED, restyled tv equipment with special
demonstrations of its 3-Vidicon color film chain
will comprise the exhibit of General Precision
Lab, which will hold forth in Space 24 and
Room 533. GPL also will maintain open house.
Other equipment on display includes the 16-
mm and 35mm telecast projectors, image orthi-
icon camera and the vari-focal lens.
GPL representatives in attendance will be
Vice Presidents Dr. R. L. Garman and Blair
Foulds, and Sales Manager N. M. Marshall.
Other GPL executives on hand will be J. W.
Belcher, W. E. Smith, A. G. Ballesta, R. H.
Johnston, F. J. Manzo, R. K. Hunsicker, A. F.
Brandage, G. Q. Herrick, L. L. Pourciau and
Dr. F. N. Gillette.

General Radio Co.
A NEW tv monitor for both color and mono-
chrome, claimed to incorporate the features and
functions heretofore contained in two monitors,
will be the highlight of General Radio's exhibit
(Space 1).
Features of the new transmitter monitor
(Type 1184A): It permits tests for continuous
monitoring and performance, allows new meas-
urements for transmitter adjustments and safe-
guards against obsolescence as well as audio and
video frequency and otherwise fulfills FCC
monitoring requirements. The new monitor is
described as a fresh approach to instrumentation.
Personnel: C. A. Cady, development engineer;
Joseph Belcher, servicing engineer; and W. R.
Thurston, Robert E. Bard and William M. Ihde,
gineers in General's sales and application
work.

Harkins & Hershfield
FM MUSICAST system is the name given the
Harkins & Hershfield multiplex equipment to
be on display in Rooms 613-614. To be shown
are the SCT-2 Subcarrier Generator, FME-50
Exciter, amplifiers, speakers, baffle, antennas
and other accessories, including a special fm
HELP WANTED

RADIO

PROGRAMMING-PRODUCTION

Creative, thorough and experienced program director needed for one of the Midwest's greatest independent 50,000 watt stations. Send resume, photo and tape (if air work is strong). Box 1222, B-T.

Kansas station in urgent need of commercial copywriter. Excellent opportunity for one who wants permanent position. Work with congenial staff, modern tape recorders as modern as tomorrow. Good starting salary. Give complete background first letter. Box 2999B, B-T.

Midwest station has openings for salesmen. Guarantee and liberal commission. Send resume, snapshot and tape for interview. Box 2:46l, B-T.

Help Wanted - (Cont'd)

IMMEDIATE OPENING

Immediate opening in fast growing Virginia station for experienced, responsible straight announcer with first ticket (also without ticket apply). Excellent salary, conditions, permanent. Air mail tape, photo and information to be sent. The amount of compensation is open, because we are interested in the right person. Box 3111F, B-T.

Top-flight morning man for radio who would like an afternoon show with quarters and equipment. Send resume. Box 2:46l, B-T.

Immediate opening in competitive Southeastern station. Box 7797, B-T.

GENERAL MANAGER

General manager of metropolitan station in the New York area needs an experienced copywriter who can also gather, write local news. Car essential. Air mail complete data references, starting salary needed, available. Box 7970, B-T.

HELP WANTED

ANNOUNCERS

Southern California's finest community outstanding engineer with first phone ticket, in climate and culture, seeks engineer. Send resume. Box 2970, B-T.

Top-flight morning man for radio who would like an afternoon show with quarters and equipment. Send resume. Box 2:46l, B-T.

Search for right man. Manager with executive ability and experience. Box 2970, B-T.

Florida coastally experienced sales. Ground floor opportunities. Box 1229, B-T.

Experienced copywriter needed in Midwest. Excellent opportunity for one who wants permanent position. Send resume. Box 3219, B-T.

Regional station in South-Southwest of the United States has immediate opening for experienced man. Job is worth about $1,700 a year, with the right party. Guarantee. Box 3219, B-T.

New station has openings for salesmen. Guaranteed medium with liberal commission. Must be experienced in air or TV. Box 3221, B-T.

Midwest station operating 24 hours a day needs straightforward salesman who, over long haul, is capable of earning more than general manager, $3000.00 per month. Guaranteed 15% commission above guar- nantee. Should earn in excess of $7,000.00 first year. Box 3212, B-T.

A top-rated network affiliate in a large eastern city is looking for a top-flight morning man. Send resume, photo and tape for interview. Box 3220, B-T.

CONSTRUCTION CO.

Sioux City, Iowa

Have tower
will travel!

Tower fabricators and erectors in all parts of the world.

Contact:

TOWER

CONSTRUCTION CO.

Sioux City, Iowa

April 9, 1956 • Page 85
Should a component failure cause down time on TV transmitting equipment, stations utilizing

S.E. TRANSMITTING EQUIPMENT WITH EXCLUSIVE PATCHOVER

can return to the air more quickly and prevent the nightmare of complaint calls from sponsors, agencies, viewers... minimize loss of station revenue!

of the telecasting downs

The unique Patchover System incorporated in Standard Electronics transmitting equipment enables stations to re-route RF signal the moment an amplifier fails. This system is based on identical impedances at the input and output of S.E amplifiers. The inoperative amplifier can be immediately patched out and the remaining transmitting equipment then connected to the antenna for temporary reduced power operation... all in a matter of seconds! Thus, telecasting can continue while amplifier maintenance is performed.

With this system, a station can also utilize an S.E Driver for full power standby service... eliminating the need for a costly transmitter line-up solely for standby! And the savings that result from the first time you might be called upon to use Patchover... may more than offset the cost of the entire transmitter!

There is less likelihood of transmitting failures with superbly engineered Standard Electronics transmitters and amplifiers. Will you be prepared should failure occur with your present equipment? Insure your operation against costly air time loss... with Standard Electronics Transmitting Equipment—featuring exclusive Patchover. Complete details on request.

HOW PATCHOVER WORKS

WITH AMPLIFIER FAILURE

Dotted line in Fig. 1 shows patch-out of inoperative amplifier A. Similar procedure shown in Fig. 2 applies if failure occurs with amplifier M. The entire diagram shows patch-out procedure in the event both amplifiers should fail; driver is connected to antenna for reduced power operation.

WITH DRIVER FAILURE

Dotted line indicates patch-over procedure called for by driver failure. Patch-over is made from amplifier A1 to the standby driver. Patch-over is done in seconds... requires just a screwdriver!

standard electronics corporation

A SUBSIDIARY OF DYNAMICS CORPORATION OF AMERICA, INC.

VHF TV Transmitters

<table>
<thead>
<tr>
<th>Type</th>
<th>Power</th>
</tr>
</thead>
<tbody>
<tr>
<td>high band</td>
<td>500 W</td>
</tr>
<tr>
<td>low band</td>
<td>500 W</td>
</tr>
</tbody>
</table>

VHF TV Amplifiers

<table>
<thead>
<tr>
<th>Type</th>
<th>Power</th>
</tr>
</thead>
<tbody>
<tr>
<td>high band</td>
<td>10 KW</td>
</tr>
<tr>
<td>low band</td>
<td>10 KW</td>
</tr>
</tbody>
</table>

285-289 EMMETT STREET
NEWARK 5, NEW JERSEY
**Musicast receiver.** This equipment is sold through Schafer Custom Engineering, which will occupy the same suite. On hand will be Dwight Harkins and Walton N. Hershfield.

**Harrison Labs**

**HARRISON LABS** will show in the exhibit hall (No. 30) a line of power supplies and transmitter amplifiers for television and an aperture equalizer.


**Harwald Co.**

**BEING introduced for the first time is Harwald Co.’s Splice-O-Film automatic splicer.** This splicer meets the rigid requirements of television stations and provides a splice of very low visibility. Also to be shown is the improved Inspect-O-Film Editor and the new 16mm Movematic sound projector which holds an endless reel of 16mm sound film and projects a large, brilliant picture on a screen larger than a 27-in. tv set. The Movematic uses the cabinet of the Admatic slide projector, suitable for use in lobbies and other public places. Also to be shown are cabinets, film racks, film shipping cases and chemical film conditioner. Representing the photo visual manufacturer will be Robert Grunwald, president; Robert Menary, sales manager, and Richard Wallace, technical director. Space 16-A, exhibit, Room 603.

**Houston-Fearless**

**HOUSTON-FEARLESS Div., Color Corp. of America, is not exhibiting on its own, but its equipment—automatic film processing machines, camera pedestals, dollies, cranes, tripods, and microwave mounting gear—will be on display with leading manufacturers, such as RCA, Philco, General Electric, and others. Representatives of the company will be in Room 1433A.

**Hughey & Phillips Inc.**

**OBSTRUCTION lighting equipment by Hughey & Phillips Inc. will be in Room 549 and will include a demonstration of a remote lamp failure indicator system which provides a continuous and positive means of monitoring lamp conditions. Also on demonstration will be tower light control and alarm units for unattended microwave relay stations, combination photoelectric control and beacon flasher unit, beacons, obstruction lights and various control units. In attendance will be J. H. Ganzenhuber, vice president and general manager; H. J. Geist, W. L. Hotz, R. L. Lang, M. J. Caduya, sales representatives.

**Kay Lab**

FEATURING the Kay Lab display this year will be a full remote control operation designed for low-cost, low-power tv stations. A complete line of studio equipment for a one-man operation has been developed, including a new vidicon camera described as having extreme sensitivity and full remote control. The master control operator can pan or tilt camera, focus and operate the three-lens turret. Kay Lab also will display new portable vidicon field equipment as well as new studio vidicon camera with five-inch viewfinder, four-lens turret and side-handle focus. A complete studio will be operated. Representing Kay Lab will be R. T. Silverman, vice president; Dick Langworthy, chief engineer, and Garry Gramman of the field engineering department. Space 20.

**Kliegl Bros.**

KLIEGL BROS. will show a complete line of tv studio lighting equipment for both black-and-white and color telecasting. Also Saf-Patch and Rotolector switching systems and dimmer control mechanisms. Kliegl will be represented by Herbert R. More, Samuel V. Keyian, Jack Higgins, Paul Bowers and Joel E. Rubin. Space 21.

**Lambda-Pacific Engineering Inc.**

NEW 0.1 w Microwave Link for color will be displayed by Lambda-Pacific Engineering Inc. It is a companion to the 1.0 w Lambda Link and is convertible to 1.0 w. Its frequency ranges from 5.9 to 7.2 kmc and is available with program channel. The unit is so new that printed literature is not available. Space 27.

**Magne-Tronics Inc.**

MAGNE-TRONICS Inc., tape-recorded background music program service for fm multiplex or land line transmission to business and industry on a subscription basis, will offer a demonstration of its Motivational Music in Room 615. A special highlight of the exhibit will be an actual demonstration of multiplex transmission on a closed circuit basis. Programs will originate in the exhibit, be transmitted over a multiplex channel and be picked up in the same location via a multiplex receiver.

**Multiplex Development & Multiplex Services Corp.**

**MULTIPLEX Development & Multiplex Services Corp.** will demonstrate for the first time (Suite 657) actual production models of receiving and transmitting equipment for multiplexing. Demonstrations of multiplexing will be given using transmitter installed in the hotel. Full information will be provided on actual field operations of stations using multiplex equipment and data given on methods of conversion and other aspects of multiplexing. Personnel: William S. Halstead, president; Gordon B. Halstead, general manager; Benjamin C. Lord, chief engineer.

**Nems-Clarke Inc.**

**FEATURING the Nems-Clarke display in Rooms 542A-544A will be a new telesync unit taking the sync voltage from rebroadcasting receiver, reshaping it and generating driving voltage for camera chain. It takes the place of a sync generator in low-cost installations. The price is $650. Other items in the display will be field intensity meters, phase monitors, tv rebroadcast receivers, and video jacks and plugs. Attending the convention are Raymond Rosenberg, K. B. Redding and Edward Swansen.

**Phelps Dodge Co.**

**PHELPS DODGE Co. will exhibit syroflex coaxial cables. Room 539A.** Personnel: F. W. Lemley, sales manager; John Lynch, electronic engineer, and George Yates, Chicago district manager.

**Philco Corp.**

**PHILCO will highlight its new low power tv broadcasting equipment with program originating facilities, which can be operated by one man. It consists of a crystal modulator unit, an intermediate amplifier of 20 w and a final amplifier providing 150 w peak power. Philco also will exhibit multihop microwave relay equipment, tv studio CineScanner film systems with associated video switching facilities and portable microwave relay equipment. Space 14. Representing Philco will be J. D. McLean, PHILCO’s CineScanner light source and monitor (l), 16mm film transports and dual slide changer.

**Lambda-Pacific Engineering** will show this new 0.1 w Microwave Link for color.
COLLINS NEW TRANSISTORIZED 212Z-1

Weighs only 22 pounds in carrying case with batteries

Now, a transistorized remote amplifier lighter and more convenient than any other 4-channel remote you have ever used. Collins 212Z-1 weighs only 22 pounds including carrying case and batteries, is no bigger than a portable typewriter and just as easy to carry and set up. It has all the outstanding qualities of its predecessor, Collins 12Z, plus many new features.
Lot’s to See at TARC

ROOM NO. 553A
NARTB CONVENTION
CHICAGO • APRIL 16-19
COLOR
AND MONOCHROME
TV BROADCAST
AND TEST EQUIPMENT

TARC products now in use by networks and stations across the nation.

For the best in hue...
TARC ELECTRONICS, INC.
48 URBAN AVENUE • WESTBURY, N. Y.

Page 90 • April 9, 1956


Prodelin Inc.
A COMPLETE low-power tv antenna line will be shown by Prodelin. Related equipment is included. Attending will be L. A. Bondon, president, and J. F. Cosgrove, sales manager. Room 609.

Raytheon Manufacturing Co.
AN OPERATING KTR-1000A (R), transmitter with remote alarm panel (Model 3-270), being shown for the first time, will highlight Raytheon Manufacturing Co.’s exhibit. Also shown by Raytheon will be microwave audio channel (Model TMA-75), and automatic carrier interrupter units (Models 3-110 and 3-176). Raytheon will be represented by D. J. Webster, A. E. Keleher Jr., E. Alpert, J. J. Sedik, W. F. Sharpe Jr., P. J. Pontecorvo, S. Topol, W. E. Marceley and W. H. Bickford. Space 10.

RCA Broadcast & Tv Equipment Dept.
RCA will make the first public showing of a number of new types of equipment featuring small size, greater efficiency and economical operation. RCA exhibits will be found in Space 15, Rooms 602A, 604A, 605A, 607A, 600, 601, 602.

New color developments will be dramatized and latest studio equipment will be shown, according to A. R. Hopkins, manager, RCA Broadcast & Tv Equipment Dept. Two new transmitters for radio broadcasters will be displayed and a color studio will be in continuous operation for origination of live studio presentations and motion picture films and slides.

A simple optical color filter which converts RCA 3-Vidicon film camera system for use with 35 mm Lenticular film will be shown. The black-and-white film can be used to record and project color pictures, reducing processing time for color kinescope recording to less than three hours and saving up to $1,200 an hour.

Lenticular film contains myriads of lenses or imprinted dots providing varying color intensity. The optical system enables the 3-Vidicon camera to reproduce standard 35mm color monochrome for Lenticular film interspersed in any combination.

Other RCA items to be shown for the first time:

Low-cost 6 kw low-band TT6AL transmitter, using much less floor space. It is one of a new series of low-band vhf tv transmitters ranging from the TT2BL, 2 kw transmitter to the TT25C1, 25 kw transmitter. These will be available this year.

Complete 50 kw am transmitter using only four standard cubicles or half the usual space for 40 kw equipment. Provision is made for remote control.

One kw am transmitter BTA1MX designed for maximum economy in initial cost, operation and maintenance, with half the normal tube complement and adaptability for remote control as well as hi-level modulation for optimum low distortion of audio.

Three new audio consoles for radio and tv studios, all using etched-wiring amplifiers plus other features.

RCA’s new midget power supply unit WP-15 for use with tv studio equipment, scheduled for commercial availability in May. It requires only 10½ inches of rack space, with up to 70% cut in tube and space needs.

A small transistorized ac or battery-operated portable remote amplifier BWA4, a four-channel type weighing 10 pounds.

A TK41 live color camera chain will be set up in a studio. A complete operative 3-Vidicon color film camera system will be shown as will an extension lens system which enables camera chains to produce live color commercials. Other color equipment includes a projector operating through a periscope.

Three-speed turntables, tape recorders and antenna gear will be shown.

RCA representatives will be headed by Arthur L. Malcorney, general manager, RCA Commercial Electronic Products; Dr. James Hillier, chief engineer, commercial electronic products, and Mr. Hopkins. Other executives of the broadcast-tv department will be E. N. Luddy, manager of transmitter equipment sales; J. P. Taylor, advertising manager; E. C. Tracy, broadcast sales manager; M. A. Trainer, broadcast system administrator; V. E. Trouant, chief engineer, and W. B. Varnum, manager, studio equipment sales. RCA broadcast field sales representatives will attend.

Rust Industrial Co.
FIVE new products to be shown by Rust Industrial Co. include an output switching unit, push button adapter, automatic meter sampler, remote control phase monitor (new model) and tube cooling delay unit. Other Rust products on display will be the remote control tv lighting panel, temperature indicating unit, and "24," "10" and "4" function remote control systems for transmitters, plus accessories.

The output switching unit is a motorized cam-operated device controlled by a "raise-lower" switch, used with RF contractor(s) to switch patterns, towers or transmitters. Operating cycle, two seconds. The push button adapter is for use at the transmitter with a remote control system to operate contractors wired for a normal push button station. The automatic meter sampling unit has a continuously running clock motor and cam to selectively switch one meter position to "off, 1, 2, 3, 4, 5 and repeat." Total cycle, 30 seconds, with approximately two seconds between readings.

Rust will be represented by President-General Manager William F. Rust and Broadcasting Sales Manager Donald G. Inman. Room 533.

Paul Schafer Custom Engineering
REMOTE control apparatus is the feature of the Paul Schafer Custom Engineering exhibit in Rooms 613-614, Conrad Hilton Hotel. To be shown is the new Model 400-R, which provides 24 metering circuits and 40 control circuits, contains all plug-in relays and built-in telephone. System operates up to 100 miles, and is declared to be adequate to control any am, fm, directional, low or high power transmitters. Also to be shown are components, including relay, plate voltage, line voltage, primary circuit breaker, antenna current and filament voltage units. Paul Schafer Custom Engineering is also sales representative for Harkins & Hershfield multiplex equipment for fm stations.

Standard Electronics Corp.
STANDARD ELECTRONICS Corp. will show its two new transmitters, 25 kw Model TL-634 (for chs. 2-6) and 50 kw Model AH-654-2 (for
HE CAN CHECK VIDEO ANYWHERE
HE HAS A NEW VIDEO TRANSMISSION TEST SET

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

Model 1003-A
Video Transmission Test Signal Generator

* Completely self contained * Portable * Multi-frequency burst * Stair-step * Modulated stair-step * White window * Composite sync * Regulated power supply.

Now, Telechrome Video Transmission Test Equipment is available as a completely portable 12¼" standard rack mounting unit.

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

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

Literature on these and many other than 150 additional instruments for color TV by TELECHROME are available on request.

DELIVERY 30 DAYS

1521-A OSCILLOSCOPE CAMERA
-Polaroid type for instan-
taneous 1 to 1 ratio photo-recording from any 5" oscilloscope.

The Nation’s Leading Supplier of Color TV Equipment
88 Merrick Road    Amityville, N. Y.
AMityville 4-4446

BOOTH 12 NATB CONVENTION—CONRAD HILTON HOTEL

BROADCASTING • Telecasting
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developments with extended applications

TARC Electronics Inc.

TARC ELECTRONICS Inc. will feature its "tune-up-for-color" campaign by showing the following "tune-up" design items:

- Color scope (Model TE 6000) is a 10-func-

- studio test instrument which evaluates in-

- ing color signals. Stabilizing amplifier (Model SA 7410) functions as a clamp amplifier for color and as a stabilizing amplifier for monochrome. Chroma-video distribution amplifier (Model DA 7126) is a four channel unit; low power drain, differential phase distortion approximately 25 degrees for 1 V Pp input. Model 7130 is a five channel version of the DA 7126.

- Pulse distribution amplifier (Model 7190) pro-

- vides six individual stages of 75 Omega source impedance lines at bridging impedance. Power rating of 300 mW (PS 1536) is 1500 mW. Both are only 5/4 high with precise electronic voltage regulation, low ripple, metering facilities and germanium rectifiers for long life and stability. Video test generator (Model TE 6120) is a multi-function studio instrument, including square wave generator, composite video stair-step generator and internally generated calibrated phaseable 3.58 mc composite signal generator. Room 552A.

Sarkes Tarzian Inc.

REFINEMENTS and improvements in its slide

projector will be shown by Sarkes Tarzian Inc.,

along with a complete line of tv broadcast equipment, including new 200 w vhf trans-

mitters, 1000 ft camera and portable and long-range microwave equipment.

Fully automatic slide projector has a number of fresh features from last year's model, includ-

ing addition of a slide holder and provision for optical doubling when any of 100 slides, all de-

signed for pre-program planning and per-

meability of station IDs. Slides (glass, cardboard or metal mounted) are automatically indexed, permitting the operator to flick any at will. With the accessory panel, commercials and IDs may be pre-arranged for a whole day's pro-

gramming.

The 200 w transmitter is designed for satellite or booster operation and, with addition of ex-

tra rack and amplifier, the station could reach 1 kw power. Among other items are relay and

switching equipment, vidicon camera for studio or portable use, studio equipment with monitor

and limiter amplifiers in a self-contained unit and film chain with 16 mm film and slide projec-

tors and camera control console.

Personnel: Biagio Presti, sales manager; Tom

Tercuo and Leonard Gary, salesmen; Wendell

Puhl, technical writer; George Guthrie, assistant

chief engineer; Gene Keith, Melvin Jones, Gus

Abbott and Bill Norris, engineers; Don

Medows, commercial manager, and Mort

Weigel, production manager. Space 3.

Telechrome Inc.

TELECROME will show several of its latest developments with extended applications in the

fields of color tv, video transmission facilities testing and telemetering.

Model 1003-A is a video transmission test signal generator, portable and standard rack

mounting unit which produces multi-frequency burst, staircased, modulated staircase and window

signals. It produces composite tv waveforms for measuring amplitude vs. frequency, dif-

ferential amplitude vs. amplitude, dynamic lin-

erarity, differential phase vs. amplitude, high fre-

quency transient response and low frequency phase of steering.

A $400 color tv receiver, Model 311-BR, features a 22-in. Lawrence "Chromatron" pic-

ture tube, simplified circuits, vertical chassis with construction of monochrome components.

A chromatron color monitor, Model 315-A, is said to be unaffected by the earth's magnetic

field and features simplified circuitry incorpo-

rating no special components.

A portable test unit, Model 1073-A, produces a new type of waveforms for testing any part

of all of a tv pulse system for amplitude and phase characteristics. Space 12.

Telemat

TELEMAT, maker of 20-second film clips for building local commercials in the same fashion as ad mats function for newspapers, will screen its new offerings as part of the BM-57 motion p

rogram, including color spots. Telemats are convertible to 10-second spots.

Telemat will introduce its new general sales

manager, Sid Freeman, who for 20 years was

with Frederic W. Ziv Co. and who resigns from

Ziv as western sales manager to join

Telemat April 15. Other Telemat executives to

attend the convention include Business Man-

ager Daniel Gertman, Production Manager

Alan Wise and Midwest Sales Representative

Bill Ermeling. Suite 539.

TelePrompter Corp.

TELEPROMPTER CORP., New York, will
display a full line of its equipment, including latest cueing equipment, featuring Magic Ring

control; TeleMation, studio automation through the TelePrompter; TelePro, a new rear-screen projection system with complete remote control; TeLights, new, efficient lights and systems, and TelePrompter Program Communications Net-

work, an action picture showing push button and automatic equipment for intra-tele-

vision industry communications.

Also featured will be demonstrations of the

TelePrompter and TeleMation National Live

Spot Package.

Manning the exhibit will be Irving B. Kahn,

president; Hubert J. Schaffly Jr., vice president in

charge of engineering; Herbert W. Hepler, vice

president in charge of sales; James Blair, sales

service director; Raymond Hagen, special

field representative; Ted Bossineau, manager,

midwest division; Joe Kovalchik, chief techni-

ician; Trig Lund, Philadelphia representative;

Steve Karkula and Frank Emmanuelle, engineer-

ning staff. Space 25.

Utility Tower Co.

PHOTOGRAPHS, literature and engineering on

the newest am, fm, tv and microwave towers will highlight the Utility Tower Co. exhibit.

Special emphasis will be placed on the PL-09 plastic tower and actual sections of the most

popular types of Utility towers with associated

hardware.

The Oklahoma City firm will be represented by

C. E. Nelson, V. G. Duvalv and Jerry Nelson.

Space 30.

Associated Artists Productions Inc.

ASSOCIATED Artists Productions will show

film clips from Warner Bros. successes and prom-

otional pieces on Warner Pictures for tv in Room 300A. AAP personnel attending: Bob Rich, general sales manager; Paul Kwart-

in, vice president, sales promotion; Ken Hy-

man, executive vice president; Arthur Kalman,

vice president, midwest sales; Donald Klauber,

vice president, east coast sales; Abeles, Herman Kata, Lester Tobias and Jeremy Hy-

man, field representatives; Carol Levine, direc-

tor of press information; Jean Smith and Fred

Hyman, treasurer's office, and Bob Kronen-

berg, West Coast sales.

Associated Press

ASSOCIATED Press will not have an exhibit, but

will maintain headquarters in the Green

room of the Blackstone Hotel for visitors.

Personnel: Oliver S. Granling, assistant

general manager; Robert Cavagnaro, and

Frank King, general executives, plus regional

member executives Tom Aden, Andy And-

son, Paul Breining, Tom Cunningham, Jerry

Gill, Clayton Hickerson, Mark Knight, Bob

Lee, Harry Snyder, Frank Stearns, Al Stine,

Jerry Swisher, Bill Tobin and Jack Weldon.

Broadcast Music Inc.

BROADCAST MUSIC INC. will show "The BM-

I Script Story," a display of its many and

varied services to broadcasters, and also will

show exhibits of original manuscripts of many of the greatest song hits of the past 15 years.

Representing BMI will be Carl Haverlin, pre-

ident; Sidney M. Kaye, board chairman and
general counsel; Glenn Dolberg, vice presi-
dent, station relations, and Robert J. Burton,

vice president in charge of publisher and writer relations. Suite 639A.

Community Club Services

COMMUNITY Club Services Inc., owner of the Community Club Awards sales promotion campaign service, will be in Room 656. John Coles, general manager; Joseph B. Matthews and Vic Diehm will represent CCS.

Harry S. Goodman Productions

"RADIO Is Better Than Ever," will be the theme of Harry S. Goodman Productions' ex-

hibits. Goodman will audition 15 half-hour

programs in the mystery-adventure category and for stations featuring news and music, is

introducing custom built station identification

spots. Rooms 552A-557A.

Guild Films Co.

GUILD Films Co. will maintain hospitality

Suite 656, at the Conrad Hilton where it will dis-

tribute literature on all its tv filmed serials.

Personnel: Reub Kaufman, president; John

Coles, west coast sales manager; Robert De

Vinn, midwest sales representative, and Art

Gross, assistant sales manager.

Hollywood Television Service

HOLLYWOOD Television Service, Republic

Pictures subsidiary, will screen in Room 550A its current syndicated shows, including Dr.

Fu Manchu, Stryker of Scotland Yard, Com-

mando Cody, Stories of the Century, Frontier

Doctor and Statue of Liberty (in cooperation


duction of special shows for stations in coopera-

tion with television production companies) in

Room 655.

Broadcasting • Telecasting
Hygo-Unity

HYGO Television Films Inc.-Unity Television Corp. will have a hospitality suite in Room 524A and 526A. Personnel: Jerome S. Hyams, president; Robert Seidelman, vice president and general sales manager; Stanley Dudelson, midwestern sales manager; William E. Young, southwest division sales manager; Jerome Westfald, western division sales manager, and Carl Goldstein, salesman, New York.

International News Service

INTERNATIONAL News Service will distribute literature—including copies of INS 1956 baseball handbook. INS delegation to the convention will be headed by Robert H. Reid, tv sales manager, and will include Gene Roguski, managing editor of INS central division headquarters, Chicago; William C. Wilson, sales and business representative, Atlanta; William Peart, Dallas salesman; Richard H. Coyle, Chicago salesman, and Saul Reiss, New York salesman.

Major INS film services for television are Telenews Daily Newsfilm, Telenews Weekly News Review and This Week in Sports. Other products for tv include the facsimile circuit, news wire, film library, and the recently-inaugurated special transparency photo service for smaller tv markets. Rooms 805-806.

Keystone Broadcasting System


Lang-Worth Feature Programs

A NEW commercial spot service titled "Hucksters" will highlight Lang-Worth's presentation of specialized features in Rooms 556, 557 and 560. "Hucksters" comprises more than 400 sales treatments.

Lang-Worth "Shorties," standard and hit tunes averaging 1 min. 45 sec. in length, also will be on display, along with the firm's five-minute "Featurette" series. Lang-Worth's hospitality suite will be in Rooms 1133 and 1134A.

Personnel: C. O. Langlois Sr., president; John D. Langlois, general manager; Winnie O'Keefe, vice president; Hugh S. Allen Jr., Edmond K. Gardiner, Robert Hall and Spence Caldwell.

M & A Alexander Productions

FEATURES and western pictures will highlight the M & A Alexander Productions exhibit, with emphasis on the new "Power Plus Package." Arthur Alexander, Ben Elrod, Arnold Stern and Larry Stern will represent the firm. Suite 335A.

MCA-TV

MCA-TV Film Syndication Div.'s exhibit will cover all the company's shows and services, with the spotlight on new "Rosesmary Clooney Show," in Suite 504A, 505A and 507A.

The second annual MCA-TV cocktail dance
It Won't Come Off!

ALL RECORDING TAPE is coated with magnetic oxide. On ordinary tapes this coating rubs off in use and forms a harmful deposit of abrasive dust on the recording head. Unless the head is constantly cleaned, the collection of abrasive dust eventually wears it out. A further disadvantage of oxide-shedding, common to ordinary tapes, is that after a few playings, the tape loses enough coating to alter its original frequency response characteristically.

WITH TAPE MADE BY THE EXCLUSIVE

**Ferro-Sheen Process**

The Oxide Will Not Rub Off!

The Irish Ferro-Sheen process of tape manufacture anchors the oxide coating to the base permanently, inseparably and much more smoothly. The obvious advantage of the homogenous bond is that the entire viscous cycle of shedding and abrasion of recording head and tape is eliminated, resulting in longer life for the tape, longer life for the head and flat frequency response over a wider range.

Ferro-Sheen is now available in these three quality Irish tapes:

- **Shamrock #300**: The ultimate in premium, professional tape for broadcast and studio use. Comes with 9" Mylar leader in dust-proof polyethylene bag; 1200' on 7" reel.
- **Long-Playing #600**: Extends playing time 50% over conventional tapes on same size reel. New Dupont 1 mil Mylar base; 1800' on 7" reel.
- **Sound Plate #720**: The super-tough tape, pioneered by ORadio, now on 1.5 mil Mylar. Used for taste-markers and permanent program storage; 1200' on 7" reel.

Write for name of local dealer:

ORadio Industries, Inc.
World's Largest Exclusive Magnetic Tape Manufacturer
Opelika 14, Alabama

Export Division:
Morhan Exporting Corp., N.Y.C.
In Canada:
Atlas Radio Corp., Ltd., Toronto

**National Telefilm Assoc.**

WITH the theme of "NTA, Your Ticket to Top Television Programming," National Telefilm's exhibit will be in Suite 504-505-507. One room will be devoted to a theatre, where there will be continuous showings of selected portions of NTA's "TNT" package of feature films, plus full-length showings of the David O. Selznick features. Entrance to NTA's suite will be decorated to simulate a theatre front, complete with lighted marquee and box offices.

In advance of the convention, NTA will distribute guides to the City of Chicago to more than 3,000 stations, agency representatives and sponsors personnel.

Personnel: Mary L. Landau, president; Oliver A. Unger, executive vice president; Harold Goldman, vice president in charge of sales; Edythe Rein, vice president; Edward Gray, vice president in charge of west coast sales; E. Jonny Gaff, vice president in charge of midwest sales; Bernard Tabakin, director of national program sales; Martin Roberts, director of promotion and sales service; Raymond E. Nelson, director of development, and Harold J. Algus, director of public relations, and salesmen Don Swartz, Gerald Corwin, Nick Ruso, Charles D. McNicholas, Pete Rodgers, Bert Freeman, Victor H. Bickel, Sherelle Barish, Anthony Azzato and Allen Wallace.

**National Musitune**

National Musitune will occupy Suite 556-57-60 and is exhibiting its national franchised background music service for fm stations. Personnel attending include Charles Ryd, president; Jerome K. Levy, vice president; Robert D. Winston, vice president, and Gordon Myers, program director.

**NBC Television Films**

NBC TELEVISION FILMS, now a division of Kragen Corp., will have a hospitality suite with four following officials on hand: Carl M. Stanton, vice president; H. Weller Keever, national sales manager; Daniel Curtis, eastern sales manager; Edward Montana, central sales manager; Clifford Ogden, western sales manager; Seymour Eaton, central sales supervisor; James A. Strain, western sales supervisor; William Breen, southeastern sales supervisor; John F. Tobin, northeastern sales supervisor; Jay H. Smolin, manager of advertising and promotion, and Frederick Jacob, publicity manager.

**Official Films**

OFFICIAL FILMS CO. will maintain headquarters in Suite 520 where literature about its filmed properties will be placed.

Herman Rush, sales vice president; Jack Gar- rison, midwest sales manager; Wells Brugg, assistant sales manager, and Art Breecher, Jerry Lee and Bob Conn, salesmen, will represent official.

**RCA Recorded Program Services**

RCA Recorded Program Services will exhibit four new RCA Thesaurus features recently added to its transcription library. The new features include "Show Stoppers," designed to add humor and variety to disc jockey programs; "Sell-Tunes," series of 100 musical introductions to sharpes commercial impact; a fully-transcribed five-minute radio show, Great American Women, and Norman Granz's Jazz at the Philharmonic, featuring jazz greats, which can be used as special dj material or as complete show.

Live entertainment—Kukla, Fran and Ollie, hillbilly singer Jimmy Dean and the Texas Wildcats, songstress Lurlene Hunter, Bob Wedlyck trio, magician Bob Sharpe, comedian Randy Brown and hypnotist Hap Hazard will spark the Thesaurus exhibit. Vaughn Monroe also will be on hand. Door prizes are another feature.

RCA Recorded Program Services also will spotlight three new film series: Junior Sports League, The World Around Us and The Sam Snead Show.

RCA's exhibit will be at the perennially famous "Key Club" (Suite 600) where members can't get in without a key. However, two platinum blonde models will be handing out keys by the hundred to everybody at the convention.

**Walter Schwimmer Co.**

FILM EXCERPTS, various sales and merchandising aids and success stories will provide the core of exhibiting Room 638A manned by Walter Schwimmer Co., tv film distributor. The properties: Championship Bowling, Eddie Arnold Time, It's Baby Time and Lucky Number Calling.

Delegates may see an exhibit of the current 1956 bowing series and receive plans for the 1957 "C" series, slated to go into production this June. Material will point up advertiser successes and ratings. Preview of It's Baby Time, produced by Herbert S. Laufman and distributed nationally by Schwimmer, will...
RAYTHEON KTR SERIES
TV MICROWAVE LINKS
FOR RACK MOUNTING

To meet your need for permanent TV relay installations, Raytheon now provides its famous KTR series links for fixed as well as portable use. Retaining all of their fine performance features, the KTR-100 and KTR-1000 (100 mw and one watt) are now available rack mounted for the 6000 and 7000 mc bands.

A new accessory system offers remote control of important transmitter and receiver functions and also includes an alarm circuit. Both rack-mounted and portable units can be operated with waveguide extensions. A ferrite isolator eliminates long-line effects, thus permitting indoor operation and maintenance of the entire equipment, with the antenna system separated from the radio equipment by as much as 100 feet.

In nearly 200 television stations*, Raytheon KTR links provide monochrome or color with simultaneous program audio transmission at lowest cost with greatest reliability. With the addition of rack mounted units, Raytheon now serves you with the most complete line in the industry.

PORTABLE KTR UNITS
FOR REMOTE PICK-UPS

The ultimate in simplicity and portability, Raytheon KTR equipment for portable use consists of only four compact units with a total weight of 162 lbs. Portable units are available for all bands—color or monochrome with audio channel—if desired.

*Names on request.

For complete information, please write Dept. 6120.

RAYTHEON MANUFACTURING COMPANY

Equipment Marketing Department, Waltham 54, Mass.

see Raytheon's exhibit at Booth 10, NARTB Show

April 9, 1956 • Page 95
ARE YOU READY FOR DIRECTIONAL REMOTE CONTROL?

The Rust Model 108D and Model RT-136 Phase Monitor have been designed as a reliable combination to accommodate such operation when authorized by the FCC.

Write, wire, or phone us today for details. See this remote control combination for broadcasting stations at the NART Convention in Chicago, April 15-19.

SESA Inc.

SESA Inc. will reveal part of its 25th anniversary promotion program as a feature of its exhibit in Suit 521A and 531A. "The Brightest Lights Are on SESAC!" will be the theme of the exhibit— to be dramatized by a replica of a television set. A TelePrompTer will carry the SESAC sales message to visitors. Latest transcribed library series, new program aids, including an alphabetical and classified catalogue which the company has prepared as a companion volume to its libraries, moods and themes catalogue. Giveaways and promotion gimmicks "galore" are planned.

Representatives: Alice Heinecke, Evarard S. Prager, Robert Stone, Jim Myers, David R. Milsten, Sid Guber, Hal Fitzgerald and Glenn Ramsey.

Standard Radio Transcription Services Inc.

EXHIBITS of Standard Radio Transcription Services Inc. will be built around the Standard Program Library and the Super Sound Effects, and special emphasis will be placed on the baby of the Standard Family, Shorty Tunes. Twenty-eight stations recently have added the latter service, according to Olga Blohm, manager of the corporation. Room 612A.

Sterling Television Co.

STERLING Television Co. will use a hospitality suite to tell about two new film packages, Jungle Adventure, featuring footage by Osa and Martin Johnson and Frank Buck, plus other jungle movies, and Children's Films, including films about animals as children like to think of them, fairy tales and real life adventures. In addition, Sterling will distribute its new library catalogue. Rooms 560A, 561A.

Tele-Pictures Inc.

COMPLETE tele-kits, synopses and analyses of its various feature motion picture properties for tv will be available from Tele-Pictures Inc. in Suite 657A. Company claims over 160 feature theatrical releases as distributing outlet and stresses availability for television stations almost simultaneous with theatrical showings.

Personal: Edmund Baumgarten, president, and Marvin Lowe, Chicago sales representative.

Television Programs of America

TPA's newest syndicated property, Stage 7, will be on display in Rooms 515A-517A with the company's other programs, both syndicated and network. The former include Edward Small Features, Ranger of the Jungle, Ellery Queen, Captain Gallant of the Foreign Legion, Science in Action, The Count of Monte Cristo, Susie and Halls of Ivy. TPA network shows are Private Secretary, Fury, Lassie and Captain Gallant of the Foreign Legion.

In addition, TPA will show all its merchandising and promotion material—such items as Lassie dolls and Rama helmets that are licensed—sure to please visitors.

Representing TPA will be Milton A. Gordon, president; Michael M. Sillerman, executive vice president; Bruce Eells, vice president western division; William Feshner, Sr., vice president New York division; Hardin Frieberg, vice president eastern division; Leon Bernard, manager midwestern division; Kurt Blumberg, assistant to the president; Jerry Franken, director press promotion; Eli Harris, director of advertising, and Pat O'Brien, Chicago office manager.

UM&M TV Corp.

UM&M TV Corp. will have its exhibit in Suite 532-33-34A and will set up a screening room where sample films from the UM&M catalogue will be shown on request. Among films in the company's catalogue are Little Lulu and Betty Boop cartoons, Sherlock Holmes, Paris Precinct and New Orleans Police Dept. series and a variety of short subjects.

Personal: Charles Amory, president; Irving Feinberg, station sales manager; J. Richard Carlson, eastern sales manager; Leo Brody, New England sales manager; John L. Peters, advertising manager; Neale Oliver, midwest supervisor, and Don Schuler, southern supervisor.

United Press

UNITED PRESS' exhibit will include a facsimile machine and a UP radio wire, as well as a UP Movietone television script wire and a UP Movietone television news film. The facsimile newswire will deliver dry prints of newswires at the editor's desk. The television script wire carries constantly updated scripts timed and cued to UP Movietone film.

World Broadcasting System

A NEW telephone quiz game for radio—Voice of Fortune—will be demonstrated by World Broadcasting System at its exhibit in Rooms 512A and 513A. Designed to act as an all-day audience-builder, the game is based around a telephone quiz in which listeners are called and asked to identify the voice they have heard on the station airing the show. The "mystery voices" will be recorded segments featuring well-known national personalities. Contestants will register to be called by filling out entry blanks available at the point-of-sale of participating sponsors.

World executives attending the convention: Pierre Weis, general manager; Robert W. Friedheim, vice president, and sales executives Dick Lawrence, James Weathers and Ken Josephs.

Ziv TV

ZIV TV will stage an exhibit of its television films available in syndication in Suite 500-501-502. These include Man Called X, Highway Patrol, Science Fiction Theatre, I Led Three Lives and Cisco Kid.

Special attention will be given to the rating performance of these shows in major tv markets as well as to the extensive merchandising aids, point-of-sale pieces, contest promotions, posters, and giveaways offered by Ziv TV to program advertisers.

Ziv delegates will include John Sian, president; M. J. Ribkin, vice president in charge of sales; Fred W. Ziv, board chairman, and Al Unger, vice president of the Chicago office.
OTHER EXHIBITORS

Advertising Council—NARTB
SECOND public service exhibit sponsored by the Advertising Council and NARTB will be held in the Nomandie Lounge and writing room. Nearly 50 organizations will have exhibits following the theme, "Broadcasters, You Can Be Proud of Your Service to America." Coordinating exhibit are Mrs. L. S. Schwartz and Gordon Kinney, for the council, and Fred Garrigus, for NARTB. The following government agencies and private organizations will have booths:


American Research Bureau
SURVEY information and copies of work done by American Research Bureau will be demonstrated. Services include television audience measurement with complete reports covering the entire United States and 100 separate metropolitan areas. Reception studies are available covering 350 additional markets, including uhf information.


A. C. Nielsen Co.
A. C. NIELSEN Co. will demonstrate its Audimeter (for national network ratings) and Recordometer (for Nielsen station index ratings) devices in Suite 1000. Delegates will be able to see firsthand how devices work when attached to sets and examine various data, including questionnaires and station subscribers in connection with Nielsen Coverage Service Study No. 2.

As a special feature, Nielsen will display a new Rand-McNally "merged relief map" showing pictorially the contours of the U. S. Nielsen publications also will be available.

Nielsen will have a "Treasure Chest" and guests choosing the right keys may win certificates good for electric razors, clocks and other merchandise.

Personnel attending include Vice Presidents John K. Churchill, E. P. H. James, J. R. Mathews, George B. Blechta and William R. Wyatt (midwest sales manager); B. A. Traylor, sales service executive; account executives, researchers, and other specialists from Chicago headquarters. Suite 1000-1001.

Metropolitan Life Insurance Co.
NEW to NARTB's annual exhibits will be Metropolitan Life Insurance Co. Three representatives will explain operation of NARTB's group life insurance plan, which will operate in all states but Texas and Ohio. Attending for Metropolitan will be J. Henry Smith, L. F. Nickel and F. E. Cragg. Room 537.

Tourney Prizes Set
TWO silver trophies and 14 prizes will go to golfers taking part in the annual BT Golf Tournament to be held Sunday, April 15, as first feature of convention week. Three more prizes—portable radios—have been donated by New York independent stations who asked to join Chicago stations as donors of tournament prizes. The three outlets—WMCA, WOV and WGMG—said they "want to show that independent radio is very much alive in New York and that it is a great medium."

The tournament will be held at Midwest Country Club, Hinsdale, Ill., Chicago suburb. BT buses leave the Conrad Hilton Hotel at 8:30 a.m. Chicago stations donated 11 prizes ranging from a transistor radio to phonographs.

TELECASTERS: CUT PRODUCTION COSTS
With the New
DAGE
Model 320A Camera

FOR USE IN: STUDIO • REMOTE TELECASTING
• FILM PICKUP • KINESCOPING PROGRAMS

Enjoy greater handling ease and high telecasting quality without the need for extensive operator training and experience. The Dage Model 320A Vidicon Camera is a greatly improved version of the Model 900D camera which has been widely used for studio, remote and film pickups.

- Sweep failure protection for Vidicon pickup tube.
- Removable Electronic Viewfinder. 5" tube. White phosphor.
- 8 MC bandwidth with adjustable phase and aperture correction and adjustable peaking coils.
- Overscan switch.
- Switch-selected control of electrical focus at either camera or control unit.
- Four-lees turret operated from rear of camera.
- Relay operated tally lights in hood and end panels.
- Camera control consoles include 10" aluminized picture tube and 5" waveform monitor. Built-in target calibration, regulated kinescope high voltage supply.

EXCLUSIVE NEW DAGE master monitor Model 835A includes 10" aluminized picture tube with interlaced pulse-cross display, 5" waveform monitor, built-in calibration pulse for level adjustments.

Dage produces complete studio, pickup, switching and distribution equipment.
Television's finest achievement...

The American Story

originally titled "Cavalcade of America"

Drama - Adventure
produced expressly for one of the Nation’s largest prestige advertisers

39 Half-hour TV Programs
Proudly offered to a select group of advertisers

PRESTIGE—STATURE—PRIDE
Impact advertising for products and services

Established audience attraction with an 18 year radio success on two major networks

produced by the ranking craftsmen of Hollywood and TV

vivid, entertaining stories...behind-the-scenes drama with the men and women who made America’s History

OFFICIAL FILMS, INC.
25 West 45th St., New York 36, N.Y.
Plaza 7-0100

HUMAN INTEREST • ACTION
THE ENGINEERING PAPERS

Delegates to next week's NARTB convention will hear the latest word on new developments in the broadcast field during three days of dissertations by specialists in the field.

NEWEST techniques in radio and tv transmission will be unveiled to the nation's broadcast engineers during three days of programming at the 10th annual NARTB Broadcast Engineering Conference at the Conrad Hilton Hotel, Chicago. Willard J. Purcell, WGY Schenectady, is chairman of the conference committee.

Executives of equipment firms, networks and stations will offer papers on color tv, radio and tv transmitters, cameras, antennas, fm multiplexing and remote control operation.

Programs start Monday, April 16, with color tv as the topic. Luncheon speaker Monday will be Dr. William L. Everett, U. of Illinois. Engineering delegates will meet jointly with the Management Conference Tuesday and the annual FCC panel discussion will be held Tuesday afternoon. FCC Chairman George C. McCunnaghey will be the Tuesday luncheon speaker.

Programming has been criss-crossed with the management agenda so that radio topics will be discussed Wednesday by engineers while tv is providing the management theme. tv subjects will be covered Thursday by engineers while management delegates are concentrating on radio.

Opening the Monday morning technical session will be A. Prose Walker, NARTB engineering manager.

COLOR TELEVISION DAY
(Monday) MORNING

Presiding:
Raymond F. Guy, Dir. of Radio Frequency Engineering, NBC

Color Tv Systems Planning
9:30-10:15 a.m.
By: Chester A. Rackey, Director, Audio & Video Engineering, and Donald Castle, Manager, Audio-Video Engineering Group, National Broadcasting Co.

THE problem facing the engineer designing a technical system for color television broadcasting is somewhat more complicated than that for monochrome. This is due to some basic differences between the two systems in operational, transmission and lighting requirements. These several differences and the problems resulting therefrom are separately discussed, together with some of the solutions to these problems which have been employed in recent National Broadcasting Company color studio installations. Differences in technical requirements between the smaller, independent station type of installation and the systems required for network broadcasting will be discussed briefly also.

A description and slide pictures of the lighting system used in a recent NBC color studio will conclude the discussion.

Studio Lighting for Color Originations
10:20-10:45 a.m.
By: Edward Tong, Tv Studio Supervisor, WDSU-AM-FM-TV New Orleans.

A GREAT DEAL of the color in our present day color television system depends upon proper lighting. There is a marked difference between the lighting methods used for black-and-white productions and those used by our new friend, color. A marked difference also appears between the lighting methods used on the local station level and those used on the network level. Of interest to stations contemplating expansion to live studio color pick-ups are the experiences of WDSU-TV in the field of live color origination and the philosophy behind its color lighting, control system, equipment inventory and methods. The interrelation of lighting with other facets of a television production, such as make-up, scenic design and set proportions, is discussed.

New Color Television Transmitter Monitor
10:50-11:15 a.m.
By: Charles A. Cady, Engineer, General Radio Co.

A NEW MONITOR for use with monochrome or color television transmitters will be described in detail. The instrument has been designed in accordance with modern transmitter practice and provides many new features not found in existing equipment. It provides the means for making many of the tests required by the FCC for continuous monitoring and proof-of-performance tests. Several auxiliary measurements can be made with the new monitor. These have been included both as a safeguard against early obsolescence in the rapidly advancing field of television and as a tool to be used by operators in locating transmitter faults or improper adjustments. The mechanical and electrical features of the new monitor represent a new approach to the problem of instrumentaton in the modern television broadcasting station.

Test Transparencies for Color
11:20-11:45 a.m.
By: Edward P. Bertero, Staff Engineer, Engineering Development, National Broadcasting Co.

THERE has long been a need for an improved method of aligning existing black-and-white television cameras. This has become apparent to even the average viewer on many occasions. With the advent of color the inadequacies of our present practices have been emphasized by the need for two additional test patterns for camera alignment purposes. An appraisal of our present method of camera alignment will be made. Several approaches and shortcomings of possible solutions to the problem will be indicated. The development and use of 8 x 10 transparencies for color camera alignment will be described. The feasibility of 8 x 10 color transparencies for possible use in an operational color camera matching technique also will be discussed in detail.

Installation and Adjustment of Color Television Receivers
11:50-12:15 p.m.
By: E. R. Klingeman, Manager, Field Service Engineering Group, Engineering Dept., RCA Service Co.

WITH the installation rate of color television receivers approximating 1,000 per week, the cooperation of the broadcasters in supplying color programs, and especially color test signals, is invaluable to the service man. Receiving antennas and test equipment for color receiver installation and service are readily available and training of service men by RCA and other manufacturers and their distributors has been increasing steadily since 1954. New and unconventional circuitry is materially reducing the number of tubes and components in the receiver. Both vhf and uhf color television reception is completely satisfactory, although problems sometimes develop in small localized areas. With close cooperation between the television stations' technical staff and the local service man, it is hoped that these problems can be solved.
The remarkable endurance of RCA Power Tubes is due in great measure to "proved-in" designs—that have withstood and passed the "shake-down" tests of practical transmitter operation for years and years. Take RCA's famous forced-air-cooled designs—like the RCA-891-R at WOI.

Says WOI's Chief Engineer, Keith K. Ketcham:

"In April of 1952 we removed from our RCA SDFX 5-kw transmitter, an RCA-891-R modulator tube...which was purchased by WOI in September 1939...
The total number of hours in use chalked up by this tube amounted to 48,044.6—which amounts to approximately 11 1/2 YEARS OF SERVICE IN OUR TRANSMITTER."

RCA application-proved power-tube designs are paying off for broadcast stations like WOI every day—in assuring greater reliability of equipment operation—in reducing tube cost per hour of operation! Your RCA Tube Distributor is ready to handle your call for RCA Tubes of all types promptly—for virtually every need and operation in a broadcast station.

**How to Get More Hours from an RCA-891-R**

- Reduce filament voltage to the minimum to give required output at acceptable distortion level—then increase by the amount required to compensate for line-voltage regulation.
- Keep air-cooling system clean—to prevent tube and circuit damage from overheating.
- When handling tube, lift it by the handles to avoid mechanical damage: Don't bump glass envelope or grid arm.
- Operate spare tubes periodically.
- Operate RCA-891-R within RCA ratings. Always follow the instructions packed with each tube.

*Don't Miss The RCA Tube Exhibit at the NARTB Convention April 15-19th!*

RCA TUBES FOR BROADCASTING

**Radio Corporation of America** - **Harrison, N.J.**
COLOR TELEVISION DAY 
(Monday)
AFTERNOON

Presiding:
Thomas E. Howard,
Engineering Vice President,
WTB-WBTV (TV)
Charlotte, N. C.

Compact, Plug-in Color Video Equipment
2:30-2:55 p.m.

By: Wilfrid B. Whalley, Senior Project Engineer, Engineering Dept., CBS Television

IT is apparent that with more and more stations turning toward color and the supply of trained color personnel being somewhat limited, not to mention existing studio space, there exists a great need to provide the industry with more compact equipment which will meet today's trends. Five new color video components have been developed in the continuing CBS progress toward compact, plug-in television studio equipment. This paper describes the design and operating characteristics of a newly designed color video distribution amplifier, a color video relay switcher and a regulated power supply. These newly designed pieces of equipment are characterized by not only unusual performance but also by their stability, simplicity, quick replacement, ease of maintenance, and economy of space.

Systems Planning for Color Television Studio Equipment
3:30-3:45 p.m.

By: Andrew F. Inglis, Manager of Studio Systems Engineering, RCA

THE tv broadcasters face many questions as he takes the necessary steps to enter color broadcasting. A number of careful considerations are discussed that will help him in planning a more efficient installation. The adoption of compatible color television was advantageous from a system standpoint, not only for the receiver portion of the system, but also for the studio. The use of compatible color in the studio permits complete integration of color and monochrome original handling facilities, and it is recommended that broadcast engineers plan their installation on this basis. Some of the important factors to be considered in this planning are discussed including: advantages and disadvantages of switching simultaneous color signals, linearity and frequency response requirements, non-synchronous operation timing problems, special effects, and other color problems.

Techniques of Color Film Reproduction
3:50-4:35 p.m.

By: H. N. Kozmanowski, Manager, Television Special Projects, RCA

WITH film reproduction rapidly becoming the so-called backbone of black-and-white television, it follows that this may eventually become true in color. Television broadcasters are rapidly expanding their activities to include the color reproduction of color film and slides. The characteristic of 35mm and 16mm film prints are discussed with particular emphasis on practical methods for obtaining best color tv results with currently available material. The role of electrical masking is described in detail. Recent developments in 3-v equipment make it possible to include high

INTERSTATE TELEVISION CORPORATION
NEW YORK CHICAGO HOLLYWOOD
465 Park Ave. 1220 S. Walton
Wilmette Hi 8-2455 4375 Sunset Drive
W62931 2-7927

RACIAL DAY
(Wednesday)
MORNING

Presiding:
John T. Wilner, Engineering Vice President,
WBAL-AM-TV
Baltimore

Results of Experimental Remote Control of Directional and High Power Standard Broadcast Stations
9:30-11 a.m.

By: A. Prose Walker, Manager of Engineering, NARTB; Henry H. Fletcher, President and General Manager, KSEI Pocatello, Idaho;
614 CARTOONS
330 IN COLOR

Of paramount importance
to your TV film programming

Now — the world's largest and most varied film library can be yours... in part or complete — with plenty to interest everybody. Cartoon, comedy and variety subjects offered to TV for the first time. With Betty Boop, Pal's Puppetoons, Little Lulu, Grantland Rice and A Galaxy of Stars.

Right now, contact your nearest UM&M TV Corp. office:

PHONE! WRITE! WIRE!

745 Fifth Ave., New York 22, N. Y. PL 1-3171
2449 Charlotte St., Kansas City 8, Mo. BA 1-5100
1032 Carondelet St., New Orleans 13, La. RA 2253

See us at the NARTB Convention • Rooms 532A - 533A - 534A
ON February 15, 1956, the NARTB filed with the Federal Communications Commission a petition for rule-making to extend remote control authorization to stations using directional antennas and powers up to and including 50 kw. Top engineering panels from manufacturing, broadcasting and consulting engineering fields will discuss the field experiments and ramifications of this proposal. Installation, maintenance, personnel adjustment, fire alarm system, high power operation with remote control will be thoroughly discussed. A general discussion pertaining to the contents of the 400-page petition will be given along with a generous supply of slides depicting the petition's contents. This timely topic will be discussed by some of the men who took part in the actual field experiments.

Conelrad—Is it Necessary?

11:05-11:30 a.m.

By: Ralph J. Renton, U. S. Supervisor Conelrad, FCC

THIS PAPER will embrace the reasons and necessity for electromagnetic controls. Air Defense requirements as they concern this matter will be reviewed and a brief resume and progress report of Conelrad will be given explaining advantages and limitations of the system. The broadcasters' role in Conelrad such as, what is required to do, what he is not required to do, what he can do to improve the system, will be discussed. A report on coverage and the Civil Defense problem will be given with proposals for improving the operation.

The Ohms Law Phasor and Its Relationship to Remote Control of Directional Antenna Systems

11:35 a.m.-12:10 p.m.

By: John H. Mullaney, Consulting Radio Engineer

THIS paper will deal with a method for controlling power distribution in a directional antenna phasor by use of a new type of circuit called the Ohms Law phasor. The paper will treat the conventional versus Ohms Law phasor in detail, discussing typical type designs, adjustment characteristics, stability of their operation and the adaptability to remote control. It will be shown vectorially why the Ohms Law phasor enhances bandwidth characteristics of an array and in addition stabilizes any type of configuration. Some of the technical problems involved in the remote control of directional antenna systems will be discussed and a suggested method will be offered for accomplishing remote control of directional antenna systems.

Radio Day

(Wednesday)

AFTERNOON

Presiding:
James E. Barr, Assistant Chief, Broadcast Bureau, FCC

Fm Broadcast Multiplex Equipment Design, Development, and Production

2:30-2:55 p.m.

By: Dwight (Red) Harkins, Harkins and Hershfield (Manufacturers), General Manager, KYTL Mesa Artiz.

THE ACTION of the Commission with respect to multiplexing of subsidiary transmissions is considered by many in the broadcast industry to mark an important milestone in the development of the radio art. This paper will outline the development of the basic components required for multiplexing such as the sub-carrier generator, the transmitter, and the receiver. A detailed explanation will be presented regarding the method of introducing the sub-carriers to the main carrier without producing cross-modulation, along with measures taken to prevent possible cross-modulation. Use of printed circuits in the manufacture of the multiplex receivers is detailed. Results of field tests in the various cities are cited as well as the necessary modifications required of the existing fm installations.

Automatic Program Log Devices

3:30 p.m.

By: S. L. Huffman, President, WCMW, and Clark Dozer, Station Manager, WCMW Canton, Ohio

It is only logical that the next step along the road to automation in the broadcast industry take place in the program department. This paper discusses a new system of automatic logging, posting, and billing which has been in successful use in radio station WCMW for more than four years. Station operators attending this season will see demonstrated the simplicity of this automatic logging system which consists of a 36-drawer steel filing cabinet to accommodate IBM cards and a small box that is placed on the control desk to receive the day's logs. The paper will go into detail regarding the installation, operation, and problems involved in such an automatic system.

Automatic Gain Control Devices in Audio Circuits

3:30-3:55 p.m.

By: Archie A. McGee Jr., Studio Facilities Engineering Section, General Electric Co.

With the ever increasing demands made upon studio and transmitter engineers, it is most desirable to make the audio signal as nearly automatic as possible, yet maintain a signal which will provide high average modulation of the

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transmitter. A combination of two broadcast audio amplifiers will be discussed. The automatic gain control amplifiers are the newly developed Uni-Level and the new Programatic Limiting Amplifier. The Uni-Level is a program or line amplifier incorporating AGC. The new Programatic Limiting Amplifier retains important features found acceptable in previous equipment. Other features are unique circuitry, greater range of limiting, higher output level, and about half the usual mounting space.

Bringing Microphones up to Date
4:45 p.m.

By: R. H. Carrell, Design and Development Engineer, and A. H. Lind, Manager, Audio and Mechanical Devices Engineering, RCA

IN ADDITION to having a functional microphone appear in an attractively styled case, microphones designed today are evolved to meet a number of carefully evaluated engineering criteria. General considerations in the acoustical design approach are outlined in detail. The important characteristics of signal-to-noise ratio with its many contributing factors are elaborated upon as a fundamental design consideration. Along with the above, frequency response and balance versus application are commented upon. In the discussion various parts of the microphone design are considered in detail, the effect of some of the variable factors shown and an account given of the experimental methods used in the development. Finally, various aspects of the performance such as wind noise, magnetic induction pickup, directivity patterns are discussed referring to test data obtained.

Transistors and Their Application in Broadcast Equipment
4:30-5 p.m.

By: Paul G. Wulfsberg, Assistant Director for Research and Development, Collins Radio Co.

TECHNICAL and economic progress in the field of semiconductors has increased the application of transistors in broadcast equipment. It is now possible, using existing components and techniques to design a completely transistorized broadcast studio and remote system. The application of the transistor not only ushers in the field of miniaturization but increases overall reliability. This paper will review some of the existing designs together with newer equipment applications not yet available on the commercial market. Advantages and limitations of transistors and associated circuits will be discussed in detail along with life expectancy based on previous experience. The importance of power rectifiers and power transistors is reviewed and high power applications are demonstrated.
A RECENT proposed rule-making of the Federal Communications Commission looking toward the authorization of low power translator television stations operating in the upper portion of the uhf spectrum is the basic topic of this paper. There will be a brief review of the need for this type of tv service and a discussion of the proposed rules relating to the service. A tv translator transmitter capable of accepting auroral and visual vhf signals from a receiving antenna and delivering ten watts of peak visual and five watts of auroral to a uhf transmitting antenna will be fully described. Data and information will be presented on application problems and signal coverage that may be expected from an installation of this type.

**Cordless Microphone System**

10:10-10:40 a.m.

By: Adolph B. Chamberlain, Chief Engineer, CBS Television

A CORDLESS MICROPHONE system successfully used by CBS Television, consisting of a small microphone, miniature fm transmitter, special receivers, and a diversity antenna system will be described. In addition, a motion picture short will be shown to demonstrate typical applications of cordless microphones. The need for continued development work to produce smaller, more rugged and reliable components, having as an objective a system with performance and dependability equal to that obtained from standard studio microphones, will be stressed. A system of this type could materially lessen the need for microphone booms in television and motion picture studios.

**VITEAC (Video Transmission Engineering Advisory Committee)**

10:20-10:40 a.m.

By: William B. Lodge, Vice President in charge of Engineering, CBS Television and Frank E. Talmage, Manager, Low Power Transmitter Design Section, Broadcast Transmitter Engineering Dept., RCA

The PURPOSE of this paper is to review propagation studies as they affect the extent of vhf and uhf television service. Emphasis will be given to the practical results of the studies rather than to a discussion of the phenomena and the theoretical explanations. Although the authors are employed by the FCC, this paper should not be regarded as an official expression of the Commission, but only the authors’ personal appraisal of the data. It is hoped that this paper will give an overall appreciation of recent propagation developments as they may affect the performance of television stations. In many areas the need for more experimental and theoretical work will also be apparent. In many cases data is now available where the earlier studies required extrapolation.

**Effective Buying Income**

- Norfolk: $675,950,000
- Portsmouth: $129,976,000
- Newport News: $63,641,000
- Warwick: $91,116,000
- Hampton: $197,962,000

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bility with a considerable reduction in floor area requirements. Also described are some new circuits providing inter-carrier frequency control, linearity correction, and a centralized control system. This, together with a high degree of circuit stability, will permit operation without adjustment over extended periods.

**Cost Estimating for Television Station Engineers**
11:45 a.m.-12:15 p.m.

By: Rodney D. Chipp, Director of Engineering, Allen B. DuMont Labs

STATION engineers are frequently called upon to estimate the cost of new construction building repairs, equipment installation, etc., and it is useful to be able to arrive at a quick answer of sufficient accuracy to determine whether the project should be dropped or approved. If approved, more precise figures can be obtained from engineers, architects, or contractors. This paper will describe some "rules of thumb" suitable for estimating the cost of building and studio construction, power requirements, heating and ventilating acoustic treatment and other similar items.

**TELEVISION DAY**
(Thursday)

**AFTERNOON**

**Presiding:** J. A. Slusser, Chief Engineer, KOA-AM-FM-TV Denver

**Daylight Saving Time Delayed Video Operation for 1956**
2:30-2:55 p.m.


DURING the six-month period of daylight saving time, the networks’ desire to delay certain television programs for one hour presents an interesting challenge. The one-hour time delay dictates a narrow time margin between the completion of a television recording and the start of the playback process on the air. The schedule severely restricts the time available for preparation of the television recording for playback. A complete system to facilitate a video delay using 35 mm film has been developed. A novel arrangement for continuous recording and simultaneous processing has been developed.

**Tv License Application Requirements—Proof-of-Performance Measurements**
3:30-3:55 p.m.

By: Alexander C. Angus, Studio Facilities Engineering Group, General Electric

MUCH has been said in the past and much will be said in the future regarding the subject of automatic program control. It is a lively subject with a very bright future if guided correctly and in the proper direction. This paper deals with the subject by outlining the features and application of one type of automatic program control system. The basic control function is in the form of a perforated paper tape adaptable to any broadcast operation.

**Improving the Performance of Microwave Television STL's**
4:45-5:15 p.m.

By: Peter K. Onnigian, Chief Engineer, KBET-TV Sacramento, Calif.

This paper deals with micro-wave problems which are encountered not only in the initial installation but during the general day-to-day operation. Comparisons are made between the overall performance of a kmc and a 7 kmc micro-wave television studio-to-transmitter link. The path length is approximately 35 miles. Long time fading measurements over a period of one year were made along with recordings showing the effects of space and frequency diversity. The effects of Fresnel zone clearances on both bands are clearly shown.

**Color Video Effects**
4:30-5 p.m.

By: Edward Bertero, NBC (picture page 100)

MR. BERTERO will discuss programming and production effects made possible by new electronic techniques.

**Tentative Agenda**

**NARTB 1956 Convention**

**Conrad Hilton Hotel**

**Sunday, April 15**
Registration, Lower Lobby, 7 a.m.

**Monday, April 16**
Registration; Lower Lobby, 7 a.m.

**FM SESSION**
10 a.m.-noon

**PRESIDING:** H. Quenton Cox, KQFM (FM) Portland, Ore., senior NARTB fm director

**MESSAGE OF WELCOME:** Harold E. Fellows, president and chairman of the board, NARTB

**THE FM BAND: PAST, PRESENT AND FUTURE:** Dr. Frank E. Schooley, dir., U. of III. Broadcasting

**WHAT OUR FM FACILITIES MEAN TO US:** George J. Volger, KWPC-FM Muscatine, Iowa; F. Merrill Lindsay, WSOY-FM Decatur, Ill.; Calvin J. Smith, KFAC-FM Los Angeles

**FM—THE PLUS FACTOR:** George A. Heinemann, program dir., WMAQ-FM Chicago


**TELEVISION BUSINESS SESSION**
2:30 p.m.

**PRESIDING:** Clair R. McCollough, WGAI-TV Lancaster, Pa., chairman, NARTB television board of directors

**PRESIDING AT THE ELECTION:** Judge Justin Miller, consultant to NARTB

**LABOR CLINIC**
(For station management only)
4-6 p.m.

**PRESIDING:** Leslie C. Johnson, WHBF Rock Island, Ill., chairman, NARTB employer-employee relations committee

**SPEAKER:** John W. Seybold, industrial relations director, Allied Printing Employers' Assn.

**PANEL:** Mr. Seybold; Bert Locke, dir. of labor relations, Associated Industries of Minneapolis; Lowell Jacobsen, dir. of personnel, NBC, New York; Calvin J. Smith, president and general manager, KFAC Los Angeles; Charles West, assistant to the treasurer, Peoria Star Journal, owner and operator of WTVH Peoria, Ill.

**QUESTION AND ANSWER SESSION**

**Tuesday, April 17**
Registration; Lower Lobby, 7 a.m.

**JOINT SESSION**
MANAGEMENT AND ENGINEERING CONFERENCES
10:30 a.m.-noon

**PRESIDING:** E. K. Hartenbower, KCMO Kansas City, Mo., co-chairman, 1956 convention committee

**INVOCATION:** Rabbi Louis L. Mann, Chicago Sinai Congregation

**PRESENTATION OF THE COLORS:**
KEYNOTE ADDRESS: Robert E. Kinner, president, ABC

**PRESENTATION OF KEYNOTE AWARD**

**Broadcasting • Telecasting**
TO MR. KINTNER BY: Harold E. Fellows, NARTB president and chairman of the board

LUNCHEON
12:30-2:30 p.m.

PRESIDING: Campbell Arnoux, WTRV-TV Norfolk, Va., co-chairman, 1956 convention committee

INVOCATION: The Reverend E. Jerry Walker, Pastor of St. James Methodist Church, Chicago

INTRODUCTION OF SPEAKER: Mr. Fellows

SPEAKER: Hon. George C. McConnaughey, chairman, FCC

SPECIAL FEATURE: Dennis P. Longwell, Herrin, Ill., Voice of Democracy winner

AFTERNOON JOINT SESSION
2:45-3:30 p.m.

PRESIDING: Mr. Arnoux

SPECIAL PRESENTATION—FREEDOM OF INFORMATION: John Charles Daly, vice president, ABC

ENGINEERING RECEPTION
6:30 p.m.

Wednesday, April 18

WAGE-HOUR BREAKFAST (An Informal Discussion)
8 a.m.
Registration; Lower Lobby, 9 a.m.-5 p.m.

MANAGEMENT CONFERENCE
10 a.m.-12:30 p.m.

PRESIDING: Mr. Arnoux

OPENING REMARKS: Clair R. McCullough, WGAL-TV Lancaster, Pa., chairman, NARTB television board of directors

NARTB TELEVISION CODE PRESENTATION: G. Richard Shafto, chairman, NARTB television code review board

Edward H. Bronson, director, television code affairs

FORUM-TV FILM: Harold Exsey, WSJS-TV Winston-Salem, N. C.; Harold P. See, KRON-TV San Francisco, chairman, NARTB Television Film Committee

George T. Shupert, president, ABC Film Syndication; John L. Sinn, president, Ziv Television Programs

FORUM-COLOR TELEVISION MANAGEMENT PROBLEMS: Jules Herbeaux, WNBQ (TV) Chicago; Harold Hough, WBAP-TV Fort Worth; Thomas Howard, WBTB (TV) Charlotte, N. C.; Robert D. Swazey, WDSU-TV New Orleans

LUNCHEON
12:45 p.m.

PRESIDING: Mr. Arnoux

INVOCATION: The Very Reverend Monsignor Edward V. Diiley, St. Veronica’s Church, Chicago

ANNUAL REPORT: Harold E. Fellows, president and chairman of the board

AFTERNOON SESSION
2:15 p.m.-3:30 p.m.

PRESIDING: Mr. Arnoux

POLITICAL TELECAST FORUM: Ad-
CANADIAN TV, TWO AM'S RECOMMENDED

CBC board of governors takes favorable action on licensing video station for CKDA Victoria, B. C., and radio stations at Portage La Prairie, Man., and Port Hope, Ont.

ONE new television station and two radio stations have been recommended for licensing by the board of governors of the Canadian Broadcasting Corp.

CKDA Victoria, B. C., has been recommended for a tv station on channel 6 with 1.8 kw video and 900 w audio with antenna 269.5 ft. above average terrain. Richard Digby Hughes has been recommended for a radio station license at Portage La Prairie, Man., with 250 w on 1570 kc. Foster M. Russell has been granted license approval for 1 kw daytime station on 1500 kc at Port Hope, Ont. D. B. Williamson was denied a station license at Burlington, Ont., for 500 w on 1320 kc.

Approval of the sale of one-third ownership of CKLW-AM-TV Windsor, Ont., opposite Detroit, was among other actions at the CBC board of governors' meeting March 28 at Ottawa.

Sale of control of CKNW New Westminster, B. C., suburb of Vancouver, B. C., to Inglewood Investments Ltd. and Muro Investments Ltd., both of New Westminster, was approved with the understanding that multiple ownership provisions of the CBC regulations shall be maintained. Sale of the station to Southam Co. Ltd., Vancouver, was denied because this newspaper chain already has control of two radio stations, CJCA Edmonton, and CFAC Calgary, Alta., and minority holdings in a third, CKOC Hamilton, Ont.

The CBC board of governors approved power increases for the following stations: CFRN-TV Edmonton, Alta., from 27.4 kw video to 180.3 kw video and 13.7 kw audio to 90.4 kw audio, on ch. 3 with antenna at 441 ft. above average terrain;

CJIC-TV Sault Ste. Marie, Ont., on ch. 2 from 5.16 kw video to 28 kw video and from 2.58 kw audio to 15 kw audio, with antenna 223 ft. above average terrain;

CKCK-TV Regina, Sask., ch. 2, from 18.9 kw video to 100 kw video, and from 10 kw audio to 53.5 kw audio with antenna 588 ft. above average terrain;

CJET Smith Falls, Ont., from 250 w to 1 kw on 1070 kc, and CJBQ Belleville, Ont., from 250 w on 1230 kc to 1 kw on 800 kc.

Share transfers were approved for CHCT-TV Calgary, Alta., CFCW Camrose, Alta., CKDM Dauphin, Man., CFBC St. John, N. B., CJFX Antigonish, N. S., CKBW Bridgewater, N. S., CKVR-TV Barrie, Ont., CKLB Oshawa, Ont., CJRW Summerside, P. E. I., and in Quebec province CHAD Amos, CKRN Rouyn, CKVD Val D'Oir, CKLS La Sarre, CKVM Ville Marie, CHEF Granby, and CKLĐ Thetford Mines.

British Film Makers Seek Johnston Aid on U. S. Imports

BRITISH Film Producers' Assn. and other British organizations from the theatrical film field have sent a protest telegram to Eric Johnston, Motion Picture Export Assn. president, on behalf of recent large-scale sale of theatrical films by major Hollywood companies to British tv interests. The Britons have asked Mr. Johnston to make MPA member companies

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NEW BOARD of Canadian Assn. of Radio & Television Broadcasters attends a directors meeting following the annual CARIB meeting at Toronto, Ont. [B-T, April 2]. (L to r): seated, E. E. Fitzgibbon, CKCO-TV Kitchener, Ont.; Chuck Rudd, CHUB Nainaino, B. C.; D. A. Gourde, CKRN Rouyn, Que., vice-president; Fred A. Lynds, CKCW-AM-TV Moncton, N. B., president; Hal Crittenden, CKCK-TV Regina, Sask., vice-president; F. Baxter Richard, CHNO Sudbury, Ont.; John Hirtle, CKBW Bridgewater, N. S.; standing, W. N. Hawkins, CFOS Owen Sound, Ont.; Geoffrey W. Stirling, CJON-TV St. John's, Newfoundland; Al Hammond, CFCF Montreal, Que.; Jack Davidson, Northern Broadcasting Co. Ltd., Toronto, immediate past president; W. Cruickshank, CKNX-AM-TV Wingham, Ont.; Bob Buss, CHAT Medicine Hat, Alberta; Yern Dallin, CFQC Saskatchewan, Sask., and M. Finney, CKOK Penticton, B. C. Not present when picture was taken were Henri Lepeage, CHRC and CFCH-TV Quebec, Que.; Roland Couture, CKSB St. Boniface, Man., and Jack Blick, CJOB Winnipeg, Man.
exclude Britain as a sales area from further film deals with tv interests.

Mr. Johnston's reply was that large Hollywood companies in most cases do not own tv rights now on sale, that independent Hollywood companies are often more directly involved in sale of the theatrical product to tv, and that British moviemakers and exhibitors would better off to come to New York and discuss problems involved with different companies directly. Mr. Johnston declined to come to London for a discussion.

It is unlikely that the British film producers will go to New York to discuss their proposals.

**BBC Reported Considering Shutdown of Radio Channel**

The British Broadcasting Corp. is considering shutting down one of its three radio channels because of television competition, it was reported last fortnight.

The government-owned system may merge its "home" and "light" channels, with the cultural "third program" continuing under another name. It also was reported that another BBC-TV channel may be opened to compensate for the loss of the one radio channel.

**American Methods Studied**

NINTEEN radio and tv specialists from 12 foreign countries are studying at Boston U. under the sponsorship of the International Educational Exchange Service of the U. S. Dept. of State. After three weeks of studying American methods of broadcasting and administration, the group will be assigned individually to selected U. S. radio and tv stations for three months observation.

**CKLW-AM-TV SHARES PURCHASED BY RKO**

In recommending approval, CBC board seeks low limiting amount of ownership by foreign investors to 20%.

OVER ONE-THIRD control (2,677 common shares of an 8,000 total) of CKLW-AM-TV Windsor, Ont., has been sold to RKO Distributing Corp. of Canada Ltd., Toronto, and the sale recommended for approval by the Canadian Broadcasting Corp. board of governors at its March 28 meeting in Ottawa.

The CBC board also recommended to the Canadian government that it limit future sale of shares in Canadian broadcasting and television stations to 20% ownership by non-Canadian interests, similar to the foreign ownership in U. S. stations permitted under U. S. law. RKO Distributing Corp. of Canada Ltd., is a subsidiary of RKO Corp. in the U. S.

The CBC board approved the sale "on the condition that there be no further transfer of share ownership, directly or indirectly, to non-Canadian control."

The recommendation stated that "recently the board has heard of several suggestions to transfer control of companies licensed to use Canadian air channels to interests controlled from outside the country. The board finds some difficulty in the fact that there has been no rule, statutory or otherwise, to which applicants, such as the present one, could turn for assistance in establishing the basis upon which their applications will rest..." It recommends that the licensing authority give consideration to this matter and to the desirability of a provision relating to the degree of non-Canadian control, direct or indirect, in use of a Canadian air channel, possibly along the lines of the United States provision limiting the amount of alien interest in a licensed station in that country of 20%.

**CFCY-TV Lists Rates**

CFCY-TV Charlottetown, P. E. I., which expects to be on the air in early June, has released its first rate card. Rates in Class A time start at $190 per hour and $33 per minute. CFCY-TV will be on ch. 13 with 79 kw video and 39.5 kw audio power. Bob Large is manager of CFCY-TV and CFPC. Wanda MacMillan is program traffic manager and A. L. Finley is technical supervisor. The station is represented in Canada by All-Canada Television, Toronto, and in the U. S. by Weed Television, New York.

**European Radio-Tv Tour Set**

A RADIO-TV tour of Western Europe, providing an opportunity for four-weeks study of radio and tv installations in England and the Continent, is being arranged by Simmons Tours, Cultural Travel Council, 441 Madison Ave., New York 22. The tour is scheduled to get underway in mid-May. West European broadcasters and staff members of Voice of America are cooperating in the travel plans, which include stops at Rome, Venice, Vienna, Salzburg, Innsbruck, Munich, Berlin, Copenhagen, Paris and London. The tour will be led by David Gordon, WPAT Paterson, N. J.
MR. FELLOWS: Well, gentlemen, the basic purpose of our being here is for me to get you to discuss and explain the size and depth and breadth of your organization. Let's start right here in Munich and in this building, which is headquarters for your whole European operation, as I understand it. How many studios do you have here?

MR. CONDON: We have 21 studios in this building and a couple of mobile vans which themselves are complete studios. In fact, they're miniature broadcasting stations because they do have link equipment for getting remote material in here from the outside.

MR. FELLOWS: What is the size of this administration program building? How long is it?

MR. CONDON: The main corridor is 200 meters, which is a little better than 600 feet. There are in this building 350 offices, each about 10 to 15 feet wide. There are those 21 studios I mentioned, a cafeteria which will take care of a couple of hundred persons, one large studio which will take care of about 100, which we use for audience participation shows and for dramatic productions, and there is an awful lot of corridor space.

We had to do it this way rather than go up more than two or three floors, in order to comply with the local landscaping requirements. It just wouldn't work, even though it is sprawling. When we started here with only one station, the Voice of Free Czechoslovakia, in 1951 we were sort of feeling our way; we really didn't know how we were going to do it. This thing has evolved continually and it is continuing to evolve, so we were able with this piece of land, shaped as it is, to add wings as we went along until we got the complex arrangement you see now. I think we're just about settled.

MR. FELLOWS: You mentioned 350 offices and 21 studios, apart from the other areas and working space. How many people do you have here?

MR. BELL: About 1,200 working in the building.

MR. FELLOWS: Full time?

MR. BELL: That's correct.

MR. FELLOWS: Of those 1,200 people, how many are refugees?

MR. CONDON: About 450. We have roughly, in addition to the 1,200 people in this building, 200 more outside in our information gathering network. The total strength is about 1,400, of which about 700 are Germans, another 450 or 500 are stateless people or refugees, and about 150 are Americans. There is a total of 38 nationalities in this organization, including one Afghan.

MR. FELLOWS: An Afghan?

MR. CONDON: He came in because of special language skills.

MR. FELLOWS: The program side of the picture involves the majority of these people?

MR. BELL: That's right. There are 454 people in the program department.

MR. FELLOWS: Virtually all of your production is taped before it is put on the air, isn't it?

MR. BELL: Which is most all of it. The news, of course, is live.

MR. FELLOWS: To me the tape library in this place is unbelievable. Your program content for months past, perhaps all the way back, is right there, isn't it?

MR. BELL: Not all the way back. We erase some of the things, particularly those subjects which are of immediate news interest. They are kept for the necessary number of repeat broadcasts on that day, but such things as dramas and music and others which are not immediate are kept for a longer period of time.

MR. FELLOWS: You might also say this is as big as a network. Didn't you tell me that in effect you are operating five separate radio stations?

MR. CONDON: Yes. We do have five stations here. Moreover, each of these stations is a miniature network in itself because each station broadcasts on five, six, or seven transmitters. They are not all located in close proximity to Munich, so those transmitters have to be fed from the five different stations with land lines and short wave relay.

MR. FELLOWS: I've been told that you are shipping programs out of here all the way to Lisbon for broadcasting and Lisbon is 1,300 miles from here, if I remember correctly. Then at the same time you are broadcasting from other places with up to eight or ten transmitters in various locations shooting at the same time at the same target. Is that correct?

MR. CONDON: That is correct.

MR. FELLOWS: You have all five of these miniature networks operating at once?

MR. BELL: Yes, that's right, so we can cover our five target countries—Poland, Czechoslovakia, Rumania, Bulgaria, and Hungary.

MR. FELLOWS: All operating simultaneously?

MR. BELL: All on the air at the same time.

MR. FELLOWS: How much time?

MR. BELL: Eighteen hours for Poland, Czechoslovakia and Hungary, down to four hours in the case of Rumania and Bulgaria, but we are now expanding those stations.

MR. FELLOWS: In other words, full time operating on these networks?

MR. BELL: Absolutely.

REFLECTING LIFE BEHIND THE CURTAIN

MR. FELLOWS: In my tour around your Radio Free Europe headquarters here I've been amazed to see that although you are serving foreign countries into which you have no entry, your programming is not unlike that in an American community where the radio station attempts to reflect the actual day to day living, the events, the happenings, the progress, the difficulties, the tragedies, that go on in their own back yard. I'm told much of your information comes from this great monitoring system which you have. How many Communist regime stations do you monitor completely every day?

MR. CONDON: We monitor some 30 or 35 regularly and spot check another 12 or 15. We monitor not only the domestic radio stations, the home services of these captive countries, but also their outgoing services.

As you saw here in the building, we have monitors who are listening to Warsaw, Budapest, Bratislava and Prague constantly during the day and who are in a position within a matter of minutes to communicate to our people who can then broadcast back into that country what has just been said to the audience by their own radio station. At times, for instance, we are able to listen to Moscow broadcasting to the outside world and to put the news into the satellite countries before they get it from their own local radio stations, who are waiting for clearance to come down from the Kremlin.

MR. FELLOWS: Another thing that fascinates me is the tremendous filing system you have. I don't know just how to describe it, but as I saw it yesterday it seemed to me that every single thing that you take from your monitoring is carefully gone over by a whole group of people and then each little item that concerns,
say, the life of a minor regime official who may be on the up, is all filed away, so that if a year from now something happens and he winds up in Moscow in a prominent position, in a matter of moments you could tell the people of his own country his entire background and explain a lot of things they may not have known. Where is this monitoring done?

MR. CONDON: Schlesheim is the chief place for it. We have one other location, because we weren't able to pick up one station which is further away, but Schlesheim is the place where all the words, the teletype copy, the printed copy come in. We churn up some 220,000 words a day out of Schlesheim. It all comes into this building where it is used in programming and then goes to build up these evaluation files, as we call them.

These files are run just as the stations are, on a national basis. Just about every bit of information that has come to light in the last five years on these countries is entered there on cards which form an index to the background material. This material also contains not only the monitoring, but information which comes in from our news gathering bureaus, which are active in interviewing refugees and travelers—sources which have information about these countries.

Before any information is used in broadcasting, it is checked against this material in the files for fact and then goes to make a part of the system you just described. We think here, and we have been told by just about everybody who comes to do research on Europe, that these files contain more current information on these captive countries than exists anywhere else in the world.

MR. FELLOWS: Apart from your monitoring efforts and activities, you subscribe to every single daily newspaper in these five countries, don't you, and every current publication and magazine?

MR. CONDON: Every one we can get our hands on. Some are banned for export and difficult to come by. It helps us a lot to get a Prague newspaper and be able to go on the air as quickly as possible. At one time we could get the Prague morning daily the same afternoon and go on the air that evening with a program called The Other Side of the Current Coin. We would say “Open up the Rude Pravo of this morning to page two. Look at column four. Now, you see that story there; here is the other side of the coin.” We don't get it that fast any more.

MR. BELL: No, it is coming in about a day late.

MR. CONDON: However, we are able to do the same kind of program on their broadcasts the same day. We can monitor their radio stations and then go on the air within a matter of minutes refuting a false story.

MR. FELLOWS: If I remember correctly, you have on this The Other Side of the Current Coin practically a one-hour schedule from the time you receive this information to the time you go back on the air to interpret it to the people of this country?

MR. BELL: That is correct. There is a custom in Europe, different than in the United States, of using the lead editorial of the paper on the regime stations.

MR. FELLOWS: What is the general content of a day in your broadcasting, for instance, to Poland? How much of it is news, what other types of program material are used?

MR. BELL: Well, this is a pretty well-rounded station, very much like any American station, except for a heavy emphasis on news and political commentaries. Political commentaries here are something we can hardly compare to anything in the United States. Political commentary could even include a remark about the youth situation.

MR. FELLOWS: You mean that almost everything is considered political?

MR. BELL: Yes. The word “political” here certainly has not the same connotation as it does in the United States. But even with the heavy increase of this kind of thing as against what we do in America, we also have ordinary dramas, music, quizzes, daytime serial shows and all the other things you find in any American radio station.

MR. FELLOWS: I was interested to learn that you have disc jockeys.

MR. BELL: We have them, although they are not the happy-go-lucky type of disc jockey. There is a certain political note in what they say regarding the music and there is a political note in the music itself, because we try to play music that they are not allowed to have. That has changed considerably, because jazz is coming up.

MR. FELLOWS: Before we leave this, I think we could recapitulate your sources of information. They start with this monitoring system?

MR. CONDON: The monitoring system, yes. Then there's our own information gathering network—15 bureaus ringing the Curtain all the way from Stockholm to Istanbul and including offices in places like Berlin, London and Paris.

For news from behind the Curtain, the bureaus and the monitoring are the two prime sources, and newspapers of course are another prime source. Additionally, we have several western press agencies servicing us with news from the West and the rest of the world.

MR. FELLOWS: Don't you depend to some degree on the escapees, too?

MR. CONDON: Yes, we do. Escapees coming out can give us their own stories and a picture of attitudes and life within their country, as well as economic and political conditions.

GERMANY TO PORTUGAL TO TARGET

MR. FELLOWS: I'd like to backtrack a minute to clear up a point of engineering. Although your studios are here, right next door to the Iron Curtain, some of your transmitters are 1,300 miles away in Lisbon. Probably any engineer knows the answer, but for the benefit of non-engineers like me, can you explain why you send your programs half way across Europe to Lisbon and broadcast them back from there?

MR. CONDON: Without getting into technicalities too deeply, let me say that it's a matter of the propagation characteristics of short wave. You see, a frequency is used as a function of time and distance—not only the time of day, but also the time of year. We can get into our target areas from Lisbon on other frequencies than those which we use from Germany. This helps us quite a bit in combatting jamming because the jammer has to be the same distance away from the target as we are. When we transmit from Lisbon, we give the listener a couple of more chances to get us on his receiver than he would have if we were broadcasting only from here in Germany.

MR. FELLOWS: If he gets you from here he is more likely to get you from middle wave than short wave, isn't he?

MR. CONDON: No, short wave. We have one medium wave transmitter here, but we have short wave transmitters up at Biblis, which is a couple of hundred miles away from here and still in Germany. They are on different bands than the transmitters in
Lisbon, so that the listener in the target country, if he finds we are jammed on one wave length, moves to another one. There is always the seasonal variation business, where the frequency from Lisbon comes in better than the ones from Biblis, or vice versa.

MR. FELLOWS: In effect, if you had the Lisbon transmitters here in Munich, with the same power, under given circumstances you would wind up with a prime target somewhere in Pakistan instead of Czechoslovakia?

MR. CONDON: Absolutely. We have to use the same frequencies from Germany even if we had the transmitters here, and that wouldn't be very gainful.

MR. FELLOWS: I was interested in the way you check on your operations. Don't you have three outposts—in Berlin, in Vienna and in Istanbul where someone is always monitoring the transmitters, just outside the area.

MR. CONDON: That's right. They do a technical monitoring job, as we call it here. Their reports will show that we may be just outside the area. We would never jam a target country, because Vienna is almost in the target area.

MR. CONDON: I would say so. The total Soviet jamming effort was estimated a couple of years ago at almost 1,000 transmitters, but that is for everything, Voice of America, BBC, Radio France, the Vatican, Radio Madrid, and so on.

MR. FELLOWS: Can't you tune a receiver here and determine which stations are being jammed?

MR. CONDON: Yes, although this isn't as good a check as a place like Vienna for Hungary, because Vienna is almost in the target area.

MR. FELLOWS: One thing I thought particularly interesting is that these jammers operate in wolf packs. One fellow is a leader and he sends out a signal and tells everybody to come on this one frequency and kick the devil out of it. Is that right?

MR. CONDON: Yes. He has a code number for his group. When he comes up on a frequency with his code number, all of the other wolves go along with him and sit on that frequency.

MR. FELLOWS: Did I get it correctly that no one here that is connected in this amazing work—the Voice of America, yourselves, Radio Liberation—has engaged in jamming. All the jamming is from the other side?

MR. CONDON: That is right. We never jammed, even during the war. Jamming is, after all, a rather negative thing. It is an admission of weakness and it is also expensive. If we had more money, I think what we would do, if we could get the channels of course, would be to hang more transmitters on to the program or more power on to the output rather than go into a thing like jamming.

MR. FELLOWS: Your answer to jamming, then, is the technique of having a number of transmitters sending to the same target, so if they jam one or two frequencies you still have some left to get your signal through. Is that right?

MR. CONDON: That is correct and there's also the fact that we are on the air all day.

MR. FELLOWS: What's this thing you use which you refer to as a Block Buster?

MR. CONDON: That is our saturation broadcast which we use after midnight. We take 22 transmitters and put them into each of three countries, consecutively.

MR. FELLOWS: All bearing simultaneously on one country at a time?

MR. CONDON: Yes, and then successively on the other two countries.

MR. FELLOWS: And any time you are in this overall simultaneous effort, it is impossible to jam you?

MR. CONDON: That is right. Somebody can certainly get us there; he has 22 chances.

MR. FELLOWS: Do you tell the people of those countries that you are going to concentrate on them at a given time?

MR. CONDON: That is now standard practice every night after midnight.

MR. FELLOWS: There is a general concept throughout the United States that Radio Free Europe is sort of a temporary measure. It has been going on quite a while now, but it started with the idea that this was something that might go down in a few months or a year or two. It looks almost permanent to me. How long do you think it's going to continue?

MR. CONDON: We still use the phrase “Cold War” because, despite peaceful coexistence or competitive coexistence, these countries are not free. They do not have the right of electing free governments as we have and until that day comes, there is a job here for us to do.

We—along with our companion operation, the Free Europe Press, the balloon leaflet part of the business—are the only voices of opposition that exist in these countries. We are the only instruments of communication for the members of that opposition—and by opposition I don’t mean any resistance or organized resistance group. This is something we do not encourage because it will get us nowhere. But until there are free elections and these people can elect governments of their own democratic choosing, it is certainly up to us to provide a voice for the opposition.

This, we think, as the years go by is a great symbol of hope. It is about the only thing that they can look to and say: “We do have a free press and radio. It is outside the country, but it is nevertheless the thing that is sustaining the opposition that already exists among the people.”

I think if we let that go, we’d leave them without hope.

MR. FELLOWS: How about winding this up with a brief message to your fellow broadcasters in America?

MR. CONDON: We feel that the support of the people of the United States and, in this instance, particularly of the broadcasters in getting our message across to the people, is something without which we simply couldn't continue.

A “FREEDOM SCROLL” urging support of Radio Free Europe is presented by Mr. Fellows to Mr. Condon on behalf of Washington, D.C., broadcasters. At the ceremony are (l to r): Padeusz Zewadowski, Polish desk; Noel Bernard, Rumanian desk chief; Andor Gellert, Hungarian desk chief, and Julius Firt, Czech desk chief, all Radio Free Europe officials.
U. S. GROUP AGAIN HITS 
FILM PLAN FOR OLYMPICS

CBS, NBC, INS-Telenews, and 
UP Movietone News send 
cable to Australian organizing 
committee terming as 'com- 
pletely unacceptable' proposal 
to sell coverage of events.

THE AUSTRALIAN Olympics Organizing 
Committee's plan to sell film coverage of the 
November Olympics games in Melbourne was 
term ed "completely unacceptable" last week 
by CBS, NBC, INS-Telenews, and UP Move- 
tone News, the principal organizations fur- 
nishing news film for U. S. television [CLOSED 
CIRCUIT, April 2].

The four agencies reiterated their stand for 
free access to coverage of news events in a 
cable for presentation to the Australian com- 
mittee at a meeting scheduled for last Wednes- 
day. They have the backing of Canadian Broad- 
casting Corp., British Broadcasting Corp., and 
the commercial TV interests in Great Britain 
as well as ABC-TV, which is serviced by Tele- 
news.

The Olympics Organizing Committee at Mel- 
bourne had been reported on March 27 to be 
considering a plan to retain to itself the rights 
to film the finals of all Olympics events. Chair- 
man William Kent Hughes announced that the 
committee had invited worldwide bids by April 
27 for film TV rights to the games. He said 
the committee was considering a plan to con- 
tract for the coverage and then market the 
film itself. One price reportedly mentioned for 
world TV rights was $168,000.

The U. S. networks and news film companies 
had said previously that they would support a 
pool system which would pay the actual ex- 
penses incurred by the film companies to obtain 
the coverage. But they have opposed any pay- 
ment of royalties or other fees above actual 
cost for the coverage, insisting on the principle 
of free access limited only by the physical 
limitations of the stadium.

In their message last week, the U. S. group 
again acknowledged that television pays for 
rights for complete live coverage of sports 
events in many cases, but pointed out that this 
issue is "completely separate" from that of 
newsfilm coverage, which is "never barred or 
charged." Television news has gained world- 
wide acceptance as an "important news medium" and the Australian 
committee should not discriminate against it, they maintained.

The U. S. group included William R. Mc-
Andrew and Len Allen, NBC; John Day and 
Frank Donghi, CBS; Burt Reinhardt, Move- 
tone News, and William Montague, Telenews.

INTERNATIONAL PEOPLE

John A. Winter, formerly with Cockfield, Brown 
& Co. Ltd., Montreal, and Kenneth A. Mac- 
Neezie, vice president, Miller Commercial Dis- 
plays Ltd., to Kenyon & Eckhardt Ltd., Mon- 
treal, as radio-television manager and account 
executive, respectively. Robert P. Young, copy 
and public relations man, MacLaren Adv., 
Montreal, to Kenyon & Eckhardt Ltd., Mon- 
treal, as copywriter. William G. M. Haire, 
formerly with McKim Adv., Montreal, to K&E, 
Montreal, as staff artist.

Donald Manson, formerly general manager of 
Canadian Broadcasting Corp., Ottawa, and 
advisor to CBC since his retirement two years 
ago, appointed director and special advisor of 
S. W. Caldwell Ltd. (equipment and program 
distributor), Toronto.

From where I sit 
by Joe Marsh

They Travel "In Class"

Our high school correspondent says 
that Economics and Geography stu- 
dents are going in for "grass roots" 
studying.

They’re going to charter buses and 
take off on Operation See-For-Your- 
self—have a ten-day look at some of 
the things they’ve been studying about.

As I remember, it was hard to keep 
your mind on schoolbooks at this time 
of year. Today's kids can give in to 
that old urge to bust out of the class- 
room—with a clear conscience. Wish 
they'd take me along.

From where I sit, it doesn’t hurt us 
adults, either, to get out and see how 
the rest of the country lives. We find 
the “typical American” doing every- 
thing from herding cattle to flying 
planes . . . with everything from steak 
to chowder for his favorite dish . . . 
everything from beer to buttermilk for 
his favorite beverage. And the more 
we study our differences the more we 
learn how alike everyone is underneath.
General business meeting of television network station personnel will be held Friday-Saturday prior to NARTB convention also in Chicago. Formalization of affiliate organization to be discussed.

MORE than 300 officials of CBS-TV affiliates were reported last week to have signed up for attendance at the second general conference of CBS-TV affiliates, to be held Friday and Saturday at the Conrad Hilton Hotel in Chicago.

The meeting, scheduled on the eve of next week's NARTB convention at the Hilton, will open at 10:15 a.m. Friday and include a luncheon Friday with CBS Inc. President Frank Stanton as principal speaker, a banquet Friday night, and another luncheon Saturday in addition to the business sessions on both days [BFT, April 2].

President J. L. Van Volkenburg will head the CBS-TV delegation, which includes key executives who will report to the affiliates on developments and plans in their respective departments.

C. Howard Lane of KOIN-TV Portland, Ore., has been assigned this role as chairman of the CBS Television Affiliates Assn.

During the course of the meeting, the question of by-laws for a more formal organization of the affiliates is slated for discussion.

Pre-registration for the meeting, as released by CBS-TV last Thursday, includes the following (except where otherwise indicated, the delegates are registered at the Conrad Hilton):

Paul Adami, WHEN-TV Syracuse; John S. Allen, WKBV-TV Miami; H. C. Anderson, WDEF-TV Chattanooga; M. W. Armistead III, WJKF-TV Bakersfield, Calif.; James T. Aubrey Jr., KXNT-TV Las Vegas, Nev.; John S. Balsch, WTKF-TV Rockford, Ill.; T. B. Baker, Jr., WLAC-TV Nashville (hotel not indicated); Joseph M. Balich, WTVX-TV Rockford, Ill.; A. J. Bauer, WINK-TV Fort Myers, Fla.; Ben Baylor, WTVN- TV (hotel not indicated); Fred Beaudin, WAFB-TV (hotel not indicated); Edgar T. Bell, KWTW-TV (hotel not indicated); Kenyon Brown, KFQ-TV Los Angeles; Frank Brown, WSPA-TV Spartanburg, S. C.; Edmund C. Burkert, WNXW-Milwaukee (Blackstone); F. R. Burd, WTAE-TV Pittsburgh, Pa.; Bud Butterfield, WARD-TV Johnstown, Pa.; Hartwell Campbell, WNCT-TV Greenville, N. C.; V. E. Carmichael, KWK-TV St. Louis (Ambassador); Murray Carpenter, WTWO-TV (hotel not indicated); James M. Carter, KSLA-TV Shreveport, La.; Thomas Chauncey, KOOL-TV Phoenix, Ariz.; Henry B. Clay, KTHV-TV Little Rock; Neil E. Ellis, WHM-TV Los Angeles (Ambassador-W).

Ray E. Dady, WKBV-TV (Ambassador); Howard Dah, WKBT-TV (hotel not indicated); Harold D. Daughton, WKTV- TV Orlando, Fla.; Glover Delaney, WHDK-TV Rochester, N. Y.; Charles R. Dehly, WHYN-TV Holystown, Mass.; Gene Dennery, KOLO-TV Bakersfield, Calif.; Sam Cook Dugan, WCSS-TV New York (hotel not indicated); William F. Edwards, WKNX-TV Saginaw, Mich.; Gene Eller-
indicated); Thomas S. Murphy, WROW-TV Albany, N. Y.; Robert Myers, WCAI-TV Champaign, Ill.; John F. North, WDBX-TV Jackson, Tenn.; John H. Norton Jr., WMTV (TV) Mt. Washington, N. H.; Herbert B. Oilf, KGLT-TV Mason City, Iowa; J. E. O'Neil, KJBQ (TV) Fresno, Calif.; Frank Palmer, WSEE-TV Erie, Pa.; (Blackstone); Carter M. Parham, WDEF-TV Chattanooga; John F. Pati, WJRT (TV) Flint, Mich. (hotel not indicated); C. F. Persons, WKRG-TV Mobile, Ala.; C. Wrede Petersmeyer, KOTV (TV) Tulsa.

Jack Petrick, WORA-TV Mayaguez, P. R. (hotel not indicated); Harold V. Phillips, WTVH (TV) Peoria, Ill. (hotel not indicated); R. Morris Pierce, WNT (TV) Fort Wayne (Blackstone); Jack Poor, WNAC-TV Boston (Ambassador-K); William B. Quar ton, WMTV-Cedar Rapids; J. William Quinn, WBTW (TV) Florence, S. C. (Ambassador-K).

Odin S. Ramsland, KDLA-TV Duluth, Minn. (hotel not indicated); Jerome Reeves, WBBS-TV Columbus, Ohio (hotel not indicated); J. Leonard Relchen, WHQ-TV Dayton; Clyde W. Hambert, KRLD-TV Dallas; Robert M. Reuschel, WLAC-TV Nashville (hotel not indicated); Donald W. Reynolds, KZTV (TV) Reno; Pat Rice Jr., WRDW-TV Augusta, Ga.; O. E. Richardson, WPAM-TV Lafayette, Ind. (hotel not indicated); James C. Richdale Jr., KOTV (TV) Tulsa; Robert Rieder, WCCO-TV Minneapolis (Blackstone); William Rina, Storer Broadcasting Co., Miami Beach; Aarne B. Robinson, WDXI-TV Jackson, Tenn.; W. B. Rogers, KDUH-TV Lubbock, Tex.; Walter J. Rothschild, KINGA-TV Quincy, Ill.; Gunnar Rugheimer, Canadian Broadcasting Co., Toronto, Canada (hotel not indicated); James D. Russell, KEYT (TV) Colorado Spring; Lee Ruth, WTWJ (TV) Miami; Cecil M. Sansburg, WFTC (TV) Ind.; John H. Schacht, KXBT-TV Sacramento, Calif. (Morrison); Oscar Schloss, WHC (TV) Pittsburgh, Pa.; Arnold F. Schoen Jr., WPRO-TV Providence (hotel not indicated); Colonel E. Selig, KETV (TV) Santa Barbara, Calif. (University Club); L. M. Sepaugh, WTVJ (TV) Jackson, Miss.

E. C. Severson, WROW-TV Madison; Frank Shakespeare, WCBS-TV New York (Blackstone); John Shults, WTVJ (TV) Miami; Victor A. Sholee, WHAS-TV Louisville (Ambassador-W); Henry P. Sire, WTVJ (TV) Seattle (hotel not indicated); Frank Smith, WROW-TV Albany, N. Y.; Hugh Smith and WTVJ (TV) Montgomery, Ala.; John J. Smith, WTVJ (TV) Cadillac, Mich. (hotel not indicated); Roy A. Smith, WLAC-TV Nashville (hotel not indicated); George Steffy, WNAC-TV Boston; George Babson, KTVW (TV) Oregon; Charles Stone, WMMS-TV Jacksonville, Fla.; George B. Storer Sr. and George B. Storer Jr., Storer Broadcasting Co., Miami Beach; W. H. Summervelle, WWL New Orleans (hotel not indicated).

Dave Taft, WKBK-TV Cincinnati; Hubert Taft Jr., WKRK-Cincinnati; Paul E. Taff, KGUL-TV Galveston; R. D. Thomas, WBNS-TV Columbus.

Kris-TVS Corpus Christi, Tex. (ch. 6), which plans to go on the air April 29, has signed with NBC as an optional interconnected affiliate. At the signing are (l to r) Allan Bengtson, NBC station relations representative; Don Mercer, NBC director of station relations, and T. Frank Smith, station president.

Affiliates to Hear ABC Report in Chicago

ABC's radio and tv affiliates will receive an "overall report" from network officials April 15 at Chicago's Conrad Hilton Hotel coincident with the opening of the NARTB convention. ABC is announcing today (Monday).

At the joint radio-tv session—set for 2 p.m. in the Hilton's Waldorf Room—ABC President Robert E. Kintner will deliver the main talk. Later, separate ABC-TV and ABC radio affiliate meetings will be addressed by Mr. Kintner and Leonard Goldenson, AB-PY president.

ABC executives scheduled to attend the joint session include: James 'o' in charge of "Polly's Kitchen."
**Political Profiles**

AS a supplement to its regular Tuesday-Friday weeknight series, *People in the News* (9:55-10 p.m. EST), ABC Radio is "profiling" political candidates each Monday. Starting with Sen. Stuart Symington (D-Mo.), ABC will continue through the pre-convention and election campaign to spotlight candidates for the presidency, Congress, governorships and other high offices.

**Renewals of Bishop Sheen, 'Navy Log' Seen in Doubt**

STATUS of two network tv properties involving midwest advertisers was uncertain last week.

The programs are CBS-TV's *Navy Log* and ABC-TV's *Life Is Worth Living* with Bishop Fulton J. Sheen. It was reported that both the Maytag Co., handled by Leo Burnett Co., and Sheaffer Pen Co., serviced by Russel M. Seeds Co., favor renewal of the time (Tues., 8:30-9 p.m.) and *Navy Log* itself. The decision was said to hinge on whether CBS-TV retains the show next fall as part of its projected realignment of Tuesday evening segments.

The Bishop Sheen series is in doubt this fall insofar as the sponsor, Admiral Corp., is concerned. Admiral officials scotched reports last week that the manufacturer had definitely decided to drop the program after many years and said no conclusion would be reached until late this summer. Bishop Sheen has a contract with ABC-TV and not Admiral. The agency for Admiral is Russel M. Seeds Co.

**$19 Million in Renewals Marked up for Disney Shows**

RENEWALS representing $19 million in total billings for ABC-TV's Disneyland and Mickey Mouse Club have been announced by ABC President Robert E. Kintner. Both sponsorships are an outgrowth of ABC's 1954 pact with Walt Disney, and will run to the autumn of 1957.

Renewing Disneyland (Wed., 7:30-8:30 p.m. EST) for the third consecutive year are: American Dairy Assn. through Campbell-Mithun, Minneapolis; American Motors Corp. through Geyer Adv., New York, and Brooke, Smith, French & Dorrance, Detroit, and Derby Foods, through McCann-Erickson, New York.

Listed as renewing sponsors of Mickey Mouse Club (Mon.-Fri., 5-6 p.m. EST)—which premiered last October—are Bristol-Myers Co., through Doherty, Clifford, Steers & Shenfield, New York; Armour & Co., through Tatham-Laird, Chicago; Carnation Milk Co., through Erwin, Wasey & Co., Los Angeles; Coca-Cola Co., through McCann-Erickson, New York; General Mills through Knox, Reeves Adv., Minneapolis; Mattel Inc. through Carson-Roberts Inc., Los Angeles, and the S.O.S. Co. through McCann-Erickson.

**ABC Radio Promotes Aronson, Sax, Wade**

A SERIES of promotions at ABC Radio were announced Friday by Don Durgin, vice president in charge of the network. The changes take effect immediately.

William Aronson, manager of radio co-operative program department, has been named to the newly-created post of director of sales service. He joined ABC in 1944.
THREE WNB) Manchester, Northern were WCTN Joseph Jager. Ville, Ind., stated on the alets CBS-TV affiliation. Twenty-two of station relations. network's basic optional group, ADDITION of WEHT William and B. M. M. vice president, and Warren Estes, assistant treasurer; Warren Journay, president; Joseph Barretts of Wimpole Street"." Ager. barretts of Wimpole Street"—were re- reported last week to have seen "any part or all" of NBC-TV's colorcast of the same play on 97 stations. This figure was compounded by NBC's research department, which baged it on advance rating information projected into total number of viewers.

Three New Hampshire Ams Form New Radio Network
THREE 5 kw New Hampshire radio stations were to join forces today (Monday) to form the Northern New England Network Inc. The three stations — WKE Keene, WGIR (formerly WMUR) Manchester, and WBN Rochester— have been interconnected by telephone lines, and plans have been made to carry certain programs which will originate from the Manchester station. The first program to be carried on the network will be the Connie Stockpole Show.

Officers of the new corporation include Mrs. M. M. Girolimon, president; Joseph K. Close, vice president; A. J. K. Malin, treasurer; Frank B. Estes, assistant treasurer; Warren H. Journay and M. Chester Ball, vice presidents, and William Phinney, clerk.

WEHT (TV) Is CBS Primary
ADDITION of WEHT (TV) Henderson, Ky. (ch. 50), as a primary CBS-TV affiliate in the network's basic optional group, effective last Thursday, was announced last week by Herbert V. Akerberg, CBS-TV vice president in charge of station relations.

WEHT is the 22d uhf station with primary CBS-TV affiliation. Twenty-two other uhf outlets carry one or more CBS-TV programs on a per program basis. WEHT (TV), which went on the air Sept. 27, 1953, is owned and operated by the Ohio Valley Television Co., Evansville, Ind., of which Herbert R. Levy is president and Cecil M. Sansbury is general manager.

Merkle Returns to ABC-TV
JOSEPH L. MERKLE, general manager of WCTN-AM-TV Minneapolis and formerly with ABC-TV station relations, has returned to the network as regional manager in the tv station relations department. His territory includes ABC-TV stations in 14 western states, Alaska and Hawaii. His headquarters will be in New York.

Before joining ABC-TV for the first time in 1950, Mr. Merkle was director of station relations for the former DuMont Television Network. He left ABC-TV for WCTN-AM-TV in 1954.

Coward Back on 'Jubilee' With 'This Happy Breed'
AFTER a few ups and downs on the tv world's popularity test, Britain's Noel Coward has a video spirit once again more blithe than bleak.

He will be back on tv May 5, starring, directing and writing the tv version of the American premiere of his play, "This Happy Breed," on CBS-TV's Ford Star Jubilee. Mr. Coward has appeared with Mary Martin in "Together With Music" and with Claudette Colbert and Lauren Bacall in his play, "Blithe Spirit," both on Jutile.

Mr. Coward actually contracted with CBS-TV to appear in three tv shows in the current season. He was placed via the Ford Motor Co. and its agency, J. Walter Thompson, New York, on two Ford Jubilee telecasts.

Amid conflicting reports on alleged feelings in agency and sponsor quarters that Mr. Coward's presentations have been "above the audience" and thus not "right" for tv in this country, Ford and JWT spokesmen let it be known a few weeks ago that Mr. Coward would not appear for a third time on Jubilee. Admitting to this, CBS-TV then scheduled Mr. Coward as the star to open the network's projected 90-minute weekly dramatic series. Playhouse 90, that will start in October. Suddenly the gears were thrown into reverse. Ford Motor Co. and CBS-TV jointly announced March 23 that Mr. Coward would be back on the program with "This Happy Breed." By last week, network spokesmen said the possibility of Mr. Coward's future appearance on Playhouse 90 now seems remote. JWT, in an
LIVINGSTON, Stern Take Kragan Corp. Posts

ALAN W. LIVINGSTON, executive vice president, Capitol Records Inc., and with Capitol since 1945, has resigned to become president of Kragan Corp., NBC film syndication subsidiary, NBC President Robert W. Sarnoff announced Tuesday.

Mr. Livingston, who will maintain offices at NBC's Pacific Div., Hollywood, will report to Emanuel Sacks, chairman of Kragan's board.

With the election of Mr. Livingston, effective this Sunday, President Sarnoff also announced that Kragan, which handles film syndication and other enterprises such as subsidiary rights for various TV network properties and personalities, would add a newly-created entertainment unit, NBC Theatrical Div., that will direct operations of the touring NBC Opera Company and NBC-TV's Opera Theatre.

J. M. Clifford, NBC administrative vice president, has relinquished the Kragan presidency to permit the appointment of an executive who could devote full time to Kragan's operations, according to Mr. Sarnoff. Mr. Clifford continues on Kragan's board of directors.

Development of children's recordings is credited to Mr. Livingston, who joined Capitol in 1945 as an assistant in the artists and repertoire department, becoming in 1948 director of album repertoire and in 1949 a vice president. After he assumed charge of all artists and repertoire at Capitol in 1951, he subsequently was made executive vice president and a member of the board.

The election of Alfred R. Stern as vice president of Kragan was to be announced today (Monday) by the firm. Mr. Stern will continue his present duties as assistant to NBC President Robert W. Sarnoff and be in charge of Kragan's newly-created NBC Theatrical Div.

NETWORK PEOPLE


Ralph H. Davison Jr., local sales manager, KGMB-AM-TV Honolulu, to Inter-Mountain Network, Salt Lake City.

Edgar Peterson, tv and motion picture producer for 15 years, appointed producer of CBS-TV Climax weekly series.

Buzz Kulik, producer, J. Walter Thompson Co., L. A., to CBS-TV on West Coast as director of You Are There, effective April 1.

George F. Milne, supervisor of technical records, ABC, to traffic coordinator.
SNIPING AT RADIO-TV: NEW NATIONAL PASTIME

The industry catches it from all sides as critics have a field day. Over it all is the spectre of stern government regulation unless voluntary action weeds out offenders. Here is a B\&T roundup of the protagonists and their party lines, as compiled by Senior Editor J. Frank Beatty.

THE broadcasting business is most everybody's business this spring as radio and tv, especially the latter, are on the casting end of the sharpest shooting in recent history.

Flaming oratory, election-year headline headlining and just plain honest advice offer a setting resembling the pre-Blue Book period of a decade ago.

The favorite targets: long and pitchy commercials, bait-switch advertising, violent programming. And, naturally, the NARTB tv and radio codes that ban these practices.

None of the tactics used by critics are new to these federally regulated advertising and entertainment media. No novel ways of embarrassing or counseling broadcast management have been unearthed.

It's just the intensity and frequency of the critical barrages.

In essence, the attacks on broadcasting take three forms—official (legislative and regulatory); hobby (audience organizations), and printed media criticism (some honest, some not).

Legislative attacks have crashed out of committee hearing rooms into printed media (see Congress box score page 125). The current crop of investigations is so bountiful that a reporter is apt to find three or four going on at once in the halls of Congress, plus another at the FCC and assorted probeings at the hands of such agencies as Federal Trade Commission and Washington Air Space Panel (tower hearings), with maybe an antitrust conference or two at the Dept. of Justice. And in Brooklyn, a district attorney has set up a battery of radio and tv monitors.

House and Senate committee rooms are bulging with proposed legislation that would do everything but percolate management coffee in an average radio or tv station. There are bills that would—

• Draw up more severe controls over the way networks and stations do business.
• Guarantee equal time for political candidates.
• Pay for campaign broadcasts out of government money.
• Control access to the air for Communists.
• Protect broadcasters from time demands of splinter parties and candidates.
• Set up Uncle Sam as proctor of gain-riders, governing their very digits as they control the volume of commercial messages so the level isn't nudged up a decibel or two or more.
• Forbid beer and wine advertising on the air in what is called the foot-in-door strategy of prohibitionists and their lobby, one of the most powerful in the memory of Washington observers.

These bills and others have triggered a series of investigations that—

• Seek a solution for the vhf-uhf allocation dilemma.
• Aim at finding if FCC regulates the industry or vice versa.
• Hunt evidence that networks are violating antitrust laws in dealing with affiliates.
• Look into network and station commercial messages.

• Search for a way of reconciling the sun's orbit and the seasonal limits on the hours of daytime-only radio stations.
• Gropew for headline material by old-fashioned political flame-fling.
• Probe carefully for ways of halting low-grade broadcast practices and avoiding bureaucratic control along the lines of dictator governments.
• Simply warn that displeasing industry practices should be corrected by voluntary measures.

THE heat is on, all over Washington and all over the nation, with civil servants currently the leading stokers of the fire. FCC Chairman George C. McConnaughey and Comr. Robert E. Lee have used private forums to warn that broadcasters are facing government controls of frightful severity unless they cease some of their present practices by voluntary action.

FCC Comr. Lowell Mason, an eloquent foe of bureaucratic over-control and station commercial censorship, startled a sedate Harvard audience by predicting Congress may vest FTC with a radio-ty monitoring directive underwritten by a million dollars of Uncle Sam's money. He drew headlines with a title attractive to printed media—a "Huckstering in the Home." The title had no relation to the fact that his seven-year FTC term expires next September, Mr. Mason told B&T.

Just last week Comr. Mason appeared to temper the slashing criticism of broadcast advertising and programming in his Harvard speech by lauding NARTB's tv code but reminding that "the ninety and nine broadcasters are at the mercy of one shill." He added that NARTB can't impose code sanctions because of the antitrust laws. He intimated he had a plan to solve the problem, leading listeners to wonder if it might be a set of FTC trade practice rules.

Comr. Mason, in the manner of legislative critics, vented wrath on bait-switch ads. He told B&T his evidence was screened from a nationwide survey of all local Better Business Bureaus conducted by the national bureau.

Outside the government media and audience groups are directing criticism, favorable and unfavorable, at broadcasting.

Tv programs are scanned and appraised by such groups as National Assn. for Better Radio & Tv, National Assn. of Educational Broadcasters, National Audience Board, General Federation of Women's Clubs, parent-teacher groups, Thomas A. Edison Foundation and many others. Their findings, professionally compiled in some cases and carelessly tossed together in others, show either widespread improvement in tv programming or contamination of the American home with electronic filth—depending to a large extent on the motives of those who review the findings.

Publications often have a field day when they choose to comment on radio and tv. Coronet carried an "I Was Cured of Tv" piece in the manner of dope addiction. E. A. Batchelor was "saved from a fate worse than death... . Today I can either take television or leave it." Corey Ford, in Reader's Digest, tagged tv as "a ghastly neurosis" and offered "Audiences Anonymous" as a cure.

John Steinbeck, in Reporter magazine, poked fun at westerns and commented: "Whether for good or bad, television has taken the place of..."
WHOSE FOOT DOES THE SHOE FIT?

Let's Get Rid of Tele-Violence

Condensed from Parents' Magazine

Don Wharton

"Must the appalling flood of crime and horror programs on TV continue to endanger the mental health of our youth?" asks Reader's Digest in its April issue. The question appears in a blurb for the Digest's "Let's Get Rid of Tele-Violence" article, reprinted from the April Parents' magazine.

That's on page 93.

On page 216 the Digest says:

"Tv Reader's Digest, televised weekly by the Studebaker-Packard Corp. and its dealers over ABC-TV, currently presents: March 26 - 'The Trigger-Finger Clue' (The Reader's Digest, June '47). J. Edgar Hoover's story of the solving of the Lamar, Colo., bank murders."

The March 26 Tv Reader's Digest included these incidents: First National Bank of Lamar, Colo., held up, showing criminals' operating methods in detail; bank president and his son murdered during fusillade of bullets after president shot bandit in face.

21. Parents' appeared 10 days later.

Don Wharton, author of the article, quoted a figure of 120 murders in a single week on Los Angeles TV programs. In quoting National Assn. for Better Radio & Television's research, he overlooked what NAFBRAT termed improvement in TV programming for children - the most impressive and encouraging in the history of television.

Off to a gory start, the Wharton article adds, "During one week in 1954 the Purdue Opinion Panel found 7,065 acts or threats of violence on New York stations alone."

What the article carefully refrained from adding was this significant fact - 58.6% of the violence in children's programs was of a humorous nature. Most of it was found in animated cartoons. Every time a puppet moved to speak, the surveyors jotted down an act of violence. And every time a mouse started an elephant's toe, the violence quota was increased. The article ignored the inclusion of "sham violence or humorous violence" in the definition of the term.

Dr. Harry J. Skornia, who directs the U. of Illinois Radio-Television Seminar, is executive director of National Assn. of Educational Broadcasters, which conducted the Purdue study. Tried by past distortion of his research, he told BT that he had made this observation to Reader's Digest research-writing people: "This time don't quote just the violence. Why not do an honest piece?" He told them further, "I urged that, in the quotation of statistics on acts of violence on TV, some qualifications be included, similar to those found in our TV monitoring studies."

"If these qualifications were not present, I felt, a fair and true picture would not be given and the honest efforts being made to provide better children's programs would be overlooked and readers would be likely to conclude that we get rid of all tele-violence, most of our juvenile delinquency problems would be solved."

Having read the magazine version of his research, Dr. Skornia chided them for refusal to heed his requests and regretted that the articles not only gave a one-sided version of a two-sided picture, but offered no helpful ideas. He asked: "If violence as such is objectionable, with what is it to be replaced? I had hoped that Mr. Wharton's article would contain some suggestions along this line. Otherwise we are left with only destructive criticism which does little to improve the situation."

Writing to Mrs. Clara Savage Littledale, editor of Parents', Dr. Skornia observed:

"The brutal fact is that we are living in a violent and trying age. All aspects of our culture are bound to reflect this violence. To eliminate its reflection in TV will help. But if elimination of this reflection makes people less aware of it as a problem, a disservice rather than a service may result."

"Television is powerful and obvious enough to awaken us to it; unfortunately it is also so constant as to serve as a scapegoat. ... I hope some use may be made of it (Mr. Skornia's letter) to balance the picture presented by your article, carried also by the Reader's Digest."

The Digest quoted NAFBRAT to show 120 murders in a week on Los Angeles stations (seven), ignoring the emphasized observation that much progress has occurred in TV programming in favor of this statement. ... there were about four times as many crime programs for children in 1955 as there were in 1951."

Again the Digest cites two sources to show "a mountain of evidence that tele-violence has led to emulation and overlooks mountains of evidence that it does no such thing."

The Wharton article quotes a Harvard survey to show that children remember the aggressive material rather than the quiet mild portions, minimizing the defeat of the villain. But the article failed to mention a series of observations by Dr. Eleanor Macoby of the Harvard social relations department, describing the desirable effects that TV programs—even westerns—have on the behavior of children.

And last summer's Kefauver report was adroitly handled to prove a point rather than to provide information.

The TV industry's four-year voluntary code, with 276 station subscribers out of 444 on the air and all three networks, is kissed off this way, "For several years the industry has had a code concerning violence. But the code doesn't get at the heart of the matter, and isn't even subscribed to by about half the TV stations."

Actually 62% of stations subscribe to the code. The article de-emphasized unanimous network participation.

Offsetting the Digest's violence article in the
April issue is a one-page piece by John Crosby, New York Herald Tribune columnist, showing how tv has encouraged reading.

And so goes the media parade. A Washington, D.C., newspaper carried an article about revision caused by commercials and in the same issue offered several ads for false-teeth fasteners, a soother for irritated bladders and a large block of space promoting a vaginal antiseptic reputed to be a popular contraceptive.

Other city newspapers in other cities are carrying strong condemnations of commercials and programming, outside the normal type of tv-column criticism.

The critical storm rages on and on, with no sign of letup. Sen. Mike Monroney (D-Okl.) says radio is 50-50 plugs and programs. An Alexandria, Va., dentist blames tooth decay on tv-induced consumption of soft drinks, candy and chewing gum. The National Society for Prevention of Blindness says many people complain of eye pains after an evening of tv.

NARTB President Harold E. Fellows, watching the political and publication excitement, told BtV that "Everybody seems to be disturbed but the public, although naturally we know that tv is by no means lily white." Fewer than 1,000 complaints have been made to NARTB. Fellows noted during its four years all the good work that has been done and displayed in promoting its efforts by minority groups, the arts, and other cultural areas.
HOLLYWOOD DRAFTS PRODUCTION CODE TO GUIDE FILM, LIVE TV PROGRAMMING

Said to represent another industry effort at self-revaluation, an interim draft of a proposed new television production code was mailed last week to a special committee in Hollywood to producers of both live and film TV programs throughout the U.S. Their comments are solicited before a final draft is prepared for implementation by the Academy of Television Arts and Sciences. It is a voluntary code.

The special committee, headed by Martin Leeds, Desilu Productions, includes representatives of the TV production field as well as two representatives of the National Audience Board. The latter part are attorney D. Brandon Bernstein and William H. Mooring, syndicated columnist of several national Roman Catholic publications. The group has been meeting since last October when Mr. Bernstein unsuccessfully suggested adoption of the NARTB TV Code in lieu of another new list of regulations.

Mr. Leeds said the BWFT that the NARTB code is "a very good one" but that the TV producers preferred to work out a more "streamlined" code for practical day-to-day use. He said the interim draft relaxes some of the NARTB provisions and puts more stress on others. He preferred not to cite specific details, indicating he wished to wait until comments of others have been received.

National Audience Board spokesmen explained that the new code proposal incorporates the chief provision of the three existing codes in the entertainment world, those of NARTB, motion pictures and the theatre. The draft was presented to FCC Chmn. George C. McConnaughey in Washington a fortnight ago by Mrs. Dorothy Thalheimer, an NAB leader and president of the Beverly Hills Board of Education, BWFT learned Thursday Mrs. Thalheimer reported to NAB that the FCC chairman was impressed by the display of "self-discipline" evidenced in the proposal and committee work. She said the only thing Chairman McConnaughey didn't like about broadcasting is bait-and-switch advertising and that he hoped local units of NAB would watch for this advertising abuse.

An NAB source said the preamble to the interim draft of the code was written initially by Mr. Mooring, revised by Mr. Bernstein and finally edited by Mr. Leeds. The preamble sets forth the proposition that "television is the most potent medium of mass entertainment and information yet devised." It continues in part:

"This declaration is not an instrument of censorship. It postulates neither arbitrary nor rigid rules.

"It is a free and earnest expression on the part of those creating, devising or delivering television into millions of American homes, of their acknowledgment of public responsibility.

"The tremendous impact of television upon people everywhere, and especially upon the family unit which forms the substratum of our national greatness, is recognized and understood by those engaged on all creative and commercial levels of television production."

"These men and women proudly share with their fellow citizens the aspirations and ideals of a people dedicated to principles of human decency, justice and freedom."

"They recognize that while the primary function of television is to entertain and inform, without explicit purpose of teaching or propagandaizing, television can contribute directly to the happier social life of the nation, and indirectly to the elevation or demotion of public intelligence and good taste."

An NAB representative told BWFT that his organization expects to conduct a public education campaign when the code is finished to show that the TV industry can regulate itself and that censorship is not necessary.
THE OFFICIAL SIDE OF IT ALL

The listing that follows on the next pages is a rundown of current investigations, legislation and other matters which involve the broadcasting industry with the government. It is a lengthy list.

SENATE HEARINGS
SECOND SESSION


- Senate Commerce Committee held hearings Feb. 15-17 on S 923 (see Senate bills), which would prohibit alcohol advertising on radio-tv and in other media, with testimony from witnesses for bill and against it, latter including radio-tv media and other advertising interests.

- Senate Internal Security Subcommittee questioned WDSU-TV New Orleans Program Director Herman Liveright March 20 on alleged Red activities. When Mr. Liveright refused to answer queries, WDSU-TV fired him.

- Senate Small Business Subcommittee, hearing testimony from motion picture exhibitors on scarcity of films last month, asked FCC to furnish names of film producers who hold tv station interests.

PLANNED HEARINGS

- Special subcommittee of Senate Small Business Committee plans to open hearings in early May on problems of daytime broadcasters, based on complaints from daytime stations.

- Senate Government Operations Reorganization Subcommittee has said it intends to hold hearing on bill (S 2308) to exempt radio-tv stations from the provisions of the Federal Lobbying Regulation Act, as newspapers and periodicals are at present.

- Senate Appropriations Subcommittee will hold hearings on House-passed $7.8 million FCC budget, probably late this month.

COMMITTEE REPORTS

- Senate Patents, Trademarks & Copyrights Subcommittee reports need for further investigation of the patents picture, citing government action against RCA.

- Senate Government Operations Committee says questions of license fees for FCC and other agencies should come under Senate committees having jurisdiction over respective agency.

MEASURES APPROVED

- Senate approved (and President signed into law) HR 5614, giving FCC more leeway in handling protests of grants made without hearing. House had passed bill in first session.

- Senate approved $250,000 (S Res 163) for Senate Commerce Committee investigations for 1956, including current probe of tv networks and uhf-vhf problems.

NEW SENATE BILLS

S 3074, Sen. Carl T. Curtis (R-Neb.). Similar to S 636 (see Senate bills), but aimed against political spending by labor unions.

S 3908, Senate Majority Leader Lyndon B. Johnson (D-Tex.). Amend Sec. 315 (a) of Communications Act to allow broadcasters to furnish time to presidential and vice presidential candidates of major political parties on an equal basis without being required to give equal time to candidates of minority parties. Co-sponsored by 85 senators and planned to be offered on Senate floor as amendment to S 636 sometime after today (Monday).

S 3242, Sen. Richard L. Neuberger (D-Ore.), Provide government financing of federal election campaigns by paying both major parties $11,065,985 for 1956 campaign.

Neuberger amendment to S 636 would provide government grant of $1 million each to major parties for purchase of radio and tv time for presidential and vice presidential candidates.

S 3494, Sen. Estes Kefauver (D-Tenn.). Vest a "property right" in a station's network affiliation by requiring network to pay station the value of the affiliation franchise if the network cancels contract at its own option.

SENATE BILLS
(Introduced First Session)

S 771, Sen. John M. Butler (R-Md.) and others. Withdraw from persons convicted of subversive activities and members of subversive organizations equal rights in political broadcasts. Referred to Pastore subcommittee.


S 950, Sen. Warren G. Magnuson (D-Wash.). Prohibit broadcasts of certain gambling information (horse racing information). In Senate Commerce Committee.

S 1208, Sen. John M. Butler (R-Md.). Re-"view stations from liability for defamatory statements made in political broadcasts by candidates. In Senate Commerce Committee.

S 1390, Sen. Estes Kefauver (D-Tenn.). Prohibit transmission of horse racing information. In Senate Commerce Committee.

S 1648, Sen. Magnuson. Amend Sec. 309 (c) "economic protest" provisions of Communications Act. Hearing held by Pastore subcommittee. House passed version (HR 5614) passed by Senate. (See Measures Approved.)

S 1909, Sen. Neuberger. Require tv stations to inform viewers when political candidate being televised is using face make-up or prompting devices. In Senate Commerce Committee.

S 2128, Sen. Magnuson. Provide reasonable notice to agency (including FCC) of applications to courts of appeal for interlocutory relief against orders of agency. In Senate Commerce Committee.

S 2306, Sen. Frederick G. Payne (R-Me.). Implement proposal by CBS President Frank Stanton to authorize stations and networks to allow candidates of major political parties to appear on news, interview, forum, debate and similar programs without having to give "equal time" to candidates of minority parties. In Senate Commerce Committee.

S 2321, Sens. Carl Hayden (D-Ariz.) and Homer Capact (R-Ind.). Prohibit FCC from denying grant to competing newspaper applicant for station on grounds other than news monopoly in community if newspaper's other qualifications are superior to competitor. Referred to Pastore subcommittee.

S Res 13, Sen. Magnuson. Authorized Senate Commerce Committee to make investigations,
including networks and uhf-vhf probe, with funds of $200,000 for 1956. Approved by Senate.


S 2639, Sen. Magnuson. Increase salary of FCC members and that of certain other agencies from $15,500 to $21,500 yearly. In Senate Commerce Committee.

S 923, Sen. William Langer (R-N. D.). Prohibits advertising of alcoholic beverages on radio, tv or in other media. Hearings held Feb. 15-17 by Senate Commerce Committee.

S 1898, Sen. Russell Long (D-La.). Allow federal excise tax credit of $7 each on tv sets equipped for all uhf channels. In Senate Finance Committee.

S 636, Sen. Thomas C. Hennings Jr. (D-Mo.). Revise upward legal limit political candidates may spend in election campaigns. Holding of Senate Election Subcommittee of Rules & Administration Committee. Reported to Senate floor and now on calendar. Also see S 3308, S 3242, S 3074 and Neuberger amendment to S 636.

S 636, Sen. John L. McCurtain (D-Ok.). Amend Senate rules on grounds of alcoholic beverages on radio or tv or in other media. Hearings held Jan. 27-29. In Senate Commerce Committee.

S 4698 and S 6977—identical bills to prohibit "discrimination" against applicants for radio or tv licenses who have interests in newspapers or other media "primarily engaged" in gathering and dissemination of information—from FCC, Reps. John V. Beamer (R-Ind.) and John W. Heselton (R-Mass.). Other hearings planned on these and additional bills affecting radio-tv.

S 628, Sen. Olin D. Johnston (D-S. C.) and Frank Carlson (R-Kan.). Raise FCC salaries from $15,000 to $20,000. In Senate Post Office & Civil Service Committee.

SENATE HEARINGS FIRST SESSION

The Senate Juvenile Delinquency Subcommittee wound up a series of hearings on tv programs as a possible factor in juvenile delinquency and in August 1955 issued a report calling for FCC censorship of programming and other measures.

The Senate Elections Subcommittee held hearings on S 636 (see Senate Bills) at which broadcast industry witnesses testified on significance of radio-tv media in elections.

The Senate Commerce Committee held hearings on S 1648, amending Sec. 309 (c) of the Communications Act. An identical House measure was enacted into law in the Second Session. The Senate group also held hearings on the nominations of George C. McConnaughey and Richard A. Mack to the FCC. Committee members also issued the Plotkin and Jones reports in the First Session.

The Senate Internal Security Subcommittee heard testimony from CBS newsmen Winston Burdett on past Communist activities.

HOUSE HEARINGS SECOND SESSION

Transportation & Communications Subcommittee of House Commerce Committee on Feb. 2-3, 7-8, heard testimony on the following: HJ Res 138-139—identical measures to limit tv towers to 1,000 feet—from FCC; HR 3789—deny equal time under Sec. 315 (a) to Communists or subversives—from NARTB, FCC; HR 4814—exempt broadcasters from liability for libellous statements made on air by political candidates—from NARTB, FCC; HR 6810—relieve broadcasters from "equal time" requirement when they present candidates on news, forum, debate and similar type shows—from CBS, Democratic National Committee (NBC later endorsed bill); HR 6968 and HR 6977—identical bills to prohibit "discrimination" against applicants for radio or tv licenses who have interests in newspapers or other media "primarily engaged" in gathering and dissemination of information—from FCC, Reps. John V. Beamer (R-Ind.) and John W. Heselton (R-Mass.). Other hearings planned on these and additional bills affecting radio-tv.

House Commerce Committee on Feb. 15-17 heard testimony on HR 4627, to prohibit alcohol advertising on radio and tv media, with radio and tv industry and other advertising interests among witnesses speaking against bill. Same witnesses were heard on Senate's S 923.

Evin Subcommittee of House Small Business Committee heard testimony March 20-21 on alleged broadcast industry and White House influence in FCC decisions, subpoenaing on short notice RCA-NBC and CBS records on dealings with FCC and subpoenaing two tv broadcasters. The House unit also heard testimony from uhf tv industry spokesmen. The hearing followed a lengthy questionnaire sent by the group to the FCC last December. Subcommitteefnt expected to resume hearings in May and hear network and other witnesses.

A House Subcommittee of the House Judiciary Committee heard testimony Feb. 27 from head of Justice Dept.'s antitrust division on NBC-Westinghouse station swap. House group expects to resume hearings in a few weeks on alleged "regulation of the FCC by the industries it is supposed to regulate." Rep. Pat Hillings (R-Calif.) has asked this group to probe complaints that National Collegiate Athletic Assn. exercises monopoly in its control of televised college football.

Government Information Subcommittee of House Government Operations Committee heard testimony Feb. 17 from the unit in the House unit's inquiry to find if government agencies and departments are withholding information from the public and congressmen.

House Appropriations Committee's Independent Offices Subcommittee on Feb. 15 heard FCC testimony on its fiscal 1957 budget. Amount the House group approved ($7.8 million) later was approved by the House and sent to the Senate.

The House Un-American Activities Committee held hearings last August in New York on alleged Communist infiltration of radio-tv and other entertainment media. In its annual report issued in January, the House group said active Reds still are members of American Federation of Tv & Radio Artists, thus may be expected to call up other witnesses in radio-tv.

PLANNED HEARING

House Commerce Committee Chairman J. Percy Priest (D-Tenn.) has said his group's Transportation & Communications Subcommittee—or a special subcommittee—will hold hearings on this session on a bill (HR 395) to create uniform laws regulating Daylight Saving Time.

MEASURES APPROVED

HR 9739, Independent Offices Appropriations Bill. Provides $7.8 million for FCC for fiscal 1957, an increase of $350,000 over fiscal 1956, and includes $141,000 for the FCC's network study. Now in Senate Appropriations Committee with hearings planned in late April.

NEW HOUSE BILLS


HR 10,217, Rep. Oren Harris (D-Ark.). Authorize states to make time available to presidential and vice presidential candidates of major political parties on an equal basis without being required to make time available on the same basis to candidates of minority and splinter parties. In House Commerce Committee.


HOUSE BILLS (Introducted First Session)

HR 177, Rep. Katherine St. George (R-N. Y.). Require stations to investigate persons and groups for whom contributions are solicited on radio and tv programs. In House Commerce Committee.


HR 524, Rep. Carl Hinshaw (R-Calif.). Designate subscription tv and theatre tv as common carriers. In House Commerce Committee.


H. J. Res 138, 139, identical bills by Reps. Oren Harris (D-Ark.) and Carl Hinshaw (R-Calif.) to limit radio-tv antenna towers to...
Committee. Hearings held Feb. 2-3, 7-8 by Harris Subcommittee.


HR 4074, Rep. Kenneth Keating (R-N. Y.). Anti-gambling (see HR 789, HR 3461 and similar Senate bills). In House Commerce Committee.


HR 5614, Rep. Priest. Amend Sec. 309 (c) "economic protest" provisions of Communications Act. Passed by House with amendments. Approved by Senate and enacted into law.

HR 5741, Rep. John W. Heselton (R-Mass.). Provide FCC regulation of amount of radio and tv program which may be devoted to advertising. In House Commerce Committee.

HR 6631, Rep. Priest (see S 2128). In House Commerce Committee.

HR 6810, Rep. Harriss. Implements Stanton proposal on time for political candidates (see S 2306). In House Commerce Committee. Hearings held Feb. 2-3, 7-8 by Harris Subcommittee.


HR 6913, Rep. Frank Chef (D-Ky.). Deny FCC right to decide subscription tv question. In House Commerce Committee.

HR 6968, Rep. John V. Beamer (R-Ind.). Forbid FCC discrimination against newspaper ownership of radio-television facilities. (Also see S 2321). In House Commerce Committee. Hearings held Feb. 2-3, 7-8 by Harris Subcommittee.

HR 6977, Rep. Harris (see HR 6968, S 2321).

HR 4627, Rep. Eugene Siler (R-Ky.). Anti-alcohol advertising (see S 923). Hearing held Feb. 16-17 by House Commerce Committee.

HR 4903, Independent Offices Supplemental Appropriations bill, giving FCC $85,000 to maintain its staff level for fiscal 1953 to work on applications backlog. Approved by House, Senate, signed by President.

HR 4070, Rep. Frank Ikard (D-Tex.). Exempt tv sets equipped to tune all uhf channels from 10% federal excise tax. Considered by House Ways & Means Committee, but not acted upon. Treasury Dept. made unfavorable report.


HR 5240, Independent Offices Appropriations Bill for fiscal 1956. House approved $170,000 increase of FCC fiscal 1956 budget over Budget Bureau recommendations, including $90,000 for work on applications backlog and $80,000 for study of network broadcasting industry. Senate approved House-passed $6,870,000 figure after hearings by Senate Appropriations Subcommittee.


HR 7670, Rep. Edward H. Rees (R-Kan.). (Same as HR 7619) In Post Office & Civil Service Committee.

Congress May Require FCC To Monitor Radio-Tv: Mason

1F CONGRESS passes a law requiring the government to check radio and tv advertising, the Federal Trade Commission will undoubtedly be called on to implement it. That was the theme of FTC Comr. Lowell Mason's speech before the Federal Communications Bar Assn. in Washington last week. (Also see story page 12.)

Citing a number of FTC orders which were based on fraudulent pictorialization, Mr. Mason declared that this had built up in the FTC a body of experience which would be helpful in checking tv commercials.

This was Mr. Mason's second public statement on false advertising over the air. He made his first attack last month in a speech before the Harvard U. Marketing Club (II*1, March 19). He is scheduled to talk on the same subject at Temple U., Philadelphia, April 21, and at the U. of Richmond, Richmond, Va., May 8.

Daly Requests for Air Time Under Consideration by FCC

LAR DALY, America First candidate for the Republican nomination for President, was told by the FCC last week that it could not possibly decide on his request for time on the networks before the Illinois Republican Primary tomorrow (Tuesday).

The FCC told Mr. Daly it had sent copies of his requests to ABC, CBS, NBC and Mutual and to the secretaries of state in four states—Illinois, Indiana, Montana and South Dakota—where Mr. Daly says his name has been entered as candidate for nomination in the respective primaries. But replies cannot possibly be forthcoming before the Illinois primary tomorrow, the FCC said.

Mr. Daly wired the networks Thursday, explaining that the FCC had informed him that it was doubtful it could act in time for tomorrow's Illinois primary vote. He said that if the FCC finally rules in his favor, he would demand "full and equal time" for his campaign on the networks, contingent on networks' clemency.
COURT TO HEAR APPEALS OF VHF GRANTS

Full court sits next week for arguments about FCC final decisions in Corpus Christi, Tex.; Evansville, Ind., and Madison, Wis.

A FULL nine-judge appellate court will sit to hear the pleas of uhf stations against the issuance of final vhf decisions, it was announced last week.

Reconsidering a March petition for an en banc hearing—which, it was understood, failed to be accepted because of a four-to-four split (there was one vacancy at the time)—the court, on its own, last week agreed to sit in full array for what is expected to be a precedent-making decision. Normally a three-judge panel hears such arguments.

At stake in the April 18 argument are the three final vhf decisions in Corpus Christi, Tex.; Evansville, Ind., and Madison, Wis., issued by the FCC late last year. They were the first to be made following a year-long campaign by uhf stations to persuade the FCC to deintermixture these and other cities. Most of the cities which were targets for deintermixture already are served by uhf stations. The grants were the first vhf outlets for these communities. On April 20 the full court will also sit to hear arguments on the drop-in of ch. 10 to Vail Mills, N. Y. (Albany).

New to the appeals court bench will be Warren E. Burger, who was confirmed by the Senate last week to succeed the late Harold M. Stephens. Mr. Burger was assistant attorney general in charge of the civil division before being nominated to the District of Columbia Circuit by President Eisenhower. He is due to be sworn in April 13.

Involved are the following:

Corpus Christi ch. 6 grant to KRIS there, appealed by ch. 22 KVDO-TV same city; Evansville ch. 7 grant to Evansville Television Inc., appealed by ch. 62 WFIE (TV) that city, ch. 50 WEHT (TV) Henderson, Ky., and by ch. 21 WKLO-TV Louisville, Ky.; Madison ch. 3 grant to WISC there, appealed by ch. 27 WKOW-TV, ch. 33 WMTV (TV), both Madison, and ch. 39 WTVO (TV) Rockford, Ill.;

In the Vail Mills, N. Y., case, ch. 35 WTRI (TV) Albany and ch. 19 WMGT (TV) Pittsfield, Mass., appealed the FCC's authorization allocating the vhf channel to that small community outside of Albany.

In the vhf grants, the court refused to issue a stay order; but in the Vail Mills drop-in, a stay was ordered.

Nub of the appeals is this: That the FCC should not make final, pending vhf grants while the issue of deintermixture is still being considered. Last November the Commission dismissed all pending deintermixture petitions, but instituted at the same time an allocations proceeding which numbers deintermixture as one of the issues.

Since then the FCC has issued two other final decisions in so-called deintermixture cities: Fresno, Calif., and Miami, Fla. Both of these also have been appealed. Still waiting for final decisions are those in Jacksonville, Fla.; Hartford, Conn.; Lake Charles, La.; New Orleans, La., and Peoria, III., among remaining deintermixture cities.

Put Community Tv Under FCC, Western Telecasters Petition

FIRST concerted move to place community tv systems under the jurisdiction of the FCC took place Friday, with the filing of a complaint by a group of western telecasters.

The document claimed that community tv systems—there are about 350 of them throughout the United States—were common carriers under the meaning of Title II of the Communications Act of 1934, as amended. It named about 200 such systems.

Among those signing the complaint were:


The telecasters claimed that community tv systems are not complying with the Communications Act in that they have not filed tariffs with the FCC.

It was indicated that there is an adverse economic impact on broadcasting.

The charges were presented in the Washington law firm of Koteen & Burt in behalf of the broadcasters.

For several years, some telecasters have urged that community tv systems be brought under the jurisdiction of the FCC. The subject has cropped up from time to time in association meetings (the Wyoming broadcasters passed a resolution last year asking the NARTB to look into the matter). It has also been the subject of one speech by FCC Comm. John C. Doerfler, who addressed the National Assn. of Railroad & Utilities Commissioners in Chicago two years ago. Also in 1954, then Sen. Edwin C. Johnson (D-Colo.) declared that community tv is not a public utility. However, in recent months the states of Wyoming and California have declared that the tv systems actually are public utilities.

Only last month, community tv became an issue in the $370,000 purchase by WSTV Inc.—Steubenville, of WBLK-AM-TV Clarksburg and WPAR-AM-FM Parkersburg, W. Va. Objectors claimed there was overlap between WSTV-TV and WBLK-TV because Clarksburg community systems were relaying the Steubenville signals to their subscribers.

Subject of community tv is being studied by an NARTB committee, an RETMA committee and BMI, it was learned.
MANUFACTURING

DUMONT REPORTExplains 1955 Losses

Deficit of nearly $3.7 million attributed to broadcasting and 'special inventory reserve' by chairman of the board.

"SUCH (broadcast) losses are behind us now," Dr. Allen B. DuMont, chairman of the board, told Allen B. DuMont Labs' stockholders in the 1955 annual report released last week.

The company last year suffered a net loss of nearly $3.7 million. The net loss was $2.8 million, and a special inventory reserve of $1.4 million. (The actual net loss was computed in balance sheet after taking into account $383,000 gross income remaining after deduction of costs and expenses, and an adjustment for depreciation.)

A rundown of the report disclosed that DuMont's troubles have been in broadcasting alone. Sharing most of the difficulty is the "special inventory reserve" which is explained in more detail in the following summary of DuMont's transmitter equipment activity:

"Our activities in the television broadcast equipment field were not profitable in 1955. Excessive inventories and credit problems with broadcasters were factors that caused losses. The expected growth of stations based on uhf was not realized." The report indicated that FCC action either to provide additional uhf channels or to "allude the economic handicap of uhf broadcasters" would help this market.

As a matter of fact, however, was a continuing replacement market for transmitter and studio equipment as broadcasters expand facilities and modernize existing equipment.

To add to DuMont's troubles in uhf equipment and broadcast operations, the company's consumer business last year was spotty. Main areas of difficulty: television tubes, receivers and DuMont's International Div. Mainstays appeared to be electronic instruments, special type tubes and multiplier phototubes and government prime and sub-contract projects.

Hopes were expressed for studies in techniques of forward scatter of long distance signal transmission; the tv-film system; mobile radio production and hi-fi units and clock and table radios.

Tv tube business at DuMont was faced with "highly competitive pricing" which the company is trying to counteract by instituting new and improved production techniques to reduce manufacturing costs. Tv receiver operations "were not satisfactory from a profit standpoint," said the report. The firm pointed out that tv set making is "our largest single operation" and that a "lack of satisfactory profit" in the field "has an important bearing on the company's earnings." Sales volume of its international activity was hampered last year by a slump in demand for tv picture tubes and receivers in Italy (has improved since), European competition in Latin America and to a lesser extent in the Middle East.

The special inventory reserve, Dr. DuMont said in his report, was set up after a study of existing market conditions in broadcast equipment "especially as they relate to uhf equipment, the possibility of obsolescence, the unbalance of our inventories and the prices being presently quoted by our competitors."

Highlights of DuMont's corporate year, in itself extremely active and outstanding in DuMont history: disposal of WDTV (TV) Pittsburgh; discontinuance of DuMont Television Network; separation of broadcasting from other operations through the setting up of DuMont Broadcasting Corp., and its spin off to stockholders; reclassification of common stock from A and B which held separate voting rights and prerogatives, into one class stock; change in the stock's par value from 10 cents to $1 and an increased in authorized shares of common from three million to five million, and the election of David T. Schultz, senior vice president and treasurer, Raytheon Mfg. Co., as president of the laboratories and the elevation of Dr. DuMont to chairman of the board.

New product developments included the Electromaxm; Vitascan (low cost unit for color pickup for broadcast or closed circuit); improved tv transmitting and studio equipment, and various electronic test equipment and new lines of table and clock radios, tv sets and hi-fi phonographs.

Progress in Color

Of color tv, Dr. DuMont had this to say: "We continued (in 1955) our work on color televisions and, in common with the bulk of our industry, our goal in 1955 was the economic justification for the marketing of color televisions for use in the home."

WDTV (TV) was sold by DuMont on Jan. 10, 1955. DuMont in 1954 realized a capital profit on the sale of approximately $6.7 million. Dr. DuMont, however, emphasized that income from the station was received for only the first 10 days of last year and that the elimination of income from WDTV affected the firm's operating results.

Dr. DuMont asserted WTTG (TV) Washington and WABD (TV) New York, both now owned by DuMont Broadcasting Corp., "had the handicap of being basic and program originating stations of a losing network." Though handicapped, the stations, Dr. DuMont thought, "fared fairly well, and had not contributed materially to the loss burden of the network."

The demise of DTN, however, meant a transition for the stations and non-reliance on network sales for revenue while building local sources for revenue, said Dr. DuMont, who pointed out that this situation cut into revenues and profits of the stations.

Reflected Dr. DuMont: "Thus, we came to the close of 1955 without ownership or responsibility for broadcasting properties or operations, yet with a financial result for the year reflecting broadcasting losses of more than $2.5 million. Such losses are behind us now."

Looking elsewhere for figures showing financial strength potential, Dr. DuMont recalled that the company's gross income in 1946 was only nudging $2.5 million but by 1954 was up to $72 million.
Tv Set Making Eased
By Stromberg-Carlson
STROMBERG-CARLSON, which sold WHAM-
Alt for $1.6 million a week (see story, page 35), is also out of the tv set making business.

The company, a division of the huge General Dynamics Corp. (principally in marine and air navigation engineering/equipment) will continue to make and modernize radio-phonographs and hi-fi equipment.

Robert C. Tait, president of Stromberg-Carlson, revealed last week that the division completed production March 1 of its current tv receiver line and that since then the company has been converting the facilities to other production. All personnel involved have been absorbed.

The decision to suspend production of tv sets followed more than a year's "careful" study and a fact-finding survey by an independent research firm, said Mr. Tait, who also cited an increasing demand on the division's facilities in the design and production of electronics equipment for industry and government.

Stromberg-Carlson is a pioneer in home radio receiver production. Its work dates back to 1924, and as expressed by Mr. Tait, the firm has "... become a producer of a limited number of instruments built primarily for fine performance rather than price appeal." Mr. Tait also stressed S-C's contributions to the set industry as "being the first to introduce many features...since...universally accepted and adopted."

Other factors put forward by the company as leading to the end of tv set production: space problems created by expanding telephone, government and sound equipment business; new projects being developed that will open up "still larger markets for our products" in the communications-electronics field, and stronger profit potential in the latter fields.

In shutting off further tv set production, Mr. Tait emphasized Stromberg-Carlson will assure owners and purchasers of its tv sets continued service via honoring warranty obligations and setting up replacement parts depots throughout the nation.

An annual report released last week by General Dynamics, which last year merged Stromberg-Carlson Co., Rochester, N. Y., as a division of the company, pointed out that S-C is in development and production work on the Charactron tube for the Defense Dept. The tube displays thousands of characters visually in a fraction of a second.

Regulation on Screen Size
Termed Confusing by Philco
PHILCO Corp. lashed out last week at the "public confusion" being caused by a Federal Trade Commission rule relating to the advertising of tv set screen-size.

Under fire was Rule 9 of FTC's radio-tv trade practice rules, which was designed to curb what the FTC called "deceptive ad practices" with respect to the advertising of tv sets. Philco said the rule as designed was a "failure" and asked the FTC to either repeal it or amend it to provide more readily understandable wording.

Rule 9 requires that the size of tv sets be based on the linear measurement of the viewable picture area and prescribes only three advertising methods: (1) horizontal measure; (2) diagonal measure (if used, so specified), or (3) square feet in square inches.

Noting that Rule 9 became effective only last December, Philco said that over 43 million sets have been sold based on previous industry standards (the longest diameter to the nearest inch). Sales of such magnitude, Philco suggested, proves that the public accepted the previous method.

If the FTC is unwilling to repeal Rule 9, Philco asked that it be amended to provide for a tolerance of 3.5% between viewable diagonal and the stated overall diagonal.

New Mechanization Program
Put Into Effect by Philco
PHILCO Corp., tv set manufacturer, has put into effect a mechanization program—never specifically referred to as automation—which is designed to make the corporation more competitive with other aggressive set producers. The program's aim was outlined by Reece B. Lloyd, vice president in charge of Philco's television division, in a statement last week distributed to the Philadelphia plant's 6,000 employees.

Mr. Lloyd said the program will keep the large plant from following in the footsteps of the company's Cromdon, Pa., unit, which closed because of high manufacturing costs and affected 630 workers.

Harry Block, president of Dist. 1, AFL-CIO International Union of Electrical Radio & Machine Workers, said Philco's changes are in line with the rest of the industry.

Collins Radio Co. Names
Wright, Leggett Salesmen
COLLINS RADIO Co. (broadcast equipment manufacturer), Cedar Rapids, Iowa, has appointed Joseph F. Wright Jr. and L. H. Leggett as broadcast sales representatives in the Midwest and New England areas, respectively.

Mr. Wright will headquartered in Cedar Rapids and is a former sales manager of WJIM-TV East Lansing, Mich. Mr. Leggett, formerly with WOR New York, will operate from Collins' New York office.

Magnavox Pays $5.1 Million
For Sentinel Radio Corp.
PRICE tag of $5,152,000 has been placed on the sale of assets of Sentinel Radio Corp., Evanston, Ill., to the Magnavox Co., Ft. Wayne, Ind., which was consummated in Chicago last week.

The county recorder's office recorded two deeds conveying the property, which includes all Sentinel assets, properties and good will but excludes liabilities of the radio-tv and phonograph manufacturer.

The sale was approved by Sentinel stockholders a fortnight ago. Sentinel will change its name, operating as the Dempster Investment Co. Sentinel shareholders will receive about $8.63 per share and an initial cash payment of $8 per share within 80 days (BT, March 5).

Webcor Chairman Dies
FUNERAL SERVICES will be held in Chicago Monday (today) for W. 5. Blash, 70, founder of Webster-Chicago Corp., electronics manufacturer, who died in Fort Lauderdale, Fla. At the time of his death last Tuesday, Mr. Blash was board chairman of Webcor (maker of tape recorders and other products).

In 1914 he founded the Webster Novelty Co., which later became the Webster-Chicago Corp. He is survived by his wife, Emma.

Lambda-Pacific Names Visual
APPOINTMENT of Visual Electronics Corp., New York, to handle national distribution of complete microwave facilities manufactured by Lambda-Pacific Engineering Inc. was to be announced today (Monday) by Larry Mallach, president of the manufacturing firm, at its headquarters at Van Nuys, Calif.

Sarnoff Presents Bell
BRIG. GEN. DAVID SARNOFF, RCA board chairman, last week presented a scale copy of the Liberty Bell to the Industrial College of the Armed Forces for the institution's "outstanding educational work in promoting national security through its national resources conferences."

The gift was accepted by Major Gen. Robert D. Hollis, commandant of the Industrial College, at a luncheon in New York. Gen. Sarnoff has served as guest lecturer at the institution on several occasions.

MANUFACTURING PEOPLE
Fred Mayhew, sales manager of Moto Radio Distributing Co., Pittsburgh, to manager of DuMont National Distributors, N. Y. DND is new division of Allen B. DuMont Labs television receiver division, set up to strengthen and control distribution for tv receivers and other products in markets currently not covered by DuMont distributors.

J. H. Pearson III, manager, inside construction sales, Graybar Electric Co., appointed manager, Gravbar, Memphis, Tenn. branch, succeeding W. J. Berry, named district manager of Southeast, headquarters in Richmond. BT erroneously reported March 19 that C. S. Powell, Graybar Mississippi Valley district manager, St. Louis, and member of the board of directors, had moved to Memphis location.

Ray E. Nelson, administrator of microwave planning, to manager, microwave tube planning and promotion, RCA Tube Div., Harrison, N. J.

Russell E. Norem to manager of finance, communications equipment section, Electronics Div., General Electric Co., Syracuse, N. Y.

Sidney A. Schmeler, formerly with American Television Co., appointed service manager of Crescent products, Crescent Industries Inc., Chicago.


Alfred Strauss, formerly manufacturing director for mechanical division of General Mills Inc., Minneapolis, appointed plants manager for west coast operations of General Mills Inc., electronics division, at Burbank and Pasadena, both Calif. He succeeds L. G. Odell, recently named manager of Elnin's commercial development department, Elgin, Ill.
IN THE PUBLIC INTEREST

AD COUNCIL PUBLIC SERVICE ROLE CITED

Annual conference in Washington told media's contribution will be increased 20%.

THE volume of public service advertising provided by members of the Advertising Council, placed in radio, TV, printed and other media, will be increased 20%, the nation's business leaders were told Tuesday at the Council's 12th annual Washington conference. President Eisenhower addressed the morning session.

Louis N. Brockway, chairman of the Council's board of executive vice president of Young & Rubicam, said demands on the mass information machinery of the nation have greatly increased though time and space now donated to the Council run $125 million annually. He urged members to "serve as an ambassador among business friends" to promote wider understanding of the operation and to bring about full cooperation with the Council.

"In the coming year—the year of a Presidential election—we have, in addition to our regular campaigns, a big job to do in persuading qualified Americans to register and vote," Mr. Brockway told the Council. He listed such other requests as an appeal for wider understanding of NATO, mental health, and promotion of a better understanding by youth of their obligation to serve in the armed services.

Guest speaker at the opening dinner Monday was Sir Roger Makins, British Ambassador. He was introduced by Philip L. Graham, publisher of the Washington Post & Times Herald and former Council chairman. Luncheon speaker Tuesday was Mr. Brockway; Sherman Adams, Assistant to the President, and F. G. Gurley, president of Atchison, Topeka & Santa Fe Railway System.

The conference with government officials included Gabriel Hauge, economic adviser to the President; Reuben B. Robertson Jr., Deputy Secretary of Defense; Theodore C. Streibert, director of U.S. Information Agency, and other prominent figures.

President Eisenhower praised the contribution of radio and TV as well as other media for their "good work" in promoting important public service campaigns. He lauded the People's Capitalism exhibit which will show other nations how democracy operates.

"As to Council media campaigns, he said, "Every dollar we put into this kind of thing, if it is intelligently spent, is to my mind, in the long run, worth any five we put just in sheer defense because in the long run it is a constructive thing. It is a developing thing, the kind of development America has done at home and which we must help do abroad."

A panel discussion Tuesday afternoon included George M. Humphrey, Secretary of the Treasury, and several Council members.

The Council is a non-profit, non-partisan public service organization conducting campaigns on behalf of defense, civic, health and general welfare groups. Its 1952 register-and-vote campaign was credited with bringing out a record Presidential vote. Projects are conducted with the volunteer cooperation of broadcasting, advertising and publishing industries. Operating funds are contributed by the advertising industries and individual corporations. Theodore S. Repppl is Council president.

Sponsored radio network programs alone supply over two billion home impressions a year for Council projects. Network sustaining and local station projects more than triple this figure, according to the Council. Practically all network radio advertisers support the Radio Allocation Plan. Radio kits are distributed on all major campaigns. TV home impressions average six billion home impressions annually, with practically all TV network advertisers participating. TV kits are provided for major drives.

WBC Democracy Spots

THE Institute For Democratic Education, a non-profit organization to preserve America's democratic heritage, in cooperation with the Westinghouse Broadcasting Co., is presenting series of 23 spots on WBC-operated stations in Boston, Pittsburgh, Cleveland, Ft. Wayne and Portland, Ore. Featured are voices of prominent celebrities stressing principles of Democracy: teamwork, brotherhood and opportunity. WBC said series will be made available to other U.S. stations at later date.

WCTC Drive Aids Injured Teen-Ager

A NINE-HOUR radiothon, aired by WTC New Brunswick, N. J., to raise money for medical expenses of a 17-year-old high school student who was seriously burned in a chemical explosion, brought in over $4,000.

$50,000 for WMAZ-TV Telethon

NINETEEN-HOUR Cerebral Palsy telethon over WMAX-TV, Macon, Ga., brought in cash and pledges of well over $50,000, with money continuing to arrive by mail. In addition to parade of local talent, Johnny Desmond, Buster Crabbe and Betty Anonymous were on stage of Macon auditorium.

WESTINGHOUSE Broadcasting Co., which earlier this year presented a special four program series on the White House Conference on Education, has donated the films to the National Citizens Council for Better Schools, and the council will show the series to Parent-Teachers Asains, and other educational groups throughout the country. WBC President Donald H. McGannon (r) presents the films to Henry Toy Jr., executive director of NCCBS. The series—"The Big R"—was produced via the four WBC stations, WBZ-TV Boston, KDKA-TV Pittsburgh, KPIX (TV) San Francisco and WPTZ (TV) Philadelphia, now KYW-TV Cleveland.

MILESTONES for May

BMI's series of program continuities are full half-hour presentations... simple to do, saleable, excellent listening. Each script in the May package commemorates a special event of national importance:

"THE BILLION $$$$$$ MELODY" National Music Week May 6-13, 1956

"WHAT IS A MOTHER" Mother's Day May 13th, 1956

"POWER FOR PEACE" Armed Forces Day May 19th, 1956

"ICE CREAM: 2,000 YEARS OF PLEASURE" May 23-30, 1956

"Milestones" is available for commercial sponsorship. Please see your local stations for details.

OUTSTANDING QUAD-CITY FAVORITE

MORNING * AFTERNOON * EVENING

according to ARB AND PULSE FALL SURVEYS

Ask Avery-Kindel For Figures

CBS FOR THE
Radio-Tv Capture Photography Awards

NBC emerged with three honors and CBS with two in the 13th annual "News Pictures of the Year" photography contest sponsored jointly by the National Press Photographers Assn. and Encyclopaedia Britannica.

Cameramen for the two networks and four individual stations were cited in the newswreel category for presentations at the NPPA convention April 1 in Chandler, Ariz. Other organizations responsible for supplying newswreel film to tv networks and stations also were honored. The awards, type of shot, cameraman and company follow:


Network Newsman Honored

FOUR NETWORK newsmen were among those who received plaques at the annual awards dinner held Tuesday in New York by the Overseas Press Club. Winners: David Schoenbrun, CBS, for best tv reporting from abroad; Edward R. Murrow, CBS, for best tv reporting of foreign affairs; John Daly, ABC, for best reporting originating in the U. S. or United Nations on world affairs, and Eric Severeid, for best radio interpretation of foreign affairs. Posthumous grant of the George Polk Memorial Award went to Gene Smonds, United Press, who was killed in Singapore last year while covering Communist riots. Mr. Polk was a CBS correspondent murdered in Greece while covering Communist activities in that country. CBS contributes $500 annually as part of the Polk award.

AWARDS

JACQUELINE MOORE (r), BBDO time-buyer, receives a $150 gift certificate from Bill Rohr, Petry account executive, as winner of the WTAR-TV Norfolk contest to test the guess the population of Norfolk-Portsmouth-Newport News, Va. Miss Moore's guess of 722,385 was the closest among 476 entries from agency time-buyers. Actual population is 722,500.

AWARD SHORTS

Joe Kavigan, sound editor, CBS-TV Lassie series, and Robert Maxwell, program producer, awarded plaques by Motion Picture Sound Editors for best sound editing of films for television.

James Garfield, moderator, Voice of the Blind program on KGFI Hollywood, given award of merit from L. A. County Optometric Assn. and made honorary association member.

WTIC Hartford, Conn., is administering $1,000 scholarship given station as part of national award by Thomas Alva Edison Foundation for "Radio Station That Best Served Youth in 1955."

Norman Knight, executive vice president-general manager, Yankee Div. of RKO Teleradio Pictures Inc., selected for Outstanding Young Men award of Boston Junior Chamber of Commerce given annually to ten young men for professional achievement and community service.

Norman F. Hall, president, Hall & Thompson Inc., Oklahoma City advertising agency, recipient of Oklahoma City Adv. Club 1956 Distinguished Service Award for service to city and advertising profession.

KRLD-TV and WEAA-TV Dallas, Tex., honored for joint 1,521-ft. tower by North Texas Radio-Television Distributors, which presented inscribed silver trays, and Advertising League of Dallas, which presented certificates to stations and Hill Tower Corp. for construction of candleabra tower.

WKZO Kalamazoo, Mich., honored with "Distinguished Service to Health" award from Mich. State Health Society for continuous eight-year series, Tell Me Doctor, along with Drug Shop, sponsor of the programs. Upjohn Co., Kalamazoo, cited for support of Doctor Placement Program launched by society several years ago.

KHOL-TV Holdrege, Neb., received Recognition and Appreciation Award from Holdrege Junior Chamber of Commerce.

Ben Duffy, president, BBDO, N. Y. and Paul F. Harron, president, WIBG Philadelphia and WPFI (TV) Wilmington, Del., received honorary doctor of law degrees from St. Joseph's College, Phila.

Jimmy Durante, star of NBC-TV’s Texaco Star Theatre, awarded American Heart Assn.’s “Heart and Torch” award for “outstanding contributions” to 1955 Heart Fund Campaign.

Janet Ross, women’s broadcaster, KDKA Pittsburgh, Pa., awarded Pittsburgh Adv. Club annual “Addy” statue as “Pittsburgh’s Advertising Woman of the Year.”

Paul Costes, KTTV (TV) Los Angeles, star of Confidential File, presented American Legion narcotics division award.

Rod Cameron, star of MCA-TV’s City Detective series, cited by Attorney General of Texas for “outstanding contribution to law enforcement.”


WWJ Detroit received citation for safety service from Allstate Insurance Co. for Listen and Live, traffic safety program.

Alan Scott, WRCV-TV Philadelphia, m.c. of Let Scott Do It program, received Poor Richard Almanack Award from Poor Richard Club in Philadelphia in recognition of participation in Ben Franklin 250th birthday week, Jan. 16, 1956.

WTVJ (TV) Miami, Fla., and Ralph Renick, news director, given special commendation by Miami Board of Realtors for four week series, Bumper-to-Bumper, on automobile traffic.

John D. Beatty, junior of U. of Fla. School of Communications, Gainesville, Fla., received second annual WRUF (university station) Red Barber Award for radio announcing.


Frank E. Pellegrin, partner and vice president of H-R Representatives and H-R Television Inc., N. Y., station representatives, and graduate and former faculty member of Creighton U., Omaha, Neb., cited by university as “one of ten distinguished alumni . . . a master in the field of communication arts.”

Herbert Hands, sales staff, RKO-WOR Film and Sound Recording Studios, N. Y., won tour of Europe for two, for increasing his sales quota by 119% in four months of company sales contest.

-WIRE SERVICE’ FOR SALE

NOTICE of sponsorship availability for a new ABC-TV film presentation, Wire Service, was being circulated last week by the network’s sales development department. The program, an hour-long weekly adventure series, is a salute to press association reporters. The series, filmed in Hollywood by Desilu Productions, was created by Don Sharpe and Warren Lewis, and stars George Brent, Dane Clark and Dennis Morgan. ABC-TV described the series as “completely fiction” and not a documentary or news show. The presentation, a 30-page booklet, has as its cover a miniature newspaper mat.

WCBS-TV PUTS ON DAILY FILM

IN its first use of syndicated filmed programming on across-the-board basis, WCBS-TV New York will begin carrying My Little Margie (Mon.-Fri., 9-9:30 a.m. EST) and Amos ‘n’ Andy (Mon.-Fri., 9-10 a.m. EST), effective April 16. Four participations daily will be offered for sale to advertisers.

WRCA-TV USES TRIED AND TRUE

WANT’news to travel fast? Telegraph, telephone or tell a woman, they say. Using the latter means, Max E. Buck, promotion and advertising manager of WRCA New York last week began introducing the station’s newest personalities by hosting groups of clubwomen to lunch in the metropolitan New York area. Lunches are then interrupted while the WRCA “personality” salutes the various women’s clubs on his or her nighttime program via specially provided portable radios. Then, especially retained home economists who are “holding” the lunches, tell the girls all there is to know about the star, urging them to spread the good word back home. The final ploy: the star “drops into” one luncheon or another after he or she gets off the air, via automobile—or helicopter, if need be.

‘Bridey’ Listens Too

STEVE SORENSON, better known to KSPO Spokane, Wash., listeners as “Mr. Callahan,” began a disc jockey program from the window of his appliance store at noon, March 15, and continued without sleep for 88 hours and five minutes, claimed to be an unofficial disc jockey record.

In the marathon’s final hours, Mr. Callahan did his announcing from a cot, on doctor’s orders, while taking oxygen and uttering statements of his “fine condition.”

Many listeners formed clubs to stay up with the appliance salesman and encourage him to a new record. Other listener reactions:

A college student jumped out of her dormitory window at 3 a.m. to visit the marathon.

Local entertainers came by to play for the audience, which reached hundreds at a time.

A local firm installed a portable shower for Mr. Callahan’s use.

One of many telegrams received was signed “Bridey Murphy.”

Two teenage boys asked Mr. Callahan’s help in getting dates for a St. Patrick’s dance—they received over 100 offers.

-KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that’s tailored to today’s audience demands. New variety, new personalities, new formats, new impact—they’re all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

-KMBC of Kansas City

In the Heart of America
LISTENERS GO RIDING IN POLICE PATROL CAR
ON KFBK SACRAMENTO’S ‘UNIT 99’ PROGRAM

"KMA 907 ... Sacramento Police Department ... to Unit 99 ... Are you in the clear?"

"... Unit 99 to KMA 907 ... 99 ... in service ... and on the air!"

With these cryptic words, Unit 99, the on-the-spot police car radio program, shifts into high gear for Northern California listeners of KFBK Sacramento, Calif.

Unit 99 revolves around the night beat of a police car, known in law enforcement circles as a unit, and its crew. Its stage is the city. Its actors are the everyday people of the city who suddenly need the help of the law or run afoul of it. Five nights a week a police sergeant assigned to Unit 99 covers this night beat, recording for the radio audience the experiences of a policeman in an average American city, ... happenings which are sometimes dangerous, sometimes pathetic, always dramatic.

The entertainment value of Unit 99 is proving to be high. The average private citizen’s fascination for police work, his knowledge that the episodes were real, the voices genuine and action authentic and recorded at the scene are adding up to a real success.

The City of Sacramento’s police department purchased a squad car especially for the program. It assigned the car its euphonious number and the full time efforts of Police Sgt. Dan Meredith, who drives the car and handles the interrogation. His relief man is Sgt. Bruce Guthrie. Both are accompanied by a KFBK engineer who carries the recorder.

Selling the program was no problem. The first prospect to hear the show immediately signed up as sponsor. The Sacramento Association of Insurance Agents has continually sponsored Unit 99 ever since. ABC is now using a three-times-a-week, 10-minute segment of Unit 99 as a part of its new evening programming concept, Listen.

What types of cases has Unit 99 handled? They run the gamut of police work, from robberies and lineups to run-away children.

One hears the voices of tough juveniles, robbers, dope addicts, swindlers and housebreakers. Citizens in trouble, family quarrels which have culminated in blood letting, and frightened, lost children have created some of the scenes.

The windup of each program is handled by Police Chief James Hicks. He describes the disposition of the persons involved, adding a few words of advice to others who might make mistakes similar to those heard on the air. Chief Hicks also gives each tape a final approval before it is broadcast making sure no information lets out which might interfere with future legal proceedings. In 47 shows, not one deletion has been made.

The physical setup for Unit 99 includes a small, portable tape recorder, battery operated, and carried with a strap over the engineer’s shoulder. The microphone is concealed in a large flashlight held casually by the police sergeant in charge.

Personnel of KFBK who work the night beat carry special officer credentials, a status which was somewhat hastened when KFBK’s special events manager, Tony Koester, who played a prominent role in creating Unit 99, found himself the only block between freedom and a giant of a man who had been taken to the city’s emergency hospital for care. Fast talking on Koester’s part kept the hulking inebriate occupied until the return of the officers.

The program could not continue without the complete cooperation and assistance of the police department. Chief Hicks recently wrote: “I believe this program has created better public relations with the citizens of our community. Through this medium they have learned of the trials and tribulations of police officers during their tour of duty.”

If Chief Hicks had any doubts about Unit 99, a recent telephone call from New York would have cleared them up. An irate listener, having just heard the network show, was on the line demanding the program be taken off the air. He contended, in outraged tones, that it was not good for his young son to hear ... too much talk about crime and actually to have young hoodlums on the air was going too far.

"Why don’t you turn off the radio?" inquired Hicks.

“Oh, I can’t do that,” replied the caller, “I’m listening to it myself ... wouldn’t miss a night!”
SOLID FRONT IN TWIN CITIES

KOZ's announced plans political effect on campaign. NBC-TV thus hopes the national network, crash in its been been through Friday, WRCA-TV New York has added the Monday and neck-and-neck competition with prime broadcast, KCMO Kansas City and approached three of sponsors with about anything from would call Mr. Party station is its really TO LISTENERS election-year, hints NBC-TV's Home, and they'll IS a 'HOME' dependent radio view. It's really reaching the largest audience of viewers, not only that Denver listeners would call Mr. Yelland on the phone and talk about anything from city hall to the weather, with both sides of the conversation aired on the show. Shortly thereafter, when three local sponsors happily "cut into" the Party Line, KOZ's representative, The Katz Agency, approached three of its clients—WTVN Columbus bus, KCMO Kansas City and WKRC Cincinnati—and "sold" them on launching their own versions of the program. In each case, the stations reported sponsor activity, high ratings and neck-and-neck competition with prime evening TV time.

THREE 'WINDOWS' ON WRCA-TV

WRCA-TV New York has added the Monday-through-Friday, 11:25-11:30 a.m. segment for its Window color series, selling the period to B. Altman & Co. (department store), New York, for six weeks, starting April 9. The station has been carrying Window on an across-the-board basis from 8:55-9 a.m. and from 9:55-10 a.m., and the new time period pre-empts five minutes of NBC-TV's Home.

CHATTING just before the start of the Maryland Day marathon relay from the steps of historic State House, Annapolis, Md., to the city hall in Baltimore are (from l to r) Thomas Garland Tinsley Jr., president of the Maryland Broadcasting Co. (WITH-AM-FM-TV); Mrs. Theodore R. McKeldin and Gov. McKeldin; Mrs. Tinsley, and Dr. Y. K. Wellington Koo, ambassador from China. The Olympic Games development race was sponsored by WIT Baltimore and WNAV Annapolis.

FINDS 1,012 WORDS IN KNOE

LISTENERS to KNOE Monroe, La., aren't going to forget that station's call letters soon—not after KNOE's contest asking them to make as many words as possible from the call letters. The eight-day competition drew 1,643 entries, with the winner finding 1,012 words in KNOE. Miss Hildreth Adair won $50 for wordiest entry.

KYV BARKS UP RIGHT TREE

KYV Cleveland, Ohio, personality, Wes Hopkins, in town for only a month, is certain of at least one segment of the listening population—the dog lovers. At the conclusion of a two-week contest asking listeners to guess a dog's weight from a tape-recorded bark, the station counted more than 2,000 mail contest entries. The winner claimed a beagle puppy, with runner-up receiving a $25 gift certificate. Forty others got copies of How to Teach Your Dog to Sing.

‘NO PROPAGANDA’ BY ABILENE

ABILENE Christian College, Abilene, Tex., is offering free to all takers a taped 13-minute radio program, Worship In Song, featuring campus choral groups and continuity for their songs. Nineteen stations are now carrying the program, which, the college says, ‘is not a propaganda release’ for ACC.

Joy Comes to Stockton

USING the theme that radio is the business of “top entertainment to make people happy and more receptive to advertisers commercial messages,” KXOB Stockton, Calif., conducted a major promotion campaign among agencies, advertisers and listeners to herald the April 1 change of call letters to KJOY with an accompanying switch of program format to the "happy" theme.

Models dressed in the new KJOY “lister” trade mark costumes called on clients and prospects and made public appearances, including water ski rides up Stockton harbor, while other models telephoned more than 100 agencies in Los Angeles and San Francisco to introduce the 25-second “happy” announcement. On tape by KJOY Sales Manager Herb Wixson. KJOY president is Joseph E. Gamble, who also has newly opened KWIP Merced, Calif.
FOR THE RECORD

Station Authorizations, Applications
(As Compiled by B* T)

March 29 through April 4

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Am-Fm Summary Through April 4

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<th>Air</th>
<th>Cps on all air</th>
<th>Total licensed</th>
<th>Commercial on air</th>
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FCC Commercial Station Authorizations
As of February 29, 1956

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<th>Cps on air</th>
<th>Total licensed</th>
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Tv Summary Through April 4

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government. uhf—ultra high frequency. ant—antenna. vi—vertical. kw—kilowatts. watts. mc—megacycles. d-day. n—night.


Existing TV Stations .

ACTION BY FCC

WDJB-TV Roanoke, Va.—Granted mod. of cp to change station location on file. Antenna to be built near city to Poor Mountain, 13 miles from center of city, and change ant. and other equipment; grant amendment to be held in abeyance pending filing of formal application by station. Ant. height above average terrain: 915. Filed April 3.

WTOK-TV Meridian, Miss.—Seeks mod. of cp to change to ERP to 165,000 kw. Filed March 29.

WFDG-TV Carthage, Mo.—Seeks mod. of cp to change description of studio and trans. location on York West Church St. Subscribers to ERP to 10.23 kw. 5.12 kw. Filed March 29.

WTRF-TV Aliquippa, Pa.—Seeks to make minor ant. and equipment changes. Filed April 2.

WGRG-TV Galveston, Tex.—Seeks to change studio location to 11 Video Lane, Galveston, to allow more and wider changes. Ant. height above average terrain: 1,170 ft. Filed April 4.

APPLICATIONS

WORM-TV Rome, Ga.—Seeks mod. of cp to change trans. location around Thomsonville, Ga.; ERP to 316 kw, 179 kw surplus. New ant. and new transm. and other equipment to be installed. Ant. height above average terrain: 1,515 ft. Filed April 1.

APPLICATIONS AMENDED

WFBR-TV Alabena, Fla.—Files amendment to allow expedited facilities specifically for change to new studio location. Filed March 29.

WABC-TV New York City—Seeks to amend license to correct figures of geographic coordinates (minutes of longitude). Amended March 29.

CALL LETTERS ASSIGNED

WTVY (TV) Atlanta, Ga.—Board of Education of city of Atlanta, ch. 30. Granted April 4.


WCDI (TV) Haganay, N. Y.—Rudolph Valley Base, ch. 29. Changed from WAST (TV), effective April 2.

New Am Stations

APPLICATIONS

Dover, Del.—Cheesapeake Bstg. Corp., granted mod. of cp to change ant. location on WV-289, 220 ft.; cvs to 165 kw, 106 kw. Ant. height above average terrain: 393 ft. Filed April 4.

Green Cove Springs, Fla.—William F. Askew, granted mod. of cp to change location of WV-33, 1000 ft.; cvs to 256 kw, 255 kw. Ant. height above average terrain: 447 ft. Filed April 4.


Hattiesburg, Miss.—Bertha L. McMillan, granted mod. of cp to change usage to WV-82, 300 ft.; cvs to 32 kw, 12 kw. Ant. height above average terrain: 120 ft. Filed April 2.

Galveston, Tex.—Robert B. Higazy, granted mod. of cp to make minor changes to station WV-14, 500 ft.; cvs to ERP to 196 kw. Ant. height above average terrain: 312 ft. Filed April 3.

Graham, N. C.—Natural Gas & Electric Co., granted mod. of cp to make minor changes to WV-10, 300 ft.; cvs to ERP to 165 kw. Ant. height above average terrain: 102 ft. Filed April 3.

GJTV (TV) Garyville, La.—Change of call letters to W331; effective April 2.

Gulfport, Miss.—American Motors Corp., granted mod. of cp to change usage to WV-227, 220 ft.; cvs to ERP to 26 kw. Ant. height above average terrain: 19 ft. Filed March 29.

Huntington, W. Va.—Co-operative, granted mod. of cp to change ant. usage to WV-25, 280 ft.; cvs to ERP to 194 kw. Ant. height above average terrain: 62 ft. Filed April 3.

Shreveport, La.—Mr. H. J. Choate, granted mod. of cp to change ant. usage to WV-12, 350 ft.; cvs to ERP to 118 kw. Ant. height above average terrain: 20 ft. Filed April 4.

New Orleans, La.—Gulf South Bstg. Co., granted mod. of cp to change ant. usage to WV-16, 200 ft.; cvs to ERP to 248 kw. Ant. height above average terrain: 60 ft. Filed April 4.

Harrison, Tex.—Mr. W. H. H. Johnson, granted mod. of cp to change ant. usage to WV-14, 100 ft.; cvs to ERP to 10 kw. Ant. height above average terrain: 10 ft. Filed April 4.

New Stations

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terests, and Secy.-Gen. Counsel Joseph F. Deeb (20%), attorney. Condition set that Messrs. Runyon, Bubick, and others in connections with AM-TV in accordance with statement contained in order.A.

Bucyrus, Ohio—Bucyrus Enterprises Inc. applied for new FM station to operate on 1060 kc, 250 w. Post office address 425 W. Duffy St., Bucyrus, Ohio 44820. Filed April 4.

Burbank, Calif.—Stedman Broadcasting Co., Inc., filed application for new FM station to operate at 1050 kc, 250 w. Post office address P. O. Box 90, Burbank, Calif. Filed April 4.

Burns, Ore.—Radio 356-B, Inc. filed application for new AM station to operate at 510 kc, 400 w. Principal stockholder is H. J. Fosburg. Filed April 4.

Burns, Ore.—Radio Valley Valley Inc., granted 1250 kc, 1 w. Post office address 1703 Commercial St., Burns, Ore. Filed April 4.

Bushnell, Fla.—Radio WJGL, first operating cost $14,500. Filed April 4.

Butte, Mont.—Radio KBBM, first operating cost $30,000. Filed April 4.

Byron, Ga.—Radio WYB, granted 1060 kc, 1 w. Post office address P. O. Box 209, Byron, Ga. Filed May 15, 1955.

Chickasha, Okla.—Radio KCLP, first operating cost $35,000. Filed April 4.

Chilliwack, B. C.—Radio CHWI, 500 w. w. d.Filed April 4.

Chico, Cal.—Radio KCHS, 1 w. d. Filed April 4.

Chippewa, Wis.—Radio WBTC, 500 w. d. Filed April 4.

Chief, Okla.—Radio KCRJ, 1 w. d. Filed April 4.

Chico, Cal.—Radio KCHS, 1 w. d. Filed April 4.

Cinco, Ark.—Radio KGCK, 1 w. d. Filed April 4.

Cincinnati, Ohio—Radio WQCO, 500 w. d. Filed April 4.

Cleveland, Tenn.—Radio WCLT, 1 w. d. Filed April 4.

Cognitive, Pa.—Radio WCKW, special station, to operate on 1490 kc, 250 w. Principal stockholder is W. H. Miller. Filed April 4.

Cold Lake, Alta.—Radio KCLP, 1 w. d. Filed April 4.


Columbus, Ohio—Radio WOR, 1 w. d. Filed April 4.

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Existing FM Stations

**ACTIONS BY FCC**

**KELF (FM) Phoenix, Ariz.—Granted mod. of cp to change in control. Filed March 20.**

**KOEN (FM) Oceanside, Calif.—Granted request to cancel license of fm station and delete call letters. Action March 28.**

WLCB-FM Baton Rouge, La.—Granted request to cancel license of fm station and delete call letters. Action March 28.

WWMT (FM) New Orleans, La.—Granted cp to change to 44 kw, ant. height to 215 ft, and make slight ant. system changes. Action March 20.

WBFM (FM) Haltersburg, Miss.—Granted request to cancel license of fm station and delete call letters. Action March 20.

KWOS-FM Jefferson City, Mo.—Granted change in ERP from 2.1 kw to 25.9 kw, and Sec. 3.304 to permit operation with 250 w trans. Former owner on present of license cp. Action April 4.

**CALL LETTERS ASSIGNED**

WNRC (FM) Bradbury Heights, Md.—Cheasepeake Bestg, Co. $95,16, increased from WBLU, effective March 30.

Ownership Changes

**ACTIONS BY FCC**

WKT M-AF-FM Mayfield, Ky.—Granted assignment of license to Fred L. Thomas for $50,000. Ky., Filed April 4. Granted Apr. 4.

**WAKA, TV Lake Charles, La.—Granted assignment of perm. to WAKA Assoc. Corporate change only; no change in control. Granted March 30.**

**WK DTL Clarkdale, Miss.—Granted assignment of license to Cochoma Bestg, Co. for $4,000. Miss., Granted Apr. 4.**

**WKEW-FM Buffalo, N. Y.—Grants transfer of ownership to John F. Kleeble, ex-exec. under will of late Edward H. Butler. Butler was majority stockholder of Buffalo Evening News Inc., which controls WHEN-AM-FM-TV. Announced April 2.**

**WKLQ, Corvallis, Ore.—Granted transfer of control to John G. Severson for $14,158. Mr. Severe- ton, among interests, is electrical appliance wholesaler. Granted Apr. 4.**

**KGLL Klamath Falls, Ore.—KBOY Medford, Ore.—Granted assignment of licenses to K-Lad Broadcasters and K-VQz, respectively, respectively, for $79,000. Principals are equal partners Clarence E. King, James A. Jordan of Medford, and D. Jackson, presently part-owners of K-LAD and KBOY. Announced March 28.**

**KBIY Carerton Springs, Tex.—Granted assignment of license to FTSW for $90,000. Principals are part-owners of KLAD (35%), WTSW, FM and KOA, FM. Granted Apr. 4.**

**KIPV Stephenville, Texas.—Granted assignment of license to KSYT for $57,500. Principals are Paul E. Duvall, (50%), and, for engineering, KGJ (50%).**

**KRVG-TV Weslaco, Tex.—Granted transfer of ownership to Gulf Coast Broadcasting System for $119,000. Loan of $103,000 to KRVG Weslaco is also called for with 5% rate of interest for 40% of outstanding stock. KRVG owns transferor, Gulf Coast, and the transferee, Taylor, who will remain transferor, $90,000. LBJ Co. is owner of KTBG-AM-Antioch, Calif., and $90,000. LBJ Co. is owner of KTBG-AM-Antioch, Calif., and Waco, Texas. Granted Apr. 4.**

**WYCF-FM Fort Worth, Va.—Granted transfer of control to Nichola Fantasia for $51,900. Mr. Fantasia is sports director-account executive of WTVJ, Granted April 4.**

**WCAN-TV Milwaukee, Wis.—Granted assignment of cp to Lou Poller, present 95% owner. Mr. Poller is buying remaining 5% from Alex Rosen- man for $24,000. Filed April 4.**

**APPLICATIONS**

**KONL, KEI, KEPL-AM Phoenix, Ariz.—Seeks assignment to Anjou Broadcasters & Telecasters for $350,000. Anjou to James T. Ownby, present owner of stations, who becomes sec- retary of Anjou. Other stockholder is Pres. Annie Dee Davis. Arizona Bestg. Corp. Filed April 4.**

**KOPK Scottsdale, Ariz.—Seeks transfer of control to Arizona Aircasters Inc. for $100,000 plus assumption of outstanding notes. Arizona Aircasters is applicant for new am to operate in Phoenix. Effective date April 4.**

**KBAL El Cajon, Calif.—Seeks transfer of control to John H. Babcock, etc. and notes. Mr. Babcock is presently joint 50% owner of the station, which he would own with live local corporations equally holding remaining shares. Filed Apr. 4.**

**KPMX (FM) Glendale, Calif.—Seeks assignment of interest in Broadcast Corp. Corporate change only; no change in control. Filed Apr. 4.**

**KBSR Redding, Calif.—Seeks transfer of control (15%) to Belfry Maxine Farelle, president mid- north station, for $5,800. Filed Apr. 4.**

**WPMQ (FM) Hartford, Conn.—Seeks assignment of license to General Bestg. Corp. for $10,000 and 1,000 shares in General Bestg. As- signment is owner of WTMQ (FM) Providence, R. I., Filed April 4.**

**WJTM-FM Medford, Wis.—Seeks assignment of license to Floyd W. Hess for $22,000. Mr. Hess is former station manager, mutual.Granted Apr. 4.**

**WJYU-FM Sheboygan, Wis.—Seeks transfer of control to Paul W. Steckholl and Johnon, Walburn, etc.; Secy.-Treas. is WFRG, local stations. Effective date April 4.**

**WJIT-AF-FM Fulton, Ky.—Seeks transfer of control to R. Paul Westphaling, Jr., and Joseph B. Tabley; Secy.-Treas. is WJIT Balanced News, Inc.**

**WJUR-FM Medford, N. M.—Seeks assignment of perm. to WTMQ Inc. Corporate change only; no change in control. Filed April 4.**

You Are Cordially Invited to Visit Our Suite, 1200-A, 1201-A, 1202-A, at the Conrad Hilton Hotel During the NABTV Convention

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY

RADIO-TV NEWSWIRE BROKERS

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James W. Blackburn

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Washington Bldg.

Sterling 3-0411-2

CHICAGO

Ray V. Hamilton

W. M. Twining

Sterling 7-2755-4

SAN FRANCISCO

William T. Stubbsfield

Edward W. Foy

EX2541-2

You are cordially invited to visit our suite, 1200-A, 1201-A, 1202-A, at the Conrad Hilton Hotel during the NABTV convention.

**FINAL DECISIONS**

Torrance-Huntington Park, Calif.—FCC denied petition by Charles H. Harkness, applicant for new am to operate on 1190 kc. 220 w, in Torrance. Hearing to continue at a later date.

**INITIAL DECISIONS**

WLAM Rome, Ga.—Hearing examiner J. D. Bond issued initial decision looking toward

(Continues on page 144)
CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Unpublished—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—$3.00 minimum • Help Wanted 25¢ per word—$3.00 minimum.

No charge for blind box number. Send box replies to BROADCASTING • TELECASTING, 1735 DeSales St. N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward reasonable request, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Manager

Assistant manager...Eastern Pennsylvania station. Will pull board shift...assist in every department except technical. Married with car. Excellent position for man looking for opportunity in expanding company. Send tape, photo, resume to Box 970F.

Kentucky daytimer needs manager, manager-first phone, combo-first phone, also salesman with some announcing. Box 932F, B-T.

Manager wanted for 1000 watt fulltime independent station in Radio City, Iowa. This is a going concern, your job—keep it going. Salary very good, management very liberal. Replies confidential. Give full details. Box 760F, B-T.

Need radio station manager with proved sales ability, for network station in southeastern competitive market. Good living conditions. Real opportunity for permanent capable man. No floaters. Complete details including snapshot and beginning salary. Box 1445G, B-T.

Salesmen

Southeastern negro market, clear channel station, will pay 25% commission for good draw for experienced live-wire salesman. Station enjoys competitive advantage and is well accepted nationally and locally. Excellent living conditions. No floaters. Box 580F, B-T.

Experienced salesman for Texas ABC station. Good market. Good deal. Box 929F, B-T.

Immediate opening radio salesman who can assume responsibilities of assistant manager with possibility of leading to manager's position. Position is with one of the youngest and most aggressive radio and TV owners having several radio stations and TV properties. A great future potential for the right man. Confidential. Box 780F, B-T.


Southwestern network radio station needs permanent capable man who can sell in competitive radio market. Excellent opportunity for right man. Send complete details, including minimum salary and snapshot to Box 1445G, B-T.

Help Wanted—(Cont'd)

Manager

Musak franchise, growing rapidly Midwest, needs salesman—possibility part-ownership. Box 1065, B-T.

Wanted: Radio time salesman, 10kw network affiliate in top market. Apply KTRB, Shreveport, La.

Announcers

Florida—Need top-notch pop DJ. Better than average salary available. Send first class tape, photo, resume, first letter to Box 780F, B-T.

Announcer-operator board, some experience in play-by-play for permanent position in progressing market. Send tape, photo, resume. Excellent living conditions. Box 850F, B-T.

Announcer with above average ability for above average small station in the east. Our staff want an above average deal. You must be experienced. We're not looking for network material but a level headed man who can run board and follow station policy. Good basic salary with increments. Box 850F, B-T.

Announcer-immediate opening for experienced man. Must have car. 1000 watt daytimer in eastern Pa. Our station, Excellent opportunity for advancement to executive or sales positions. Suburban, quiet, serene, available. Write to Box 854F, B-T.

Announcer: Prefer one with first class ticket but will consider all applicants. Illinois. Pay commensurate with experience and ability. Box 985F, B-T.

Minneapolis regional station needs news director. Good salary. Must be good announcer and able to type. Box 1046C, B-T.

Minnesota—St. Paul station needs announcer with first class license. Starting salary $100.00 weekly. Write to Box 1110C, B-T.

Announcer for staff duties in market of 120,000. Box 132G, B-T.


RADIO

Help Wanted—(Cont'd)

Salesmen

Announcers

Special-events—sports man who can double in sales. Southeastern negro market in growing station. KFDR, Rosenberg, Texas.

Announcer with first class license, experienced. Send tape, photo, and credentials by airmail to KMVL, Wailuku, Maui, Hawaii.

Wanted—experienced announcer with first class license. Immediate opening conditions—20 miles from Glacier Park. Contact Dick Wick, Manager, Kalispell, Montana.

Wanted—combination man with first class license. Twenty hours week air work, balance public relations and sales. Respond Leonard Epling, KNPT in Newport, Oregon.

Due to expansion, need additional qualified announcer for network station. Excellent opportunities. Send resume and photo. Complete details should include picture, minimum salary, tape. Manager KSWZ, Roswell, New Mexico.

Announcer-engineer, 1st phone, pleasant living conditions. WFLR, Dubuque, Iowa, for advancement. Contact WACB, Kittanning, Pa.

Wanted: Announcer with minimum one year experience. Contact: Program Director, WFLR, Freeport, Illinois.

Wanted, a really talented, above average announcer. Starting pay $100.00 a week. A beautifully furnished apartment, wife and kid are free. Opening also for your wife doing cooking. Apply today. Additional salary may be earned. You are in demand if you are interested in sales. Please do not respond unless interested in sales. Your application will not be returned. Send your tape to James Holloway, Radio Station WJNC, Winchester, Virginia.

Wanted: Good announcer, solid commercial delivery. Would be interested in small market radio and television technical personnel. Midwestern station. Box 951F, B-T.

Wanted: Experienced announcer to work in top television station. Both radio and television news. Box 30#-501F, B-T.

Wanted, experienced fast-talking DJ who wants to work in top television station. Both radio and television stations lead the market. Good opportunities and income. Contact in confidence. If not interested please do not apply. Staff position in station, Box 8003#-170F, B-T.

WANTED! Keyboard announcing positions for experienced radio DJ who wants to work in top television station. Both radio and television stations lead the market. Good opportunities and income. Contact in confidence. If not interested please do not apply. Staff position in station, Box 8003#-170F, B-T.

Immediate opening, dependable announcer. Send tape, full details and salary requirements first. Staff position, Box 132G, B-T.

Announcements now being held for early morning radio disc jockey and TV personality. Send background, commercial work, and send first class resume to Program Director, WOOD, Grand Rapids, Michigan.


Immediate opening. Combo announcer-engineer, announcing emphasis. $850.00. Forward tape, pictures, letter. Chain, Box 417, Pipestone, Minnesota.

Morning DJ. Metropolitan, market experience only. Only men in $10,000 a year class need apply. Send resume, picture, letter, photos, WACB, Newport, Ky.

Announcer-writer for Orient, Single. Experience. $300 per month plus benefits. Send tape (715), resume and photos to Paul Baron, Palmer DeMeyer, Inc., 50 East 42nd Street, New York 17, N.Y.

Northwest graduates working in radio and TV (including Northwest Broadcasting School graduates) we are forming national alumni association and have a special place for you. Get in touch with me as soon as possible, Bill Sawyer, 1221 N. W., 21st Avenue South, Portland 9, Oregon.

Technical

RADIO and television technical personnel. Midwestern city, half million. Good salary and working conditions. Other benefits. Excellent equipment, good phone response, friendly work environment, opportunity, education, draft status, and send snapshot. Box 800F, B-T.

Wanted: First class engineer with good background announcing experience. Must know and be experienced in transmitter, studio, remote control and tape recorder installation and maintenance. Right job for good man in the south. Send tape. Box 132G, B-T.

Chief engineer—announcer—opportunity at growing successful fulltime station in medium-size southern city; excellent working conditions. Send complete resume with audition tape. Box 130C, B-T.

DO YOU HAVE ALL THREE?

1. CHARACTER If you can answer YES there is a strong active demand for your services. But...it takes more than a quick yes to land the better positions.

2. ABILITY The successful marketing of one's services requires the application of scientific selling practices by a professional organization, with nation-wide contacts, exclusively dedicated to the broadcast industry.

3. EXPERIENCE We invite confidential inquiries, with your resume, for analysis of advancement opportunities.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.
333 Trans-Lux Bldg. 724 Fourteenth St., N. W. Washington 5, D. C.
RADIO

Help Wanted—(Cont’d)

Technical

Unusual opportunity for technical director and chief engineer to take responsibility of operating two stations and two television stations in top midwest market. Top pay. Only experienced engineers need apply. Excellent salary, benefits, and living conditions. Send photo and resume to Box 1496, B.T.

Wanted: Engineer-anouncer. First class ticket. Ability to read fluently. Please state salary required. KLIZ, Brainerd, Minnesota.

Permanant first class transmitter engineer, no experience necessary. WABS, Wilmington, Delaware.

First class engineer-anouncer, must be able to maintain 250 watt station, $75.00 48 hours. WRIP, Boonville, Mississippi.

Wanted immediately, combination first ticket engineer-anouncer with emphasis on announcing. Good Boy, Central location in south. Apply WGD, 1d. Gadsden, Alabama.

1st class license for 2 year old remote control 1500 watts. Experience unnecessary. CLGE to learn announcing if you desire. Pleasant working conditions. Send photo and resume to Chief Engineer, WJEH, Galipolis, Ohio.

Wanted: Radio engineer first class radio telephone license; strong on maintenance. No operators. Send photo and resume on request. WRIT, 29 East Main Street, Riverhead. Long Island, N., Y.

Engineer announcer with first phone. Send experience and preferneaces and tape to Box 271, Orange, Virginia or call 7293.

Program—Production, Others

News editor for editing news wire, gathering, reporting local news, very little work load; excellent opportunity on progressive fulltimer in exciting city. Send photo and resume with audition tape. Box 121G, B.T.

Wanted May 15 or June 1, experienced continuity chief. Would handle all continuity and production spots. Good creative opportunity. Prefer experience as continuity chief. Let's exchange details. Friendly town of nine thousand. Progressive station. We have references, send yours. Box 167G, B.T.

Experienced continuity writer. Salary open. Must service accounts. Forward full information including experience. Contact Manager, KMFA, Box 457, The Quint City’s news and music station, Davenport, Iowa.

Newman. Thoroughly experienced local reporter and wire editor. Adequate experience. Have tape of auditions on request. For both tv and radio. Advise previous experience. We expect to hire several. Send photo and resume with audition tape, including commercials and attachment. Radio and television. WWKA, 630 Copley Road, Akron, 20, Ohio.

Experienced copywriter wanted immediately. Male or female, $65 a week to start. Excellent opportunity. Send resume. Don Laser, WJIC, Norwich, Conn.

Commercial copy editor, writer wanted immediately. Midwestern man or woman preferred. Excellent salary and opportunity. Send data to George C. Biggar, General Manager, WBLR, DeKalb, Illinois.

RADIO

Situations Wanted—(Cont’d)

Announcers

Experienced announcer, DJ, reliable, ambitious, married, available immediately. Box 598F, B.T.

Announcer-DJ Two years experience. Will travel for right position. Box 446, B.T.

Personality radio and television. Experienced and extremely capable at selling a commercial. Play-by-play award winner, adept at gathering and airing news. Top man who wants a station that will offer top earning potential. All inquiries honored. Box 167G, B.T.

Announcer, First phone license. 5 years. Good commercial and news. Commercial and maintenance. Wants permanent and good. Appreciate full details. Box 115G, B.T.


Wanted: Position for training announcer. Have strong background in classical, popular, and progressive music; also experienced in running tennis. Am willing to travel for the right position. Tapes available. Box 118G, B.T.

My one-legged bulldog (Sidney) has a bad case of asthma and wants to go West. So the wife and I are gonna pack up our hillbilly and gospel records and go when we get this. Presently employed but no opportunities. Tape on request. Box 121G, B.T.

Experienced radio—tv announcer available for midwest location. Mature; sober; responsible; sharp commercial delivery; familiar with music and news. Minimum annual salary $6,500. Box 123G, B.T.

Recent broadcasting school graduate. Good DJ, news, sports, tape. Box 127G, B.T.

Mr. Station manager. Here's who we'll devote himself whole-heartedly to your interest. Have experience with men in play-by-play college football, basketball; baseball. Handled Gates control board. Own DJ show, news, commercials. Welcomes opportunity to handle local announce. Will travel, tape, presently employed. Box 128G, B.T.

Staff announcer, excellent news, commercials, DJ, top commercial announcer. Strong potential. Experience light, single, travel, tape. Box 130G, B.T.

Announcer-engineer, 5 years experience music, news, DJ, top commercial--all rounds. Box 114G, B.T.

Announcer. DJ, copywriter, control board, single, 7; tape, resume on request. Box 134G, B.T.

Now hear this! Versatile announcer seeking operation where advancement parallels ability. Let's swap, I'll offer good news sense selling commercials, audience pleasing DJ, creative copy, strong leader. Box 134G, B.T.

Announcer, excellent, all round. 5 years. Good engineer, too. Will locate in Washington, D.C. Box 142G, B.T.

RADIO

Situations Wanted—(Cont’d)

Announcers

Experienced female DJ announcer. Young. All phases of air work. Operators ticket. Willing to travel for right position. Box 146G, B.T.

Announcer, versatile personality DJ. Dynamic play-by-play all sports. Excellent voice. 5 years experience. $100 minimum. Box 136G, B.T.

Two years college, two years radio on west coast. Desire to locate in larger market midwest to east. Box 139G, B.T.

Need good morning man? Investigate this prospect. Sobriety, excellent pitch, inimitable type commercials, news. DJ. Interested relocating personnel. Box 152G, 7th S., North Mason-Dixon line or Florida. Box 137G, B.T.

8 years experience announcing. Would like to relocate in Washington, D. C. area. Write Box 146G, B.T.

Wanted DJ available for south. Will come for personal interview. Box 146G, B.T.

If you want a good DJ in the south, contact me and I'll come for interview. Box 150G, B.T.

DJ, can build and hold audience available for personal interview. Box 152G.

Tyro-radio school graduate. Some experience as an attraction announcer. Available immediately. Box 154G, B.T.

Wanted DJ announcers. Family 4 years experience. Excellent pitch, intimate type commercials, news. DJ. Interested relocating personnel. Box 153G.


Versatile radio—tv announcer. 10 years experience. Capitol Record artist, strong news delivery, clever and popular DJ. Good adlib and straight air salesman. Want to relocate near larger city. Will consider reasonableness. References, tapes, photo. Write Freddie Chapman, 815 First Avenue E., Oskaloosa, Iowa.

Announcer-DJ, young, willing, able, intelligent, will travel. Bob Douglas, 1800 Crotona Avenue, Bronx 71, New York.

DJ-sales—first ticket—four years radio, new employed. Family man—want one job paying decent living wage or guarantee. Dale Leitzman, 485 LaFaro, Tampa, Florida. Phone person to person 4-6602.

Announcer, 8 years experience. Presently employed. Call 3-7875, Oskaloosa, Iowa.

Technical

Transmitter positions wanted, have 2 years time, 1st phone, 35. Box 155G, B.T.

(Continued on next page)

RADIO

STATION MANAGER

$10,000 to $20,000

You will be paid on a percentage of the gross billing plus year-end bonus and from past experience with other stations, these are realistic figures.

This is what we want in our man:

1) Considerable experience in national and regional sales as you will be selling the entire 5 station OK Group in addition to your own station.

2) Handle, develop and train aggressive, hard hitting local sales staff.

3) Any experience in specialized Negro radio or as national rep will help, but not essential.

4) You must be under 40 with proven record that will stand investigation.

Position is open now. Applications treated in confidence. Write giving full history to Stanley W. Ray, Jr., The OK Group, 505 Baronne St., New Orleans, Louisiana.

P. S.: We can also use a top-notch salesman at $6,000 minimum guaran-

April 9, 1956 • Page 141
RADIO
Situations Wanted—(Cont'd)
Programming-Production, Others
Here's the right Negro girl for radio and tv! Experienced. Single. Will travel. Box 859E, B-T.
Announcer, thoroughly experienced radio-tv, desires permanent or summer replacement eastern market. Box 808F, B-T.
After 11 successful years with DuMont and Mutual, this radio-tv production and advertising director can give you a first class promotion operation. Thoroughly familiar in network station spot and syndicate film advertising, marketing, promotion and merchandising. Excellent references. For details contact Box 105G, B-T.
Imaginative programming-news writing, editing Features, documentaries. Columbia Journalism graduate; imaginative personality, excellent references. Box 166G, B-T.

TELEVISION
Help Wanted
Managerial
Station manager wanted for moderate size vhf network affiliate in southwest. Should be experienced in sales and know-how to operate economically. Send complete background to Box 103G, B-T.
Situations
142

TELEVISION
Help Wanted—(Cont'd)
Announcers
Experienced, versatile tv announcer for southeastern vhf. Will consider radio announcer with potential. Send full details, experience, small picture, expected salary. Box 115G, B-T.

TELEVISION
Help Wanted—(Cont'd)
Technical
Transmitter engineer wanted for GE 50kw Channel 10 CBS affiliate. Job located 8 miles south of town of 5,000. $125 for 5 day week. Tv transmitter experience required, with GE vhf or uhf preferred. Box 147G, B-T.
Chief engineer for established Great Lakes area network vhf. Excellent opportunity for capable man. Send full resume to Box 150G, B-T.
Have opening for experienced studio control operator with first class radio-telephone license. Must have some camera experience for occasional relief shifts. R. A. Dettman, KDAL-TV, Duluth, Minnesota.
Wanted: Experienced studio technician for Florida vhf NBC station. Send complete resume and picture to Gino Ricciardelli, Chief Engineer, WJNO-TV, P. O. Box 610, Palm Beach, Florida.

Programming-Production, Others
Western television station needs creative, energetic promotion manager. Full ideas and the ability to execute them. Please submit resume and photo. Good experience preferred but ability is what counts. Box 153G, B-T.
Assistant continuity writer for midwest television station. Television experience not necessary. Must have radio background. Give full details including salary requirements. Box 155G, B-T.
Photographer, for newly reorganized news department. Must be familiar with motion picture photography, editing, story, and darkroom procedure. Prefer man with own 16mm camera. Opening immediate. Write or wire J. W. Kelin, Jr., P. O. Box 416, Rockford, Illinois.

Situations Wanted
Managerial
Manager, commercial manager, or programming manager experienced in all phases of radio and television. Fourteen years experience include network and agency. Excellent references—presently employed. Box 804F, B-T.
Announcers

Technical
Chief engineer of proven ability desires to relocate in southwest. Have ee degree and eight years experience, three as chief engineer. Box 961F, B-T.
Tv supervisor or maintenance position wanted. Six years experience construction. References, minimum salary. Box 126G, B-T.
Chief engineer. 25 years all phases of radio and tv. College graduate. Supervisory experience construction, maintenance and operation and FCC details. Available May 1st. Box 143G, B-T.
Chief engineer, university graduate, experienced in construction and operations. Excellent references—presently employed. Prefer Gulf Coast area. Box 153G, B-T.

GEORGE STERLING SEZS . . .
WE'LL SEE YOU NEXT WEEK IN CHICAGO AT THE NARTB CONVENTION

Old friends and new are cordially invited to drop in at Northwest's suite during the convention for a moments relaxation with George Sterling and John Birriel. If you have any personnel needs you can bring these along, too, but you're welcome without them. George and John won't be selling a thing.

NORTHWEST RADIO & TELEVISION SCHOOL
HOME OFFICE
1221 N. W. 21st Avenue
Portland, Oregon • CA 3-7244

HOLLYWOOD, CALIFORNIA 1440 North Highland
HO 4-7322

CHICAGO, ILLINOIS . . . 540 N. Michigan Avenue
DE 7-2836

WASHINGTON, D. C. . . . 1627 K Street N. W.
RE 7-4043

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BROADCASTING • TELECASTING
**FOR SALE**

**Equipment**

Transmission line, communication products, 34" inch, 51.3 ohm line cat #101-306, nitrogen pressurized and in service, available approximately April 1, 1956. B.T.C., Cincinnati, 20-20 foot sections and assorted elbows and fittings and shorter lengths. Box 106G, B-T.

Accepting bids on 10 kw, fm type, 3 BT-16B, RCA transmitter, complete and in excellent condition, presently in operation. Box 627F, B-T.

Aurion super pro 10mm sound camera, single system with 10mm film recorder, sync generator. Sell complete or part. Box 105G, B-T.

1 kw 2T7 Collins transmitter In first class condition, like new, plus a 5-year supply of main tubes. Purchased in 1956 and used only 2 years. Call Mr. Stoll, 42 South Trenton, Tulsa.

Booth Leasing Corporation—A national leasing service—which includes everything from store and office fixtures to executive aircraft—whereby you choose the equipment you need—new or used—BLC purchased it from your supplier, and places it in your studio, transmitter and office on flexible lease terms written to meet your specific requirements. Rentals paid under leases drawn as recommended by BLC are tax deductible, which means you can increase your profits and reduce your income tax. No waiting for model, color or accessories you want. Other makes 1956 cars can also be leased at much lower rate. Call or write Gene O’Fallon & Sons, Inc., 550 Lincoln Street, Denver 3, Colorado. Keystone 4-0821.

Executive car leasing company—Lease a new 1956 Cadillac for only $15.00 per month—Drives a new Cadillac without investing one cent. Low rental payment includes license, taxes, insurance, registration fee, 100% tax deductible. No waiting for model, color or accessories you want. Other makes 1956 cars can also be leased at much lower rate. Call or write Gene O’Fallon & Sons, Inc., 550 Lincoln Street, Denver 3, Colorado. Keystone 4-0821.

Television equipment: Camera lenses and optics are the largest single source. Available from our stock. We are prepared to make prompt shipment from extreme wide angle to extreme telephoto. Color, color corrected, precision mounted optics now used by major chains. Lists available by return mail. Rental—purchase plan for tight budgets. Write Thomas James, Burke & James, Inc., 321 S. Wabash Avenue, Chicago 4, Illinois.

FOR SALE

**Stations**

$5000 cash buys third interest, rural east coast kilowatt, making money, Leasing for health will sell only to PD-announcer. Box 116G, B-T.

Two Mississippi stations in single markets, within approximately 2 hours drive each other. Both balance sheets show earnings. Excellent prospects. 5 years. Paul H. Chapman Co., 84 Peachtree, Atlanta.


Rocky Mountain tourist mecca. Thriving city of about 20,000 population. Single-station market. Bank deposits $10 million. Retail sales analysis welcome. This station can be handled for $20,000 down. Ralph Erwin. Exclusive Broker of Stations and Radio-TV properties. 1443 South Trenton, Tulsa.

Sold. Listing AR-1. Final sale price symbol RH. My clients may mark their confidential brochure according to. Ralph Erwin. Broker, 1443 South Trenton, Tulsa.

We offer one of the finest lists of radio and tv buyers in the United States. Ask for our bulletin. Free and no obligation. Jack L. Stoll and Associates, 4658 Melrose, Los Angeles 29, California.

Central Pennsylvania single station market independent TV black and white $10,000. 25,000 to $30,000 down. See John Hanly.

Maryland independent in fringe metropolitan market. $5,000 to $10,000. See John Hanly.

Two station team, western Pennsylvanias, operating in black and white, $15,000. Terms can be arranged. See John Hanly.

**TELEVISION**

Situated Wanted—(Cont'd)

Programming-Production, Others


Art director of small operation (some sales service, technical direction). Prefer west or south-west. After 11 successful years with DuMont and Mutual, this tv-radio promotion and adver- tising director gives the first class promotion operation. Thoroughly familiar in network stations and syndication firm, advertising, marketing, promotion and merchandising. Excellent references. For details contact Box 116G, B-T.

Production manager-director—experienced in all phases of location and program direction. Superior references including present employer—vicinity of long island, new york. Amicable manager, coordinator, planner, writer, director. Ba. Box 114G, B-T.


News specialist—experienced news director, now in tv, equally capable writing and delivery, seek opportunities. Box 116G, B-T.

Program director, 10 years proven record all phases tv and radio. At present PD of major market. Age 33, married, enthusiastic, aggressive. Sale, promotion, location with station or agency. Box 121G, B-T.

TV production man, director, 3 years experience in operations with present station. Box 138G, B-T.


Young men: Collee, four years experience, editing. Columbia journalism graduate, five years newspaper. Box 176G, B-T.

FOR SALE

**Stations**

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Two station team, western Pennsylvanias, operating in black and white, $15,000. Terms can be arranged. See John Hanly.

INVESTORS WANTED

New firm entering into Radio and low power TV station operation looking for sincere investors. Circular upon request.

Triplex

Box 37

Bellefonte, Pa.
FOR SALE—(Cont’d)

**Equipment**

**WANTED TO BUY**

**Used UHF Equipment**

1 kw transmitter, frequency and modulation monitor, film chain and projector, audio and video switching. Master monitor, power supplies, etc. This is a cash deal. Please quote lowest package price and individual prices. Send to

**INSTRUCTION**

**MISCELLANEOUS**

**ATTENTION TV NEWS DIRECTOR**

Sound film interviews of military and tourists in Europe, from your local area. Any assignments welcome. CBS stringer leaving in June. For de-

tails and rates write Box 322G, B*.

**EMPLOYMENT SERVICES**

QUOTE AND QUOTE

"... as thorough and as easy to work with as though you were on our own payroll as our personal director..." Our confidential service often comes to the rescue of Radio and TV Stations and Program Producers anywhere. Palmor-DeMeyer, Inc. (Agency) 50 E. 42nd Street, N.Y.C. MU 2-7915 Paul Baron, Dir.: Radio-TV-Film-Adv. Resumes welcome from qualified people.

(Continues from page 138)


KUXN West Monroe, La.—Hearing Examiner Hugh B. Hutchison issued initial decision looking toward (1) granting of class C, second station to operate on 1310 kc, 1 kw, D.

**OTHER ACTIONS**


nated for consolidated hearing for new fm station, WQPL, to operate on 105.9 kc, 1 kw D and 135 kw A, to WQPL, Bridgehampton, to operate on 88.9 kc, 1 kw D. Action March 29.

**WANTED**

WATX Greenville, S.C.—Hearing Examiner Herbert Sharman ordered hearing re station (dates are being changed to April 15 and 16) to be held April 25, and that hearing be continued from April 25 to April 29 (or April 30) re application of Western Ohio Bestg. Co., Greenville. Action March 21.

**FOR THE RECORD**

**XETV (TV)** Tijuana, Mexico—Upon oral re-

quest of KNOB, Inc., licensee of XETV. Held Mar-

ch 27 to April 4. Action March 31.

**Shreveport, La.—**On hearing examiner’s own motion, ordered hearing re am application of Allied City Bestg. Co., Shreveport, is continued from March 28 to April 4. Action March 28.

**B&O** and **CBS**—Hearing Examiner Elizabeth C. Smith Radio Station, Starke, Fla.—Granting petition for extension of time to May 10 to file proposed findings and to April 17 to file reply re its am application and that of Reymae Inc., Palatka, Fla. Action March 6.

**By Hearing Examiner Basil P. Cooper**

**Muskingum, Mich.—**Issued order for conduct of hearing re am applications of North Central Bestg. Co. and Muskingum-Alger Bestg. Co., Muslin-

ingam, Michigan, which authorize new educational tv) to be fixed by subsequent order. Action March 28.

**By Hearing Examiner J. D. Bend**

Anna Bestg. Co., Ann Arbor, Mich.—Issued petition to amend its am application with respect to par.

**March 29 Applications**

Accepted for Filing

**WCED** DuBois, Pa.—Seeks mod. of cp (which authorized new educational tv) for extension of completion date.

**WENC** Chapel Hill, N.C.—Seeks mod. of cp (which authorized new educational tv) for extension of completion date. FH

**KBTX** Sacramento, Calif.—Seeks mod. of cp (which authorized new educational tv) for extension of completion date to Nov. 30.

**KQTV** (TV) Fort Dodge, Iowa—Seeks mod. of cp (which authorized new educational tv) for extension of completion date to June 23.

**KVTM** (TV) Roseburg, Ore.—Seeks mod. of cp (which authorized new educational tv) for extension of completion date to July 23.

**Modification of Cp Returned**

**WAPF** Waukegan, Ill.—Seeks mod. of cp which authorized new educational tv) for extension of completion date returned.

**Modification of Cp Dismissed**

**KTIX** Seattle, Wash.—Application for mod. of cp (which authorized new educational tv) for extension of completion date dismissed. Unnecessary.

**License to Cover Cp**

**WXW**-**TX**—issues in amendment of cp (which authorized new educational tv) for extension of completion date returned.

**KFAX**-**TX** Wichita Falls, Tex.—Seeks license to cover cp which authorized changes in facilities of existing tv.

**Remote Control**

**KAPB** Marksville, La., and **KHER** Henrietta, Okla.; WTAW College Station, Tex.

**Renewal of License**

**KExE** Pittsburg, Kan.; **KBWL** Blackwell, Okla.

**April 2 Applications**

Accepted for Filing

**KREN** Henrietta, Okla.—Seeks mod. of cp (as mod. which authorized new station) to change call letters.

**WXYL** Mt. Airy, N.C.—Seeks mod. of cp (which authorized increased power; change hours of operation; change call letters; make changes in tv. and simulcast facilities) for extension of completion date.

**KCCO** Lawton, Okla.—Seeks mod. of cp (which...
authorized new am) for extension of completion date.

License to Cover Cp

WBNH-FM New Bedford, Mass.—Seeks license to cover cp which authorized changes in licensed station.

KXKJ (FM) Goldsboro, N. C.—Seeks license to cover cp which authorized changes in licensed station.

KYA (TV) Anchorage, Alaska—Seeks license to cover cp which authorized changes in facilities for studio location.

WTVU (TV) Miami, Fla.—Seeks license to cover cp which authorized changes in facilities for studio location, and to specify studio location at 216 N. Miami Ave. Miami. Fla.

WMTI (FM) Norfolk, Va.—Seeks license to cover cp which authorized new educational fm station; KFDQ (FM) Norfolk, Va.—Seeks license to cover cp which authorized new cp.

WAPF (FM) Columbus, Ohio—Seeks license to cover cp which authorized changed frequency.

Control

WGHM Skowhegan, Me.; WNBH-FM New Bedford, Mass.; WIRE Indianapolis, Ind.; WDBV Dallas, Tex.—Application for renewal of license.


KREI Davenport, Iowa.—Application for renewal of license returned.

KVY Hinton, Okla.—Application for renewal of license returned (rec: notary signature).

KVIN Vinita, Okla.—Application for renewal of license returned (rec: Incorrect cp).

Modification of License Returned

KIMA Yakima, Wash.—Application for license to change name of licensees to Cascade Best. Co. returned. (Filed in wrong name.)

SCA

WBBA (FM) New York, N. Y.

April 3 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

April 22

KFJZ Webster City, Iowa.—Granted permission to sign-off at 6:30 p.m. CST, during April 1965.

 Following were granted extensions of completion dates: WU-RV Skopelos, Ill., to 7-26-55; KPIC (TV) Roseburg, Ore., to 10-25-55; KSIM, Salina, Kansas, to 5-30-55; KSTF-TV Scatts bluff, Neb., to 10-16-55; WSLA (TV) Selma, Ala., to 10-25-55; WINS-TV Columbus, Ohio, to 6-8-55.

Following stations were granted authority to operate new tower: K5RM-Sahuarita, Ariz.—Granted permission to sign-off at 6:30 p.m., during April through September with condition that station shall stay on air up to regular sign-off hours when necessary.

KLKX Gainesville, Florida.—Granted to cp to make changes in s&t system.

KWBT-2 Bakersfield, Calif.—Granted extensions of completion dates as shown: WCED Dubuque, Iowa, to 5-26-55; condition: KSTV (TV) Fort Dodge, Iowa, to 7-3-55; KTFS-FM Springfield, Ill., to 6-1-55.

April 23

WACH Newport News, Va.—Granted permission to sign-off at 12:30 a.m. EST, during April through September, subject to change in single station.

Following were granted extension of cp to Rounsaville of Charlotte Inc.

KHEI Alexandria, La.—Granted permission to sign-off at 12:30 a.m. EST, during April through September with condition that station shall stay on air up to regular sign-off hours when necessary.

KFNX Los Angeles, Calif.—Granted to cp to make changes in s&t system.

KINX Weyburn, Sask.—Granted extensions of completion dates as shown:

March 25

WPLY Plymouth, Wis.—Granted permission to sign-off at uniform time of 6 p.m. during April through Sept. of each year during its current license.

KREN Henryetta, Okla.—Granted authority to operate temporary control from license to N. Fifth St.

WJAC Morningside, Md.—Granted extension of completion date to 7-50-55.

KFHM Columbus, Ohio.—Granted extension of completion date to 5-1-56.

April 24

KGW Portland, Oregon.—Granted to cp to change name to Pioneer Best, Co.

WINK-TV Fort Myers, Fla.—Granted the following for tv station: ERP vis. 117 kw, aur. 5.9 kw (ch. 11); KTVF-TV Chattanooga, Tenn.—Granted license for tv station: ERP: vis. 105 kw, aur. 52.5 kw (ch. 4); WTVF (TV) Decatur, Ill.—Granted license for tv station: ERP: vis. 174; aur. 23 kw (ch. 5); WMTW (TV) Portland, Maine.—Granted license for tv station: ERP: vis. 105 kw, aur. 52.5 kw (ch. 8).

WYZE Atlanta, Ga.—Granted license for local origin and to change studio location.

KBWJ-TV Jacksonville, Fla.—Granted license covering changes in facilities of tv station: ERP: vis. 81 kw, aur. 9 kw (ch. 2).

WPBS Fort Walton Beach, Fla.—Granted mod. of cp to change local origin and remote control: KTLV (TV) Portland, Ore.—Granted mod. of cp to change corporate name to Pioneer Best, Co.

Following were granted extensions of completion dates as shown:


Following stations were granted extension of completion date for tv station: WPON-TV Fairhaven, Mass.; KCLY Clovis, N. M.; KJJO Bakersfield, Cal.; KLKX Oakland, Cal.

April 26

KLOV Loveland, Colo.—Granted permission to operate from 6 a.m. to 6 p.m. April through October, M.T.

KBRK Brookings, S. D.—Granted permission to sign-off at 7 6 p.m. daily April through August.

KBRV Anchorage, Alaska.—Granted license covering change of facilities and changes in antenna.

WMUZ (FM) Detroit, Mich.—Granted license for fm station.

KRSN-FM Los Alamos, N. M.—Granted license for fm station.

WVCG Coral Gables, Fla.—Granted cp to change trans. by remote control from 223 Aragon Ave.

WBCR-WBOS (FM) Granted extension of completion date to 7-10-55.

April 4 Decisions

BROADCAST ACTIONS

By the Commission

April 3

KRNK Junta, Colo.; WCOW South St. Paul, Minn.; KILO Sioux Falls, S. D.; KWNO Winona, Minn.

April 4 Applications

ACCEPTED FOR FILING

Modification of Cp

WCBE (FM) Columbus, Ohio.—Seeks mod. of cp (which authorized new educational fm) for extension of completion date.

KHAD-TV Laredo, Tex.—Seeks mod. of cp (which authorized new cp to extend completion date to May 30.

EKS-EWAC (TV) Allentown, Pa.—Seeks mod. of cp (which authorized new cp) for extension of completion date.

WDTV Cruz Bay, Virgin Islands.—Seeks mod. of cp (which authorized new cp) for extension of completion date.

WKCT-WVH Miami, Fla.—Seeks mod. of cp (which authorized new tv) to make ant. and other minor equipment changes. Antt.: ft. Cp

KELO Sioux Falls, S. D.—Seeks cp to install new combined am-tv tower (increase in height).

License to Cover Cp

WGHM Skowhegan, Me.—Seeks license to cover cp which authorized changes in licensed station.

License to Cover Cp Returned

WAVY Abbeville, S. C.—Application for license to cover cp returned. (Full name of licensee not given.)

Remote Control

WRAW Reading, Pa.

Renewal of License


SCA


UPCOMING

May

April 5: RAB Clinic, Kansas City, Kan.
April 10: RAB Clinic, St. Louis.
April 11: RAB Clinic, Peoria, Ill.
April 12-13: RAB Clinic, Cleveland.
April 13-14: 16th Annual Spring, Television Conference, sponsored by Cincinnati Section of the Institute of Radio Engineers, Cincinnati.
April 18-19: NABR Annual Convention, Conrad Hilton Hotel, Chicago.
April 19-21: Alpha Epsilon Rho, national radio-television fraternity, national convention. Columbus, Ohio.
April 20: American Council for Better Broadcasting, annual convention, Deshler-Hilton Hotel, Columbus, Ohio.
April 22: RAB Clinic, Salt Lake City.
April 24: RAB Clinic, Denver.
April 26-27: RAB Clinic, Des Moines, Iowa.
April 27: RAB Clinic, Cedar Rapids, Iowa.
April 28-May 4: Society of Motion Picture-Television Engineers Spring Convention, Hotel Statler, New York.
April 30: RAB Clinic, Raleigh, N. C.
April 30-May 2: Assn. of Canadian Advertisers Royal York Hotel, Toronto, Ont.

MAY

May 1: RAB Clinic, Charlotte, N. C.
May 3: RAB Clinic, Indianapolis, Ind.
May 10: RAB Clinic, Columbus, Ohio.
May 8: RAB Clinic, Philadelphia.
May 15-16: National Radio Week
Fenaco Manor.
May 26: Radio Old Timers, Conrad Hilton Hotel, Chicago
Ernie's Clinker

It's pretty obvious that Ernie Jones, president of MacManus, John & Adams, pulled a clinker with his proclaimed doubts about television's qualifications as a "prime" advertising medium for automobiles and other durable goods [BT, April 2].

The unvarnished truth, of course, is that his agency has never used television as a "prime" medium for its heavy goods clients. MacManus, John & Adams, admittedly influential in the automobile field, has been primarily a print agency. Cadillac, which it represents, has tried TV scarcely at all. Pontiac, its other automobile client, has never employed the "new" medium on a scale anywhere near its devotion to newspapers and magazines.

Mr. Jones, then, clearly was passing judgment on a case he had not tried. More than that, we cannot resist the thought that Pontiac's experience with television, such as it has been, must have contributed to the views he expressed. Pontiac and M&J&A have not been especially fortunate in their TV ventures of recent years. Witness their current effort, Playwrights 56, a generally commendable program occupying what may well be the toughest time period in network television today—opposite the front-running $64,000 Question. Against this sort of opposition, Pontiac's program has suffered in station clearances—116 stations against 164 for $64,000 Question—and consequently in audience as well. MacManus, John & Adams must be commended for its daring in such scheduling, but all television should not be held up as the goat if the gamble did not pay off as well as hoped for.

Elsewhere in these pages, a number of Mr. Jones' colleagues and competitors take issue with him in varying degrees of disagreement. Without elaborating here on what they say, we are tempted to note that one car manufacturer, American Motors, conducted a survey which showed that, of all of its Rambler buyers who said they first heard of the car through some form of advertising, more than half said they were led to it by television.

We are heartened to see that Mr. Jones, despite his doubts about television's ability with heavy goods, clearly recognized its worth with smaller items. We were glad to hear that even his doubts did not mean that Pontiac will not be back in TV next year. Before he writes TV off as a prime medium for heavy goods, however, he should at least give it a prime try. When more than half of the advertising-conscious buyers of any car—even a competitor's—give television first credit among media, then television is a "prime" medium and is entitled to be used as such.

That Renewal Quandary

The FCC could save itself and the nation's broadcasters a lot of time and tribulation if it quit counting spot announcements or, short of that millenium, revised its outdated station license renewal forms.

Without conceding that the FCC has either the legal or moral right to undertake mathematical appraisal of commercial versus sustaining programming, we feel constrained to point out that the existing license renewal form (303) hasn't been changed since 1947. It was then that television began to move and subsequently brought about revolutionary changes in radio programming and in station operating practices. Radio network schedules, which had been dominant, today do not bear the slightest resemblance to those in the pre-TV era. Network-affiliated stations revised their operating formats and new generally concentrate on local and national spot business.

In the pre-TV era, the most desirable spots were those adjacent to the top-rated network programs. The 20-second chain break was in great demand. The extent to which that has changed is well established. The radio vogue now is the one-minute spot.

Form 303 (applicable both to radio and TV) divides the broadcast week into 15-minute periods. The applicant for renewal is required to specify the number of "14½ minute periods" within each 15-minute block in which no, one, two, three, four or five or more spot commercials were broadcast, along with a mathematical count of the number of spot announcements used. Excluded are non-commercial spot announcements, call letter announcements and promotional announcements for sustaining programs.

Why the "14½ minute" segment? Or the 15 minute period? It may have been the natural programming break before TV, but it isn't today. If the FCC feels it must continue to count spot announcements, in appraising the "public interest" of renewal applicants, it ought to be more realistic about it. For example, a 14 minute segment, in the light of the heavy use of one-minute announcements, would reduce the commercial percentage in the 15 minute time bracket. And who would be hurt if a spot runs one minute, instead of 20 or 30 seconds?

If the FCC is concerned about bait-switch or fraudulent advertising, there are criminal statutes which can be invoked. If a station is adjudged guilty of violating the criminal laws, the FCC would have ample ground upon which to appraise its competence as a licensee.

While on the matter of 303, there's another outmoded rule which the FCC should reconsider. Stations, to boost audience, use promotional announcements at breaks for upcoming programs. If the service announcement is for a sustaining program, it isn't counted as "commercial." But if it's for a sponsored program, it is charged to commercial, even though the station derives no revenue from it.

There are other inequitable provisions in form 303, notably those defining program categories, and which have resulted in renewal citations for purported "imbalance." We contend that many commercial programs are "public service" in character and it shouldn't matter whether or not they are sponsored.

For example, last week in Washington the Advertising Council called for an increase of 20% in the volume of advertising devoted to public service over the estimated $125 million donated last year. Radio and TV stations donate millions in time for these campaigns, and radio and television advertisers additional millions in their "commercials." When the advertiser pays, even though he isn't selling his own goods or services, it becomes "commercial" under 303.

The FCC has held that it isn't invoking censorship when it seeks programming information on renewal. We happen to think otherwise. So you do the best you can with what you have.

Thus, we suggest to the FCC that, in the weeks ahead, it consider up-dating and modernizing its renewal form to meet conditions as they exist in a field that has undergone radical change. Delegates to the NARTB convention in Chicago next week should be prepared to ask members of the FCC about this and other matters disturbing them during the FCC Q and A Panel scheduled for Tuesday, April 17.
Here's an hour long, six day a week audience participation show that is wildly successful! Emcees Brent Gunts and Jay Grayson are great favorites in Maryland. In a recent contest offer on the program 29,847 viewers responded in a few short days! You can "buy in" on this successful show—any day or every day.

On "Quiz Club"—Sponsors A, B and C are in their third year, Sponsors D and E in their second, and Sponsors F, G, H and I in their first.
NATIONAL NIELSEN TOP 10 RATINGS:

MARCH 1952
1. I LOVE LUCY
2. ARTHUR GODFREY'S TALENT SCOUTS
3. THE RED SKELTON SHOW
4. TEXACO STAR THEATRE
5. COLGATE COMEDY HOUR
6. YOUR SHOW OF SHOWS
7. YOU BET YOUR LIFE
8. ARTHUR GODFREY & HIS FRIENDS
9. FIRESIDE THEATRE
10. MAMA

MARCH 1953
1. I LOVE LUCY
2. ARTHUR GODFREY'S TALENT SCOUTS
3. ACADEMY AWARDS CEREMONY
4. ARTHUR GODFREY & HIS FRIENDS
5. COLGATE COMEDY HOUR
6. TEXACO STAR THEATRE
7. DRAGNET
8. PHILCO TV PLAYHOUSE
9. YOU BET YOUR LIFE
10. THE RED BUTTONS SHOW

MARCH 1954
1. I LOVE LUCY
2. ACADEMY AWARDS CEREMONY
3. DRAGNET
4. BOB HOPE SHOW
5. JACKIE GLEASON SHOW
6. MILTON BERLE
7. YOU BET YOUR LIFE
8. ARTHUR GODFREY'S TALENT SCOUTS
9. JACK BENNY SHOW
10. TOAST OF THE TOWN

MARCH 1955
1. I LOVE LUCY
2. JACKIE GLEASON SHOW
3. TOAST OF THE TOWN
4. DISNEYLAND
5. MILTON BERLE
6. JACK BENNY SHOW
7. YOU BET YOUR LIFE
8. THE GEORGE GORSEL SHOW
9. DRAGNET
10. MARTHA RAYE SHOW

MARCH 1956
1. I LOVE LUCY
2. THE ED SULLIVAN SHOW
3. $64,000 QUESTION
4. FORD STAR JUBILEE
5. DISNEYLAND
6. JACK BENNY SHOW
7. DECEMBER BRIDE
8. THE PERRY COMO SHOW
9. DRAGNET
10. THE MILLIONAIRE